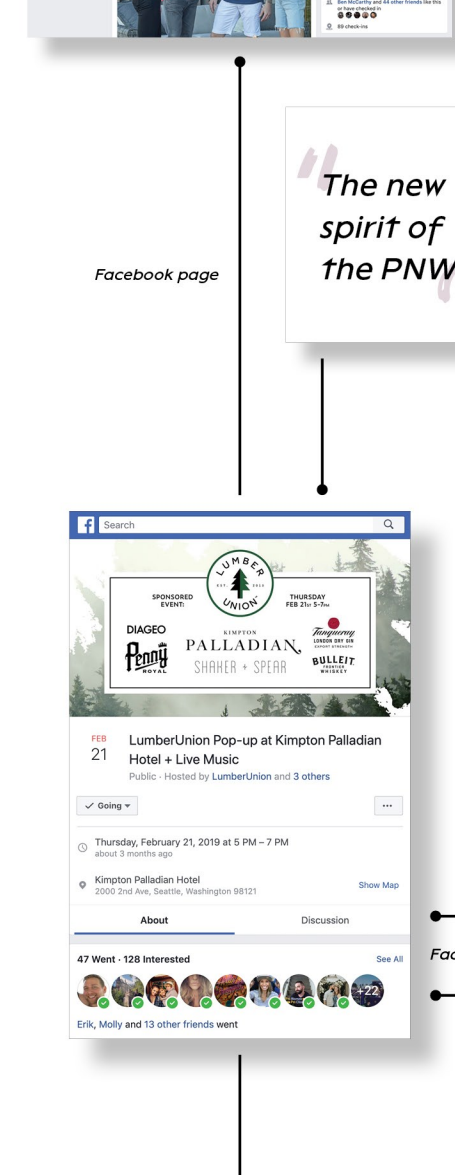




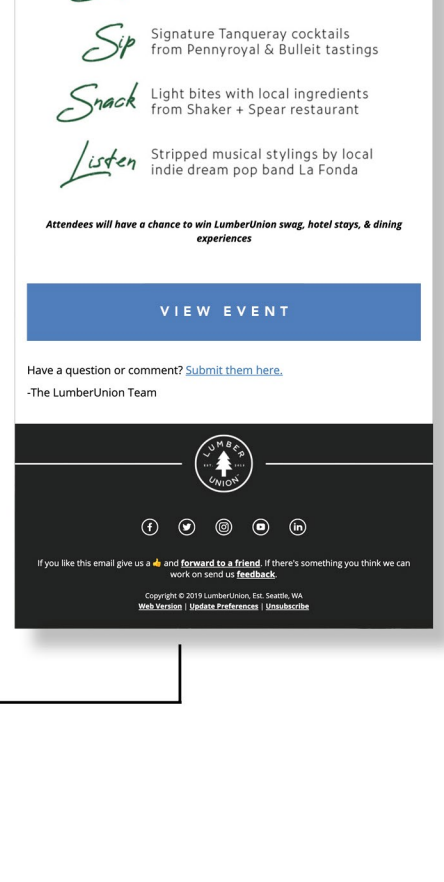
Formal invitation

- User Journey
- Touch-point
- Future Touch-Point
- Additional Info

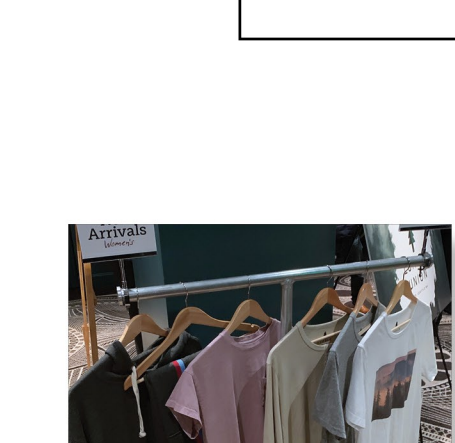


