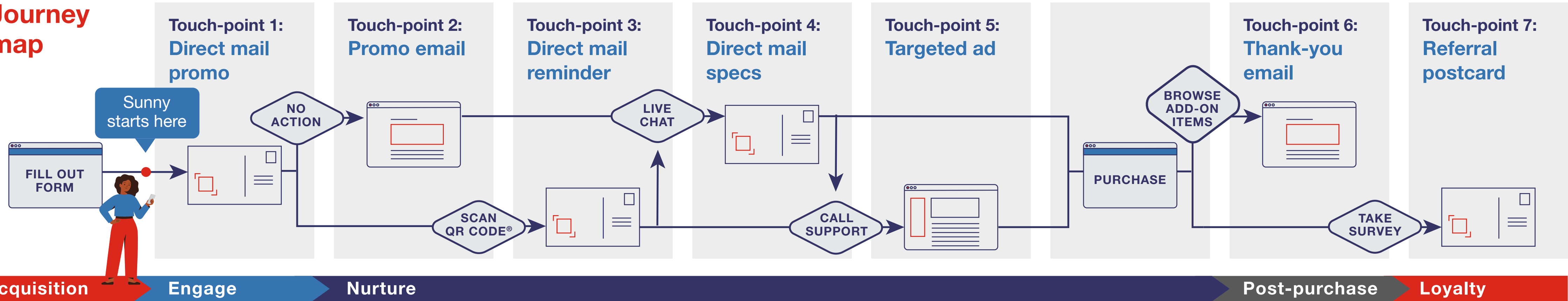


Journey map



Content matrix

	Touch-point 1: Direct mail promo	Touch-point 2: Promo email	Touch-point 3: Direct mail reminder	Touch-point 4: Direct mail specs	Touch-point 5: Targeted ad	Touch-point 6: Thank-you email	Touch-point 7: Referral postcard
Message:	Welcome to AnyStore!	Get 15% off a full-price laptop.	Claim your 15% off before it expires.	Explore laptop specs for your favorite option.	The laptop in your cart is low in stock.	Thank you. You can still add items to your order.	Share your referral code.
CTA:	Scan QR Code® to see the latest laptops	Add promo code to your account	Scan QR Code® to add promo code to your account	Scan QR Code® to complete your order	Complete your order	Click on an item to add it to your order	Mail these postcards to your friends to share the savings

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