

8 scenarios for the Customer Journey

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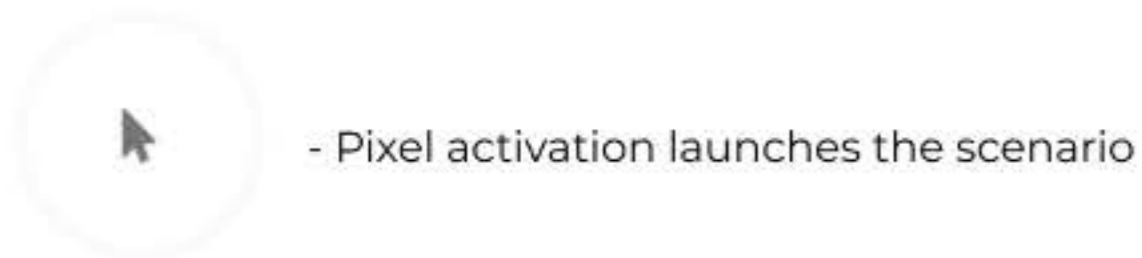
Elements in Customer Journey



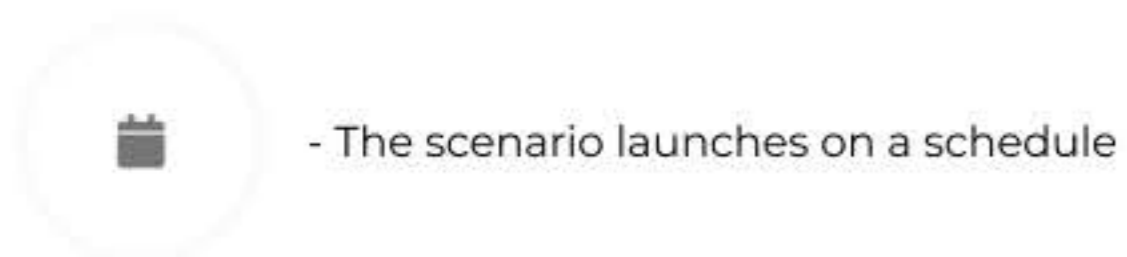
- Api trigger call launches the scenario