Facebook retargeting ad

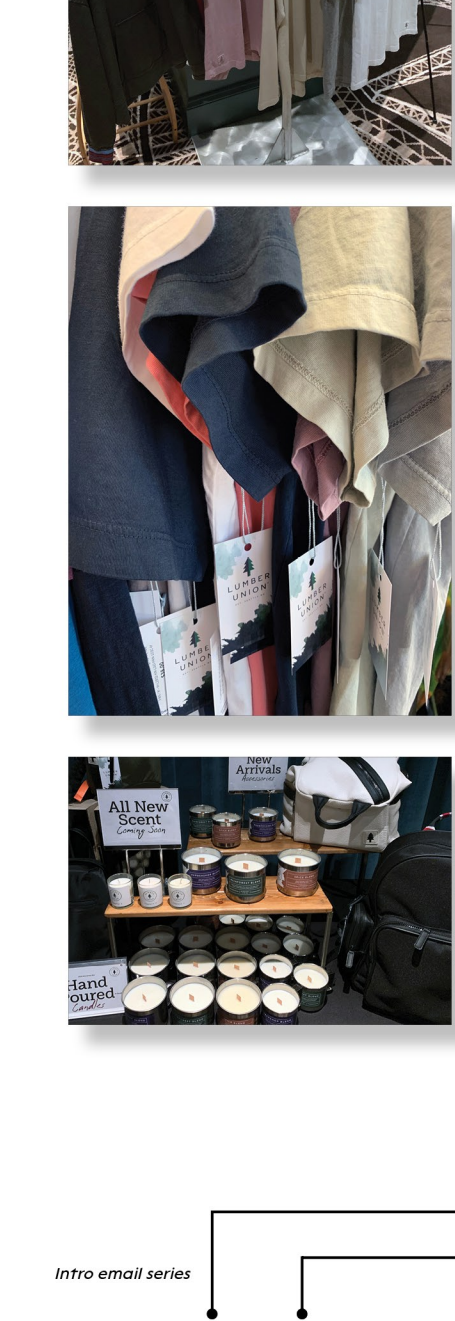
Facebook event ad



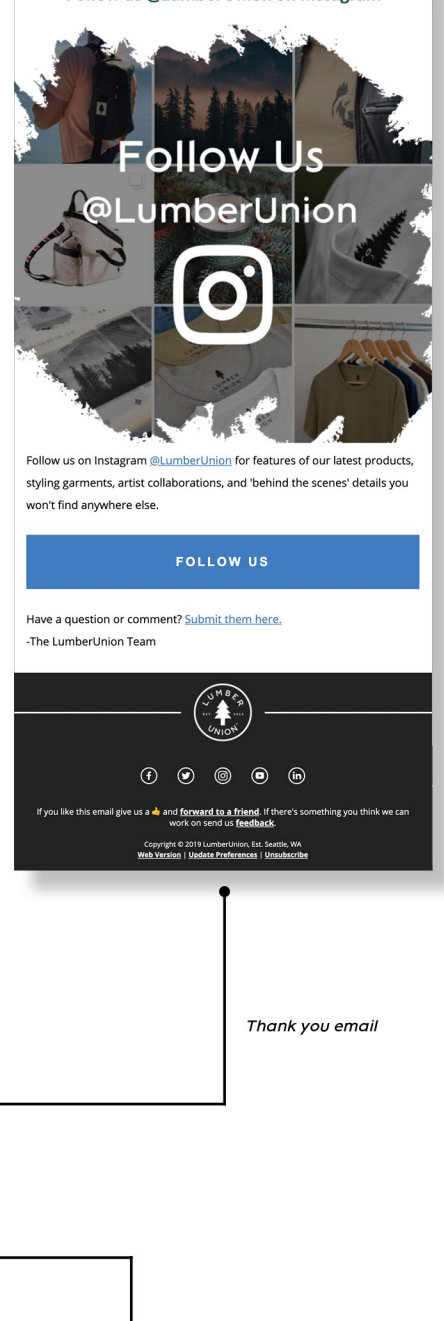
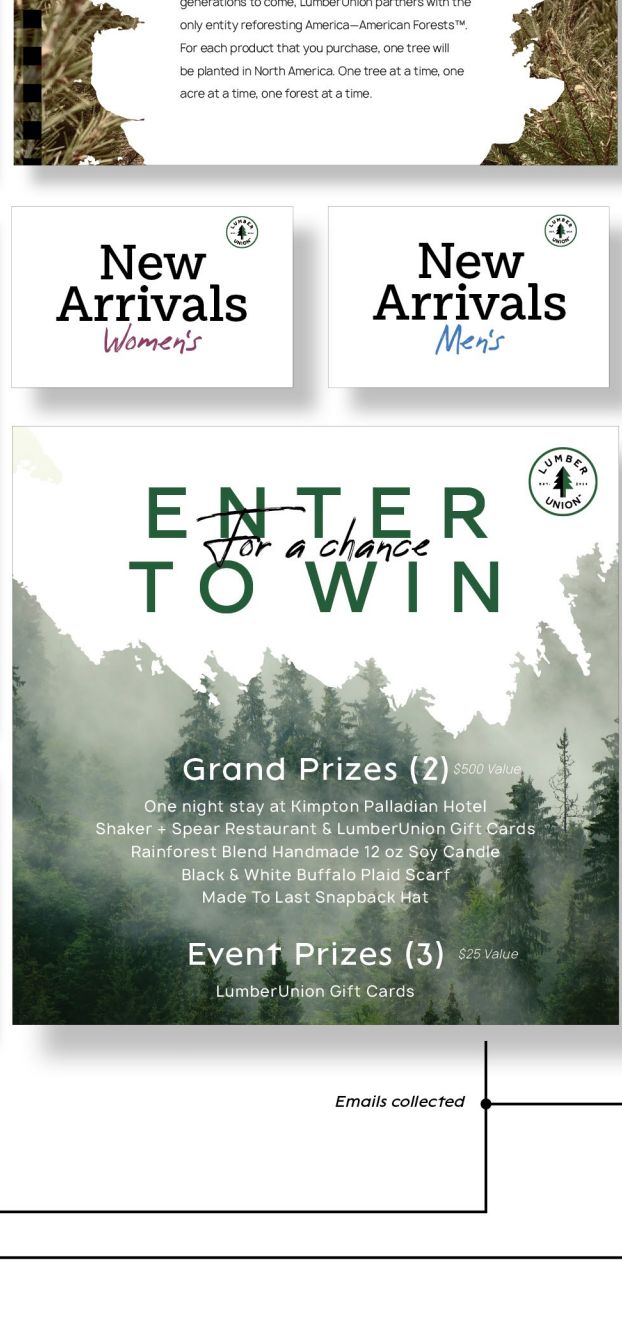
Email to existing clients



