

CHANNELS

- In-Store
- Mobile/Table App
- Desktop
- Mobile/Tablet Web
- Print/Display
- TV

PARTICIPATION LEVEL

- High
- Medium
- Low

Interest

- Advertisements
- Articles
- Blogs
- Influencers (social)

Research

- Consumer websites
- Word of Mouth
- Social
- Product Comparison (in-store)
- Peer Review Sites
- Real-time Sales Interactions

Purchase

- Check Inventory
- Purchase Product
- Shipment Tracking
- Point of Sale Data Capture
- Shopping Cart (cross-sell)

Sharing

- Word of Mouth
- Social
- Peer Review Sites

Follow-Up

- Loyalty Programs
- Support
- Coupons
- Insurance/Extended Warranty Offers

Re-Engage

- Product Anniversary
- Proximity SMS/Apps
- Upgrades