- API profile import launches the scenario



- Pixel activation launches the scenario



- The scenario launches on a schedule



- Trigger: email, web/mobile push, sms



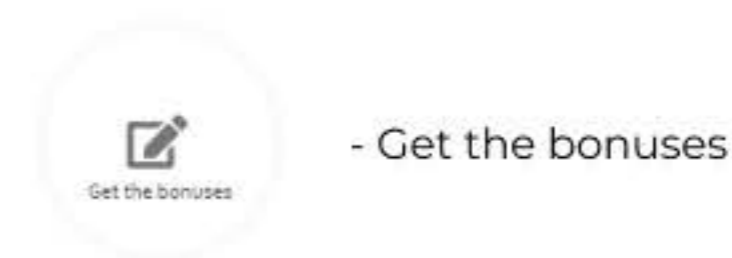
- Pause between steps



- Condition



- Import to database



- Get the bonuses



- Attach a promo code

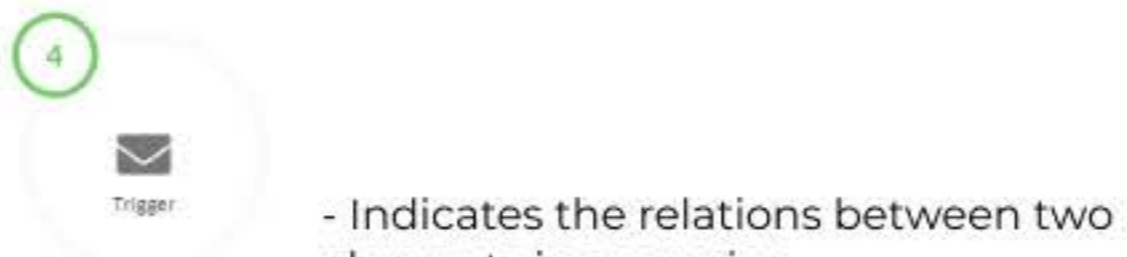


- Add to the segment

→ - Relations between two elements in scenarios

→ - Relations between a condition and a completed action

→ - Relations between a condition and an incomplete action

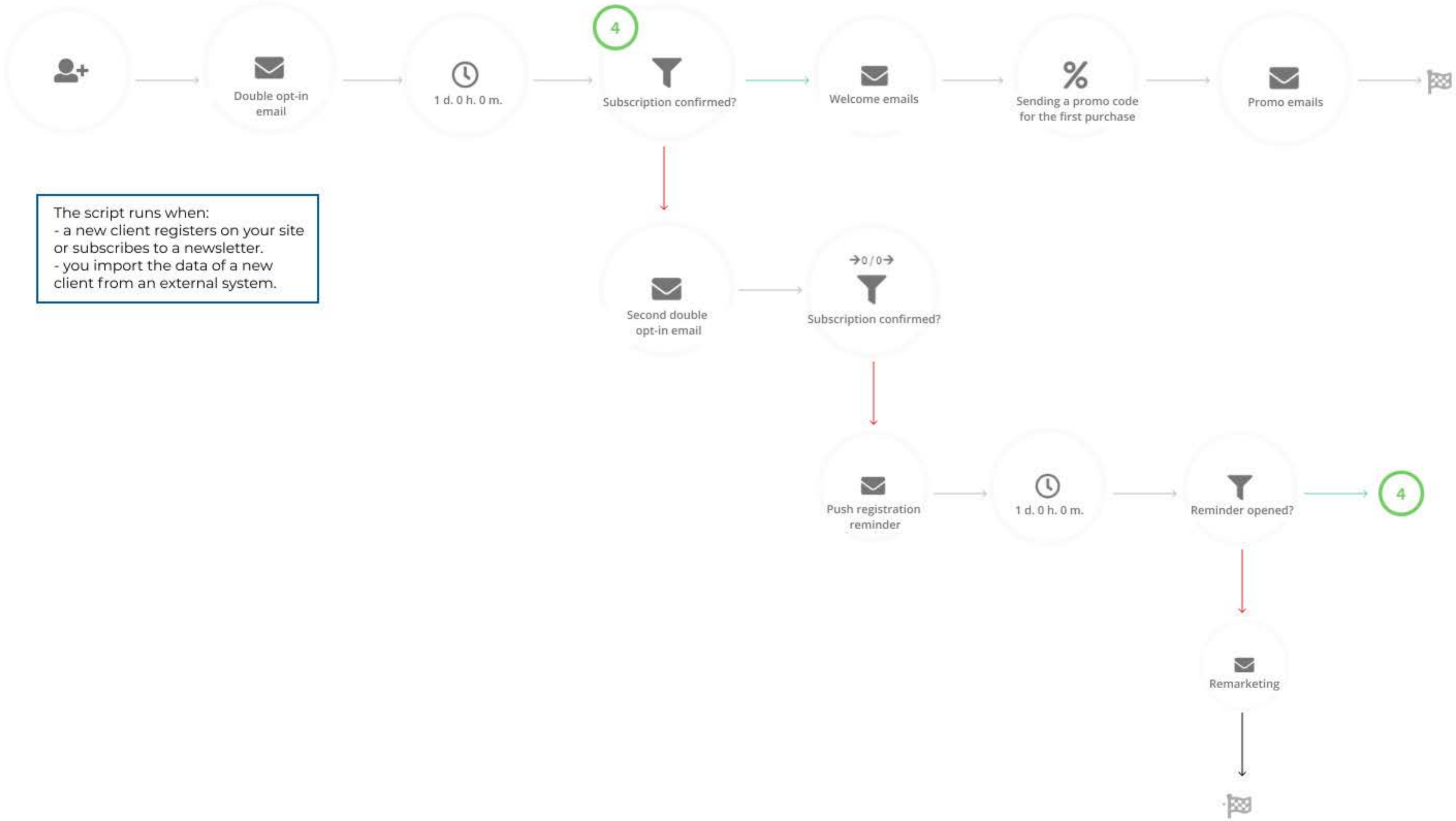


- Indicates the relations between two elements in scenarios



Automatic Welcome scenario

Welcome emails are primarily required for double opt-in confirmation of subscription by the user. Welcome scenarios help increase customer engagement from the moment of registration.