Facebook event



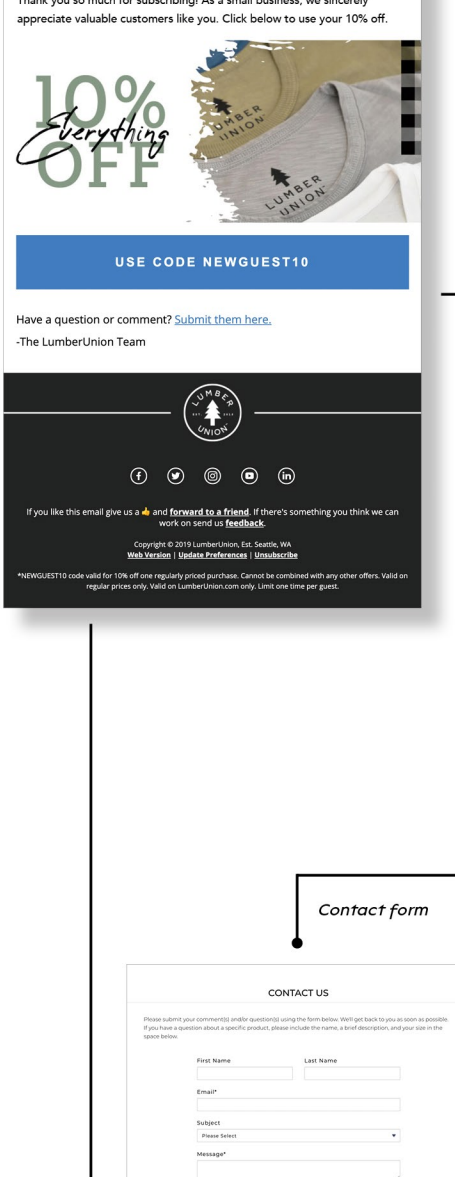
Pop-up event



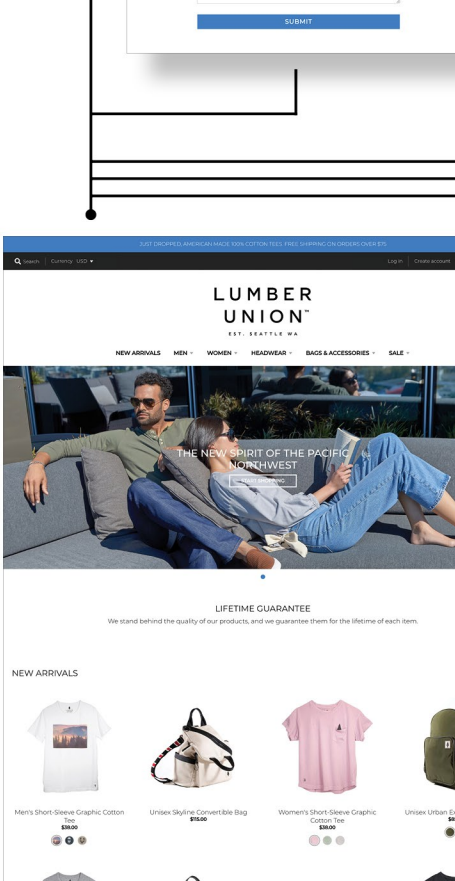
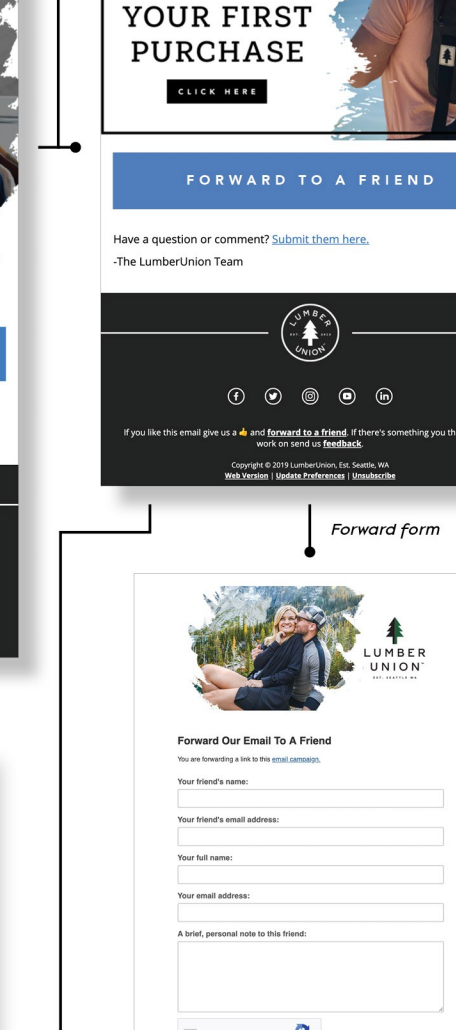
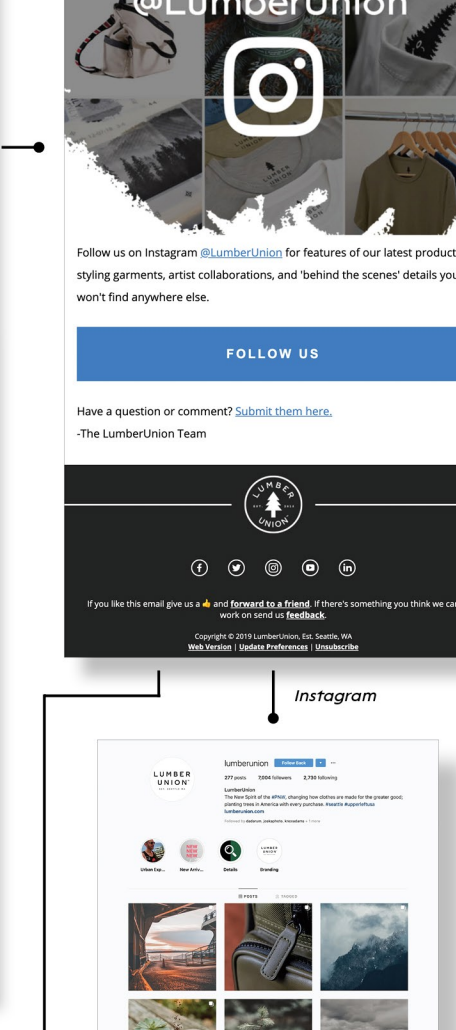
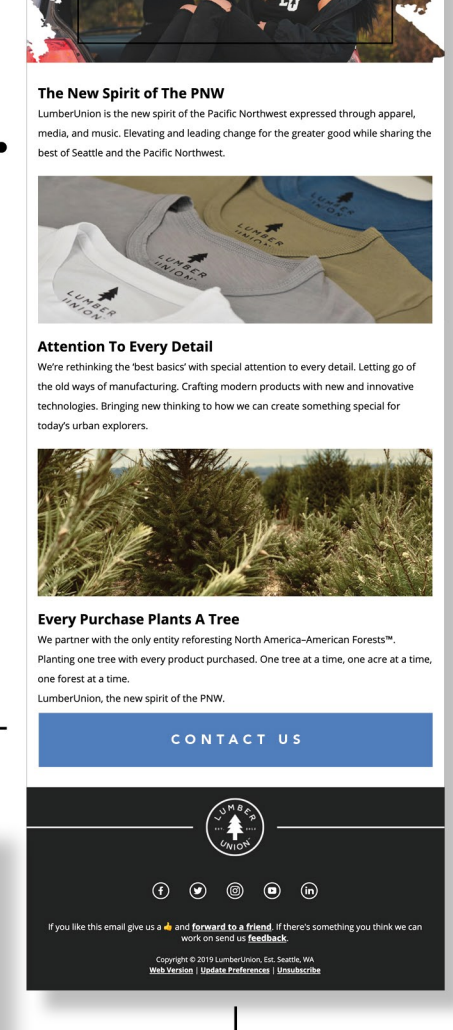
Instagram

