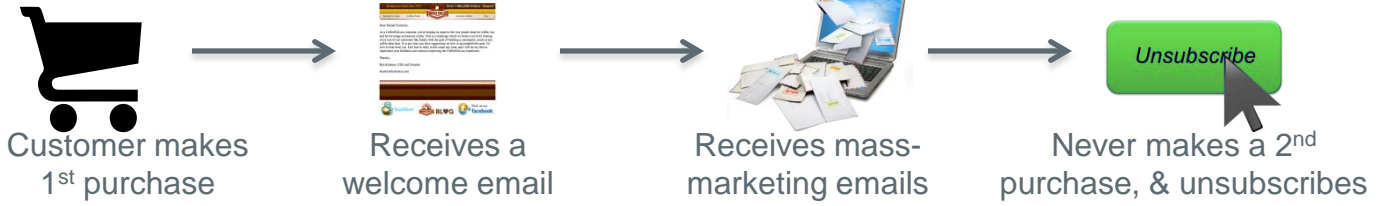


Old School Marketing: A 1st Time Buyer's Path



How Data Can Drive Personalized Lifecycle Marketing



Thank



Help Buy More








Win Back



Reward



 Joe – Win him back!

Days

- 0  1st purchase
\$5 - filters, \$15 - coffee
- 1  CEO welcome email
- 5  Post purchase thank you
- 15  1st product specific email
- 17  Receives product specific re-mail














No purchases

- 90  Win-back email 1
- 100  Win-back email 2
- 120  Win-back email 3
- 135  2nd purchase
\$50 - coffee

 Sally – Replenish & Reward!

Days

- 0  1st purchase
\$22 - tea, \$35 - K-cups
- 1  CEO welcome email
- 5  Post purchase thank you
- 15  1st product specific email
- 40  2nd purchase
\$20 - tea, \$75 - K-cups
- 47  Replenishment email (based on median date for product)
- 49  Replenishment re-mail
- 90  3rd purchase
\$125 - K-cups
- 135  Replenishment email (based on predicted order date for Sally)
- 140  4th purchase
\$250 - K-cups
- 215  Best customer email (sent after trigger)

Lifecycle Marketing Map