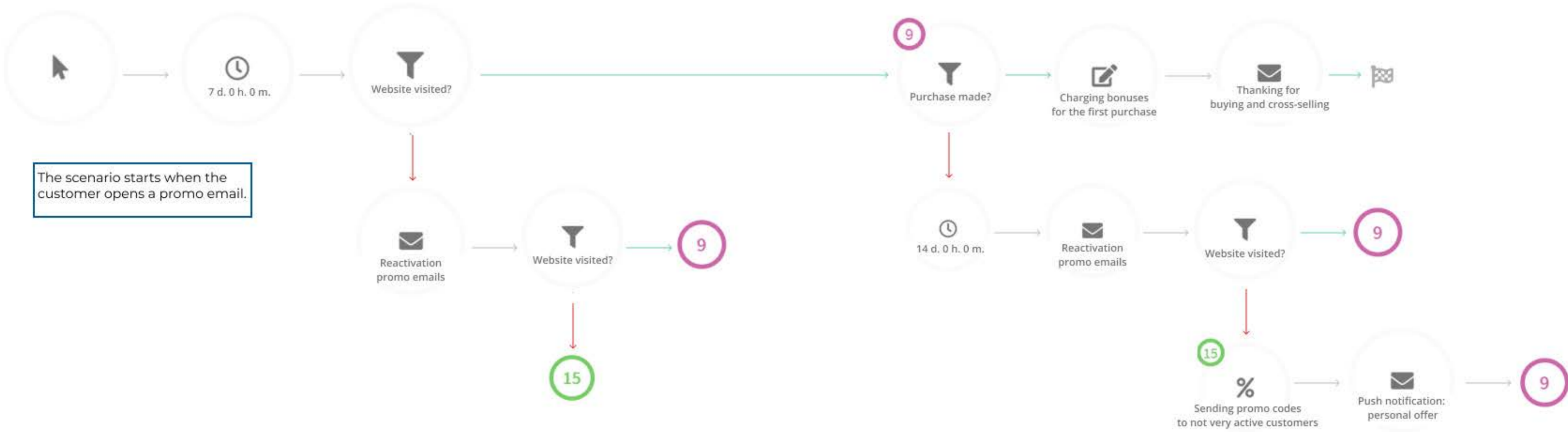


The script runs when:

- a new client registers on your site or subscribes to a newsletter.
- you import the data of a new client from an external system.