Emails collected

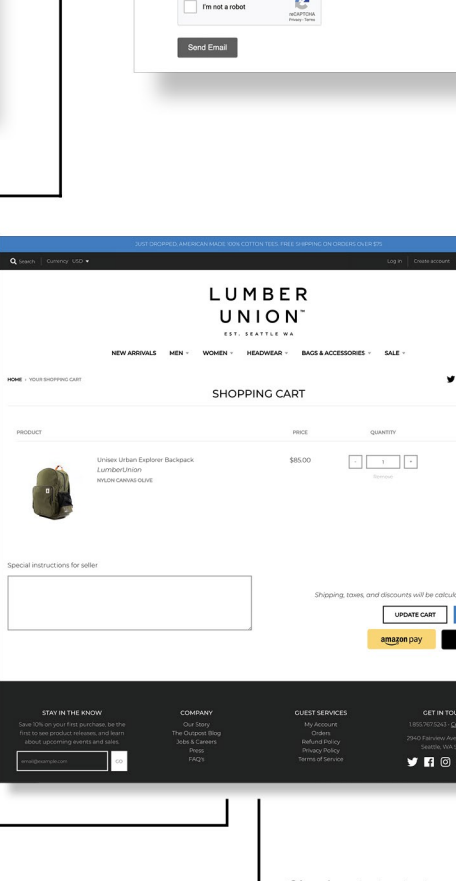
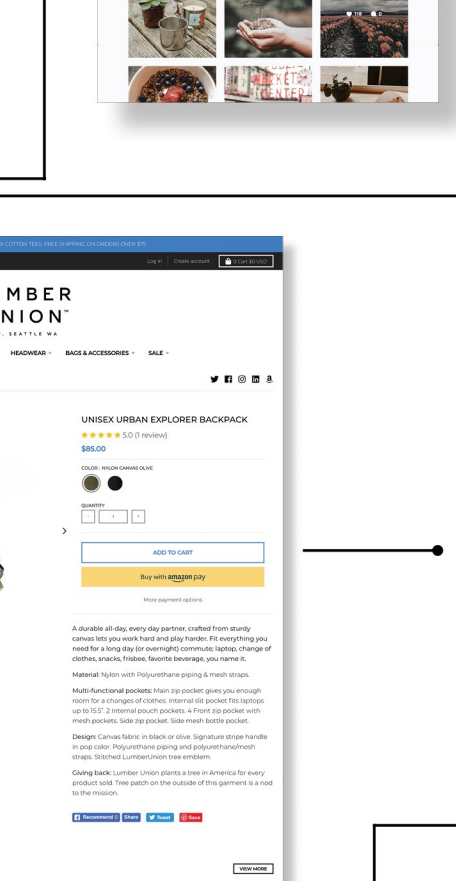
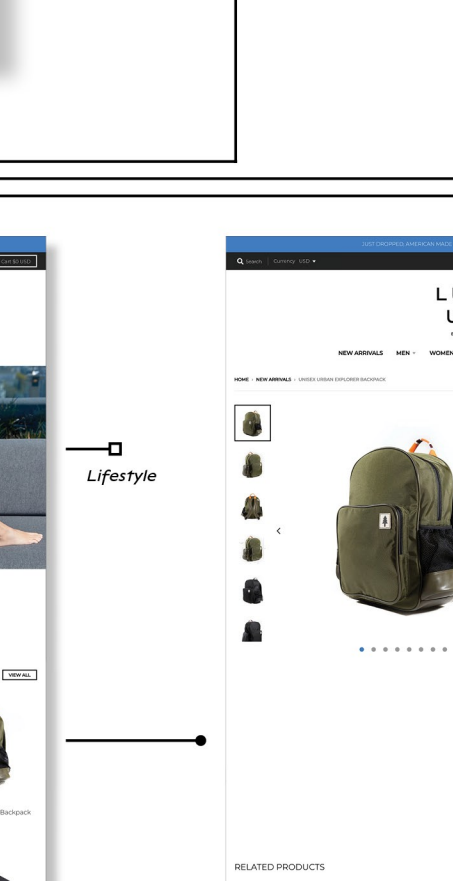
Thank you email