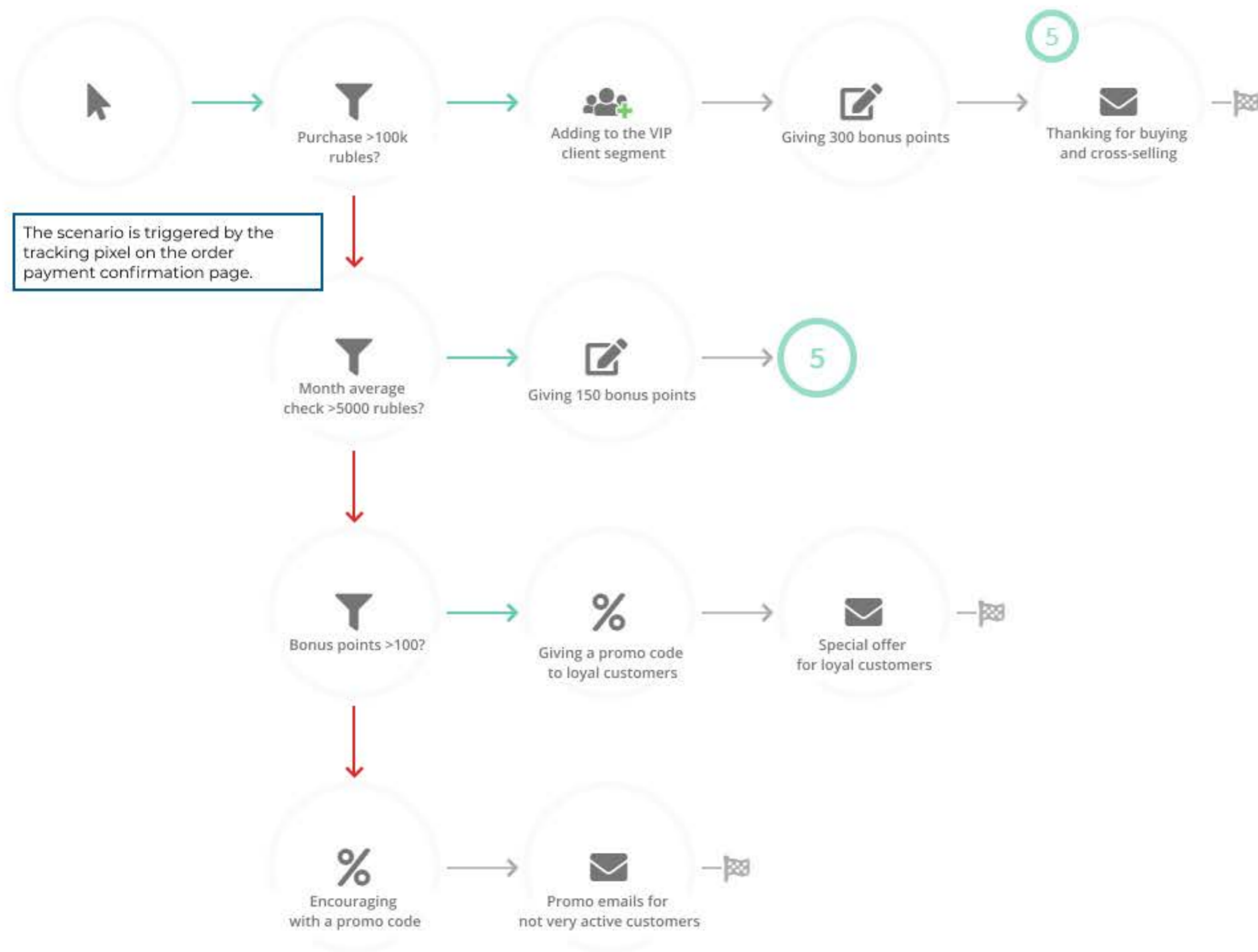
Automatic “First purchase” scenarios

The customer is introduced to the product through the scenario. You engage customers from the first letter and lead them smoothly to the conclusion of the transaction.