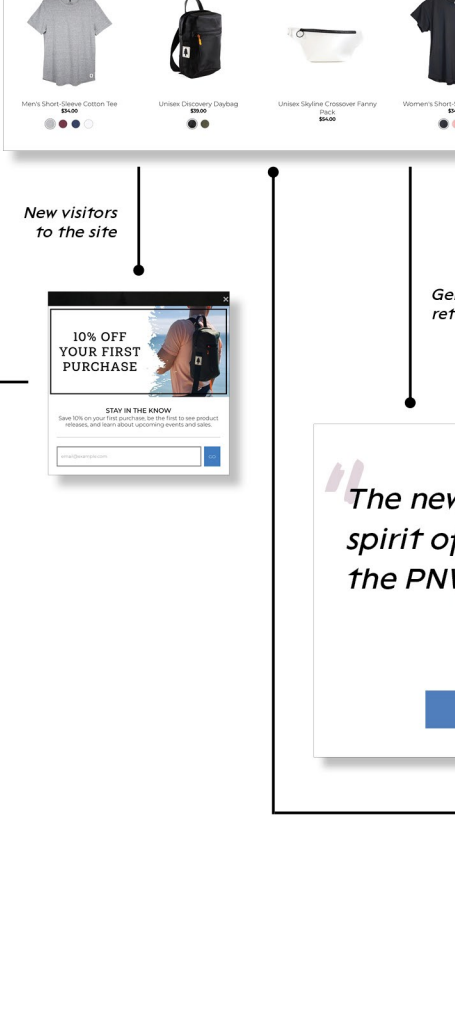
Intro email series



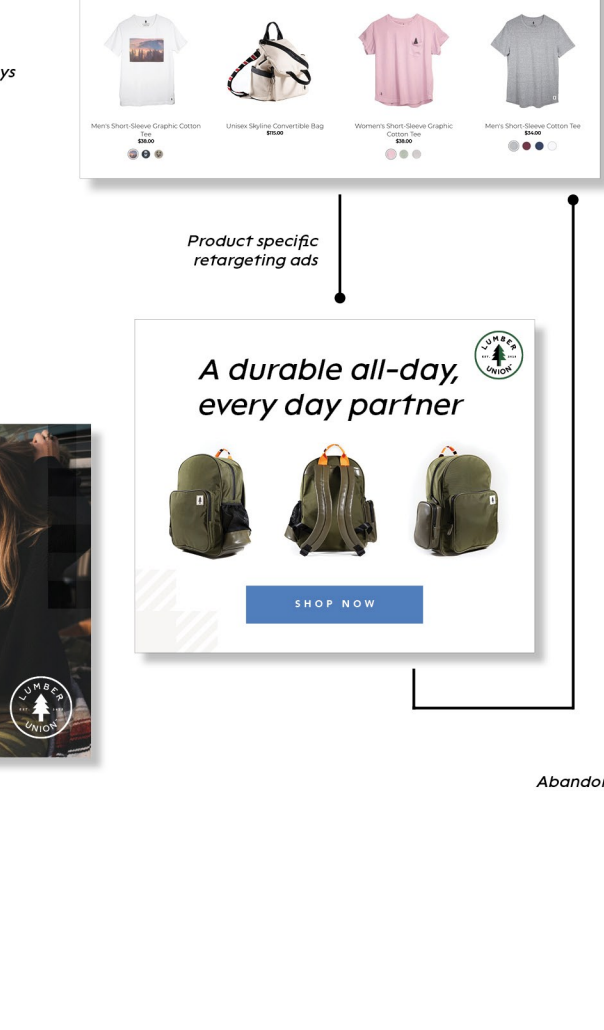
Contact form



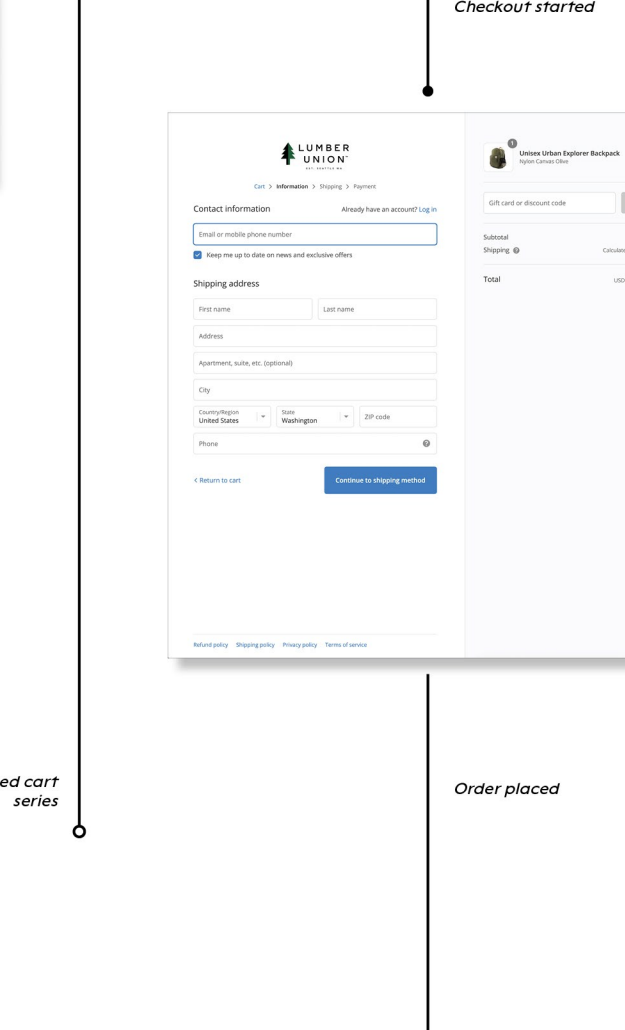
Forward form



Lifestyle



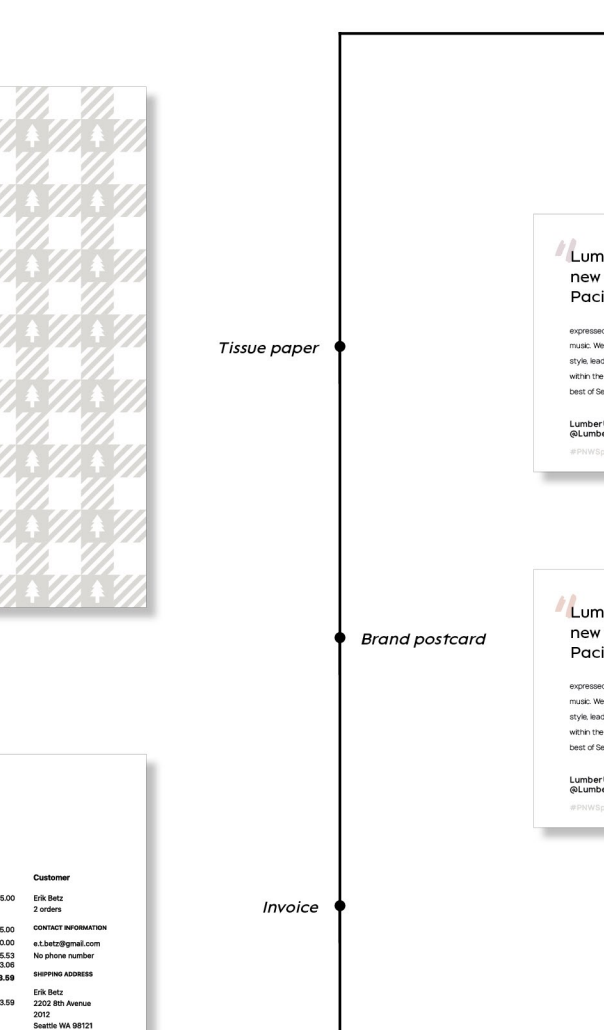
Play Lays



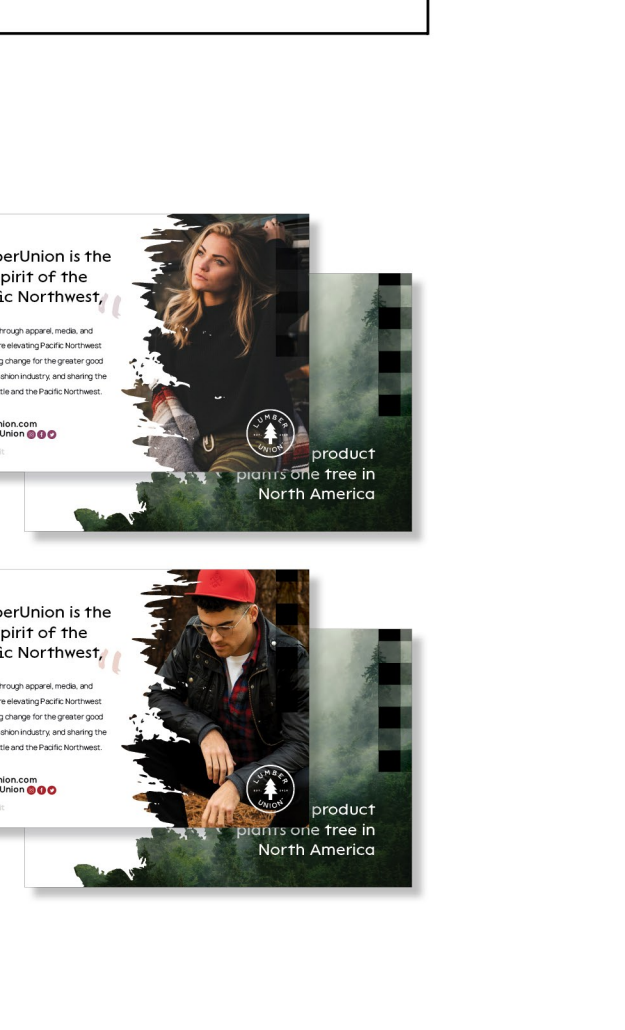
Checkout started



New visitors to the site

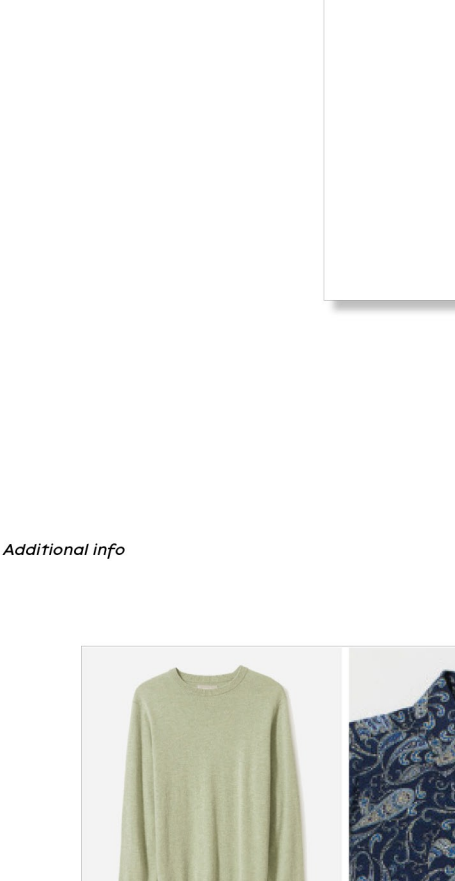