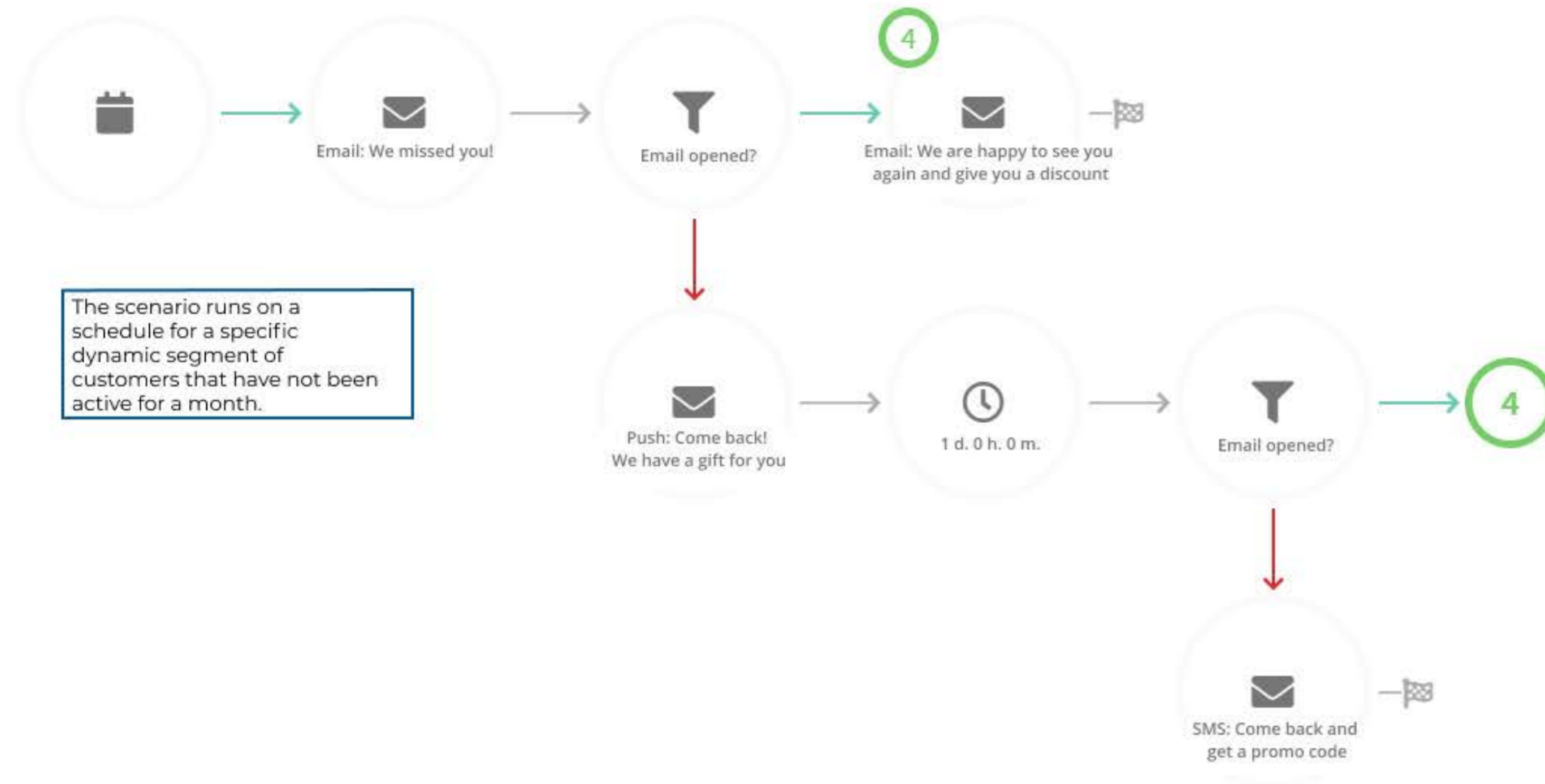
Automatic “Customer loyalty management” scenarios

A type of scenario that aims to increase customer engagement and loyalty.



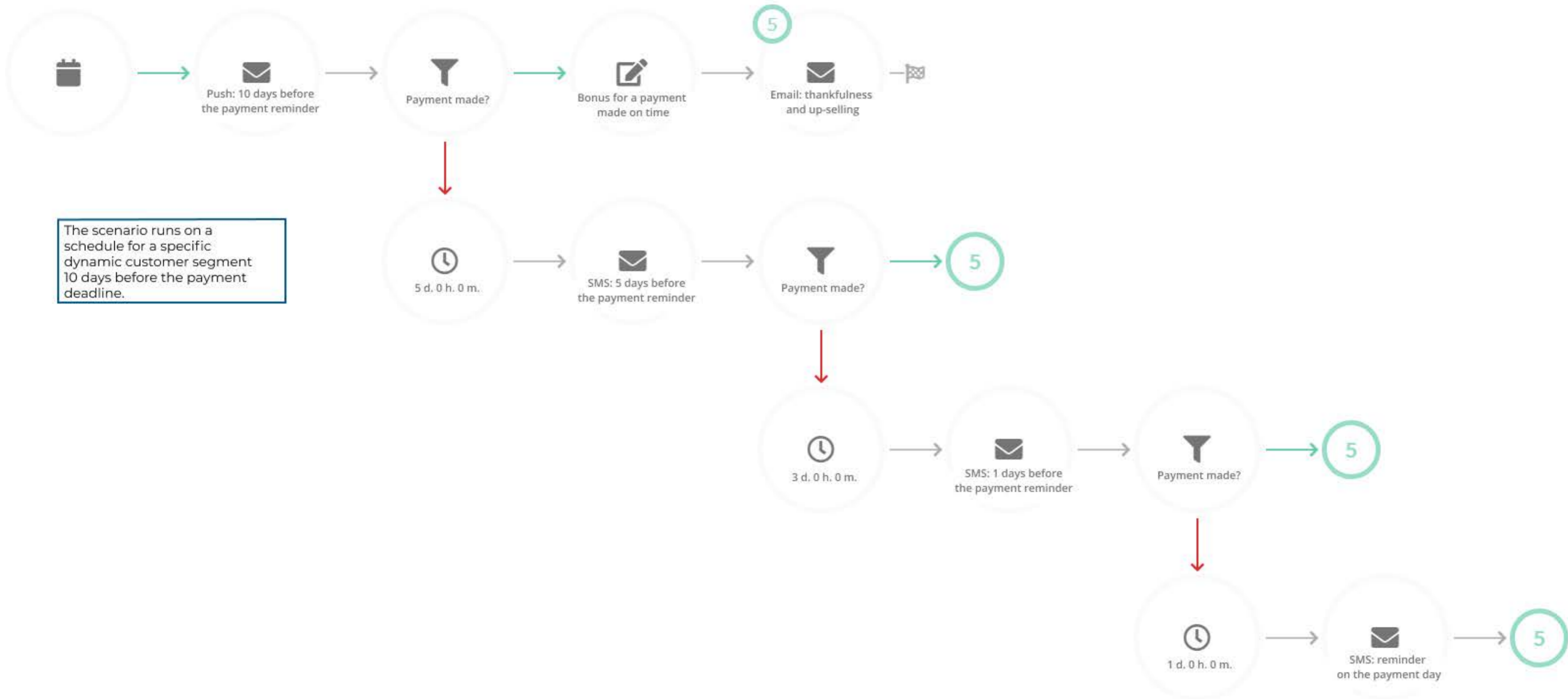
Automatic “Customer reactivation” scenarios

You can set up regular customer activity checks in the platform. If activity drops, an automatic reactivation scenario is triggered.