Product specific retargeting ads



Abandoned cart series

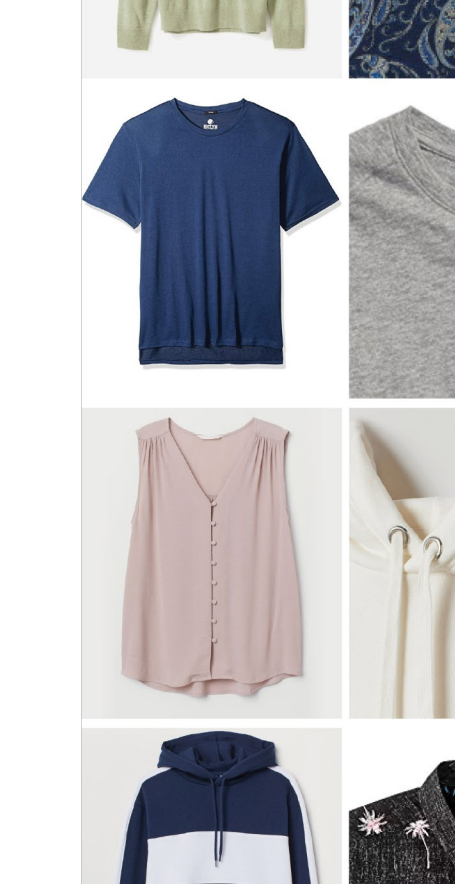
Order placed



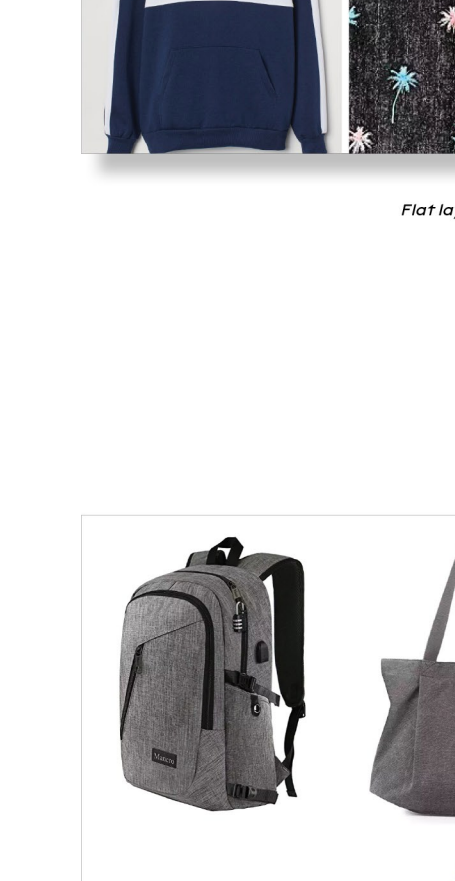
Tissue paper