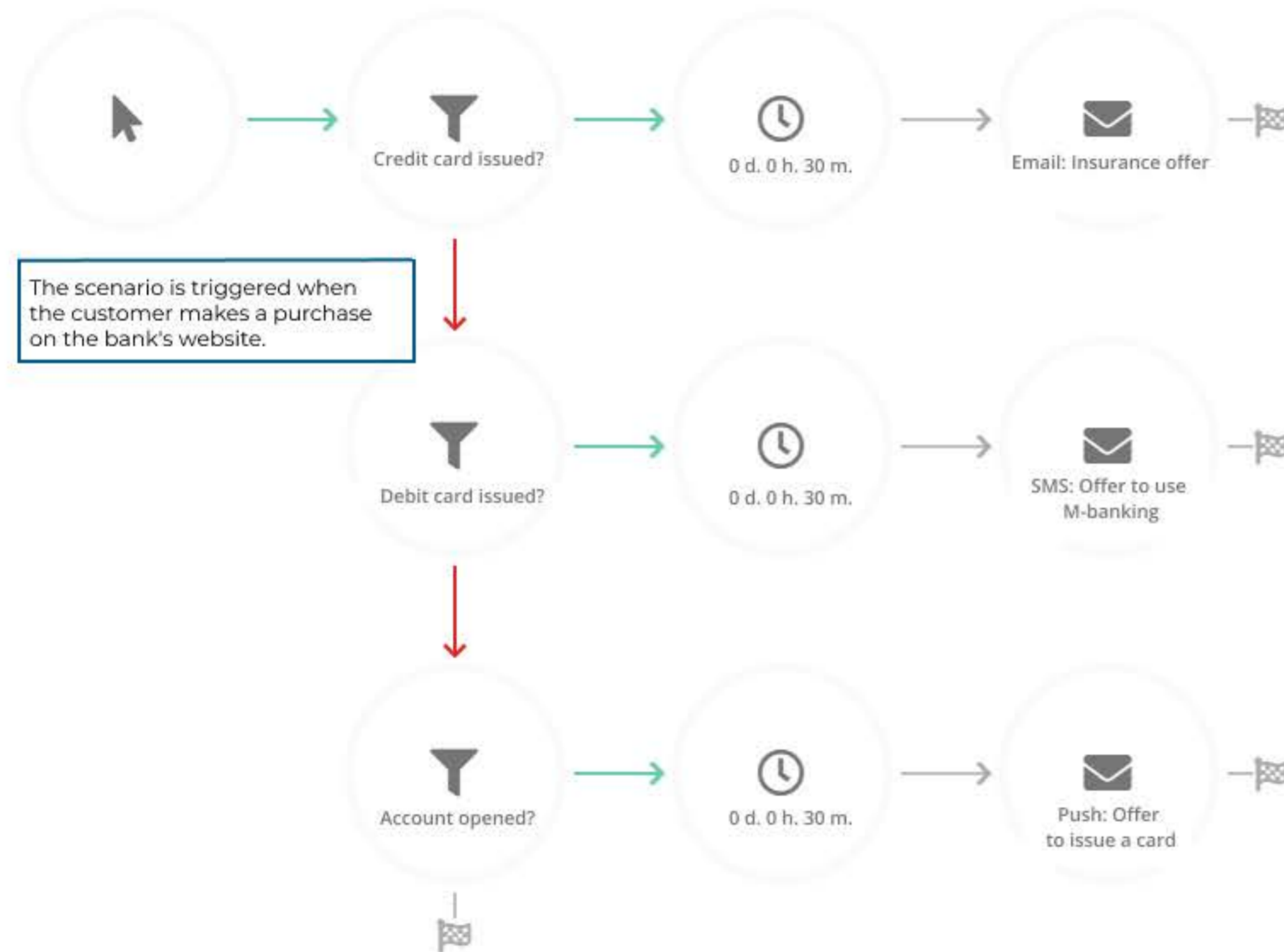
Automatic “Payment reminder” scenarios

Using this scenario, it is convenient to remind customers of the loan repayment date, service or subscription renewal. The reminder model is suitable for financial organizations, banks, streaming services, insurance companies, and online universities.



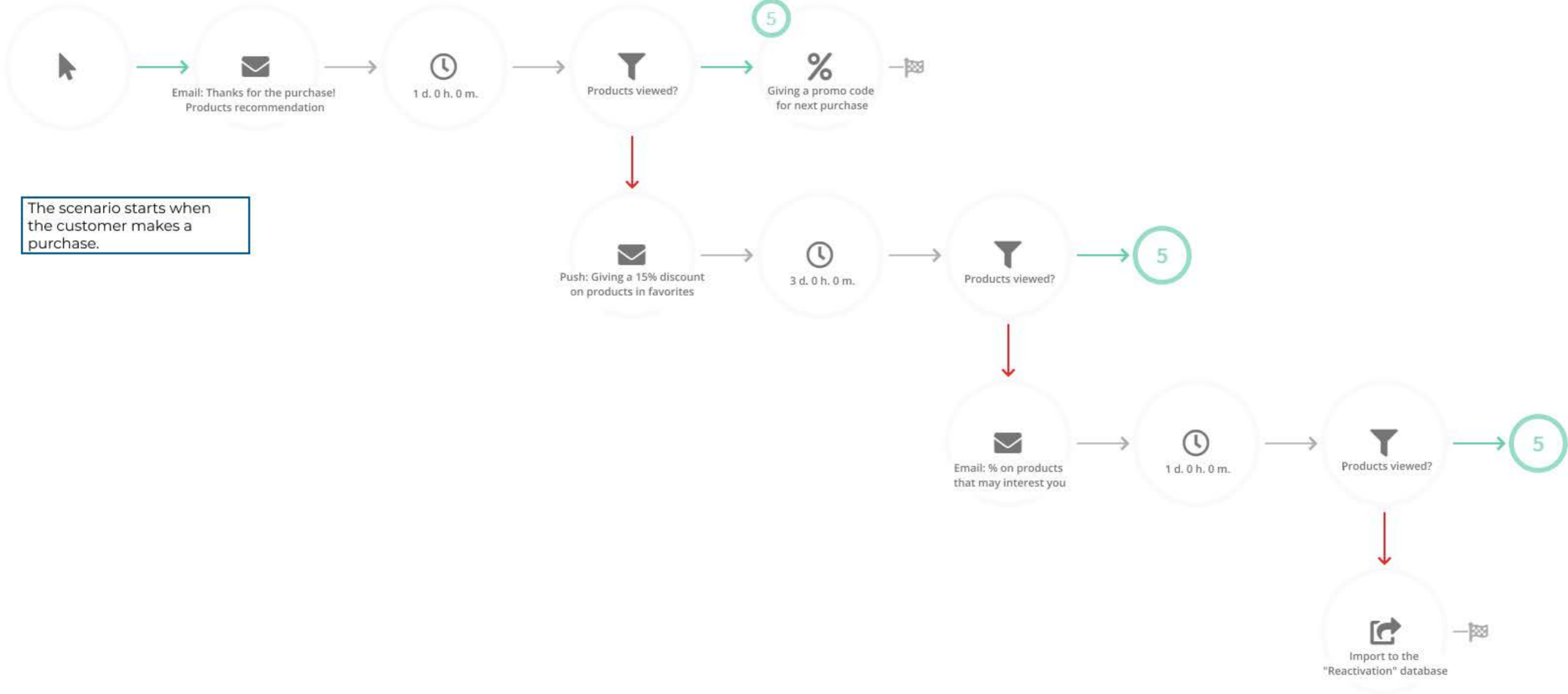
Automatic Cross-sell scenarios

Cross-selling is a method of increasing the average receipt by selling related products or services. This type of the customer journey is effective for all business areas.



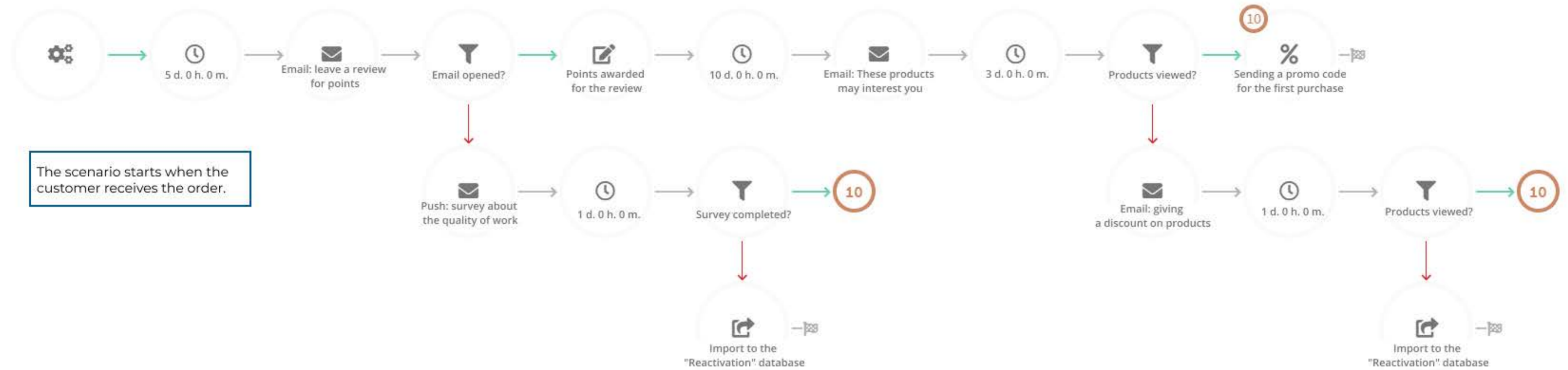
Automatic Upsell scenarios

This type of automatic scenario helps you increase your average receipt. A series of upselling emails helps build a stronger and longer-term relationship with the customer.



Automatic "After purchasing" scenarios

The scenario that helps to increase the involvement of the customer after purchase.





**Here are the main scenarios for marketing automation.
If you need an individual Customer Journey, just email us.**

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