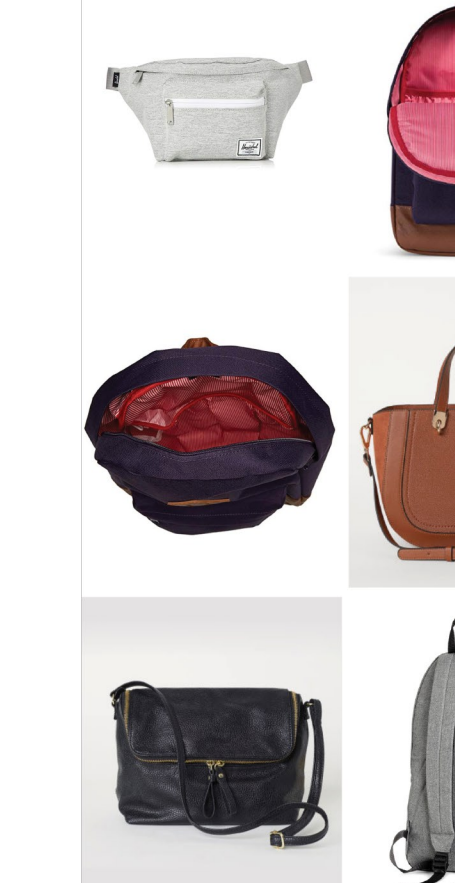
Brand postcard



Invoice



Stickers



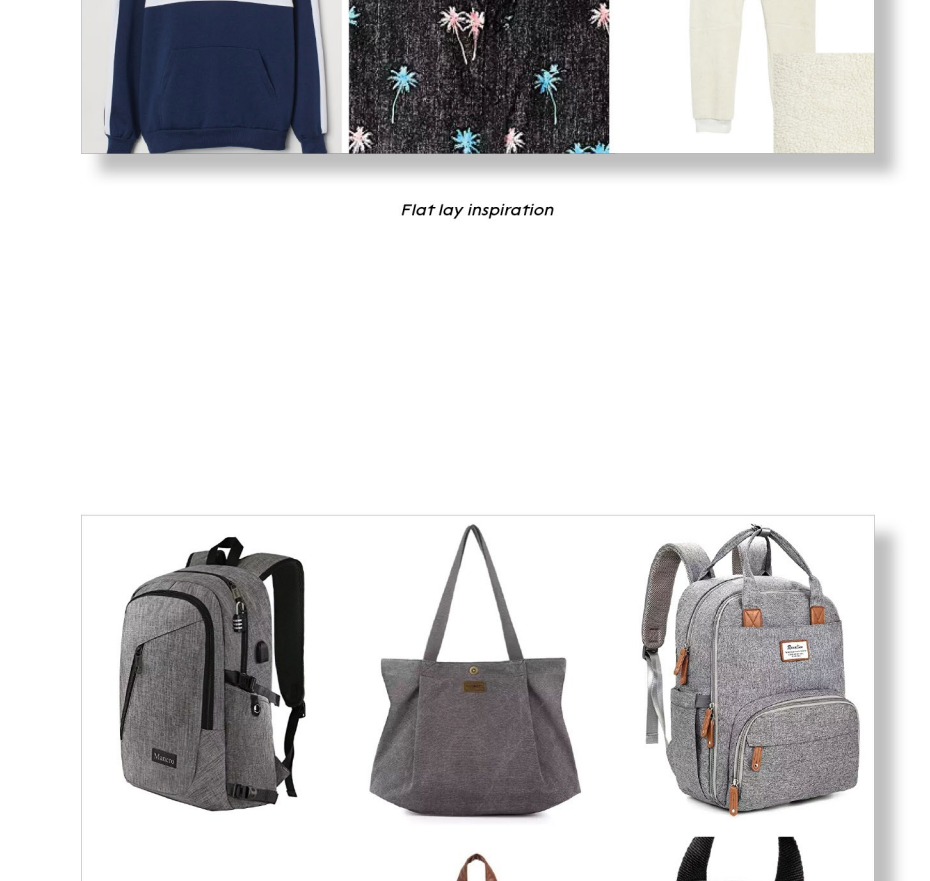
Order shipped



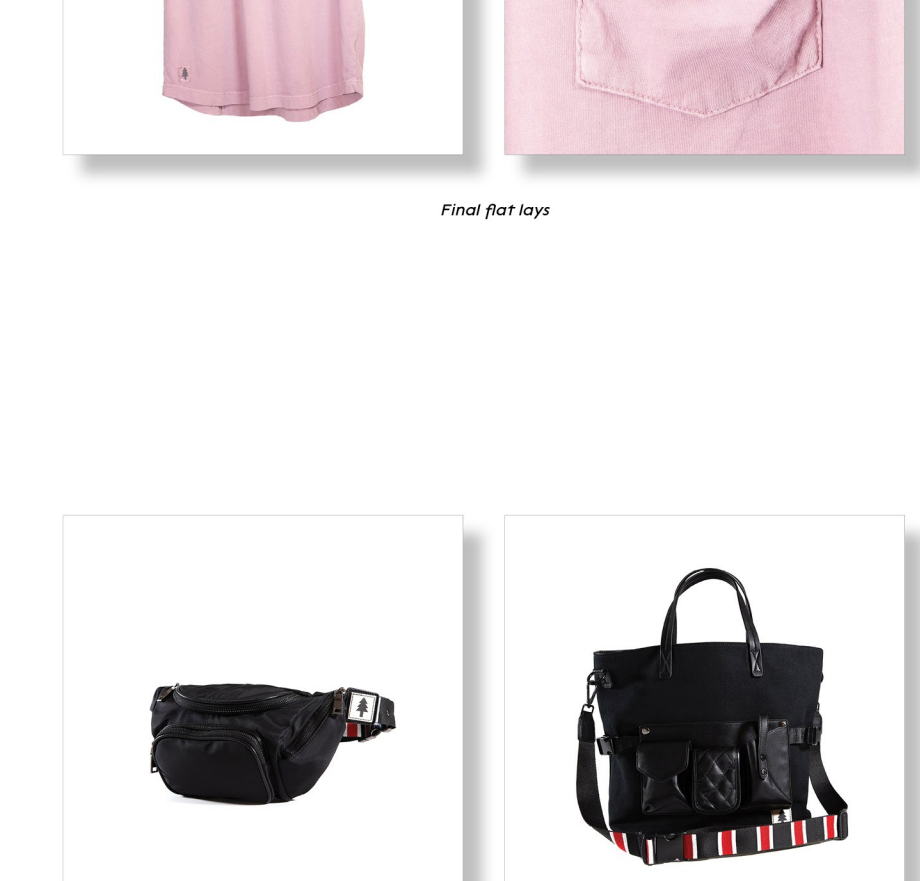
Flair lay inspiration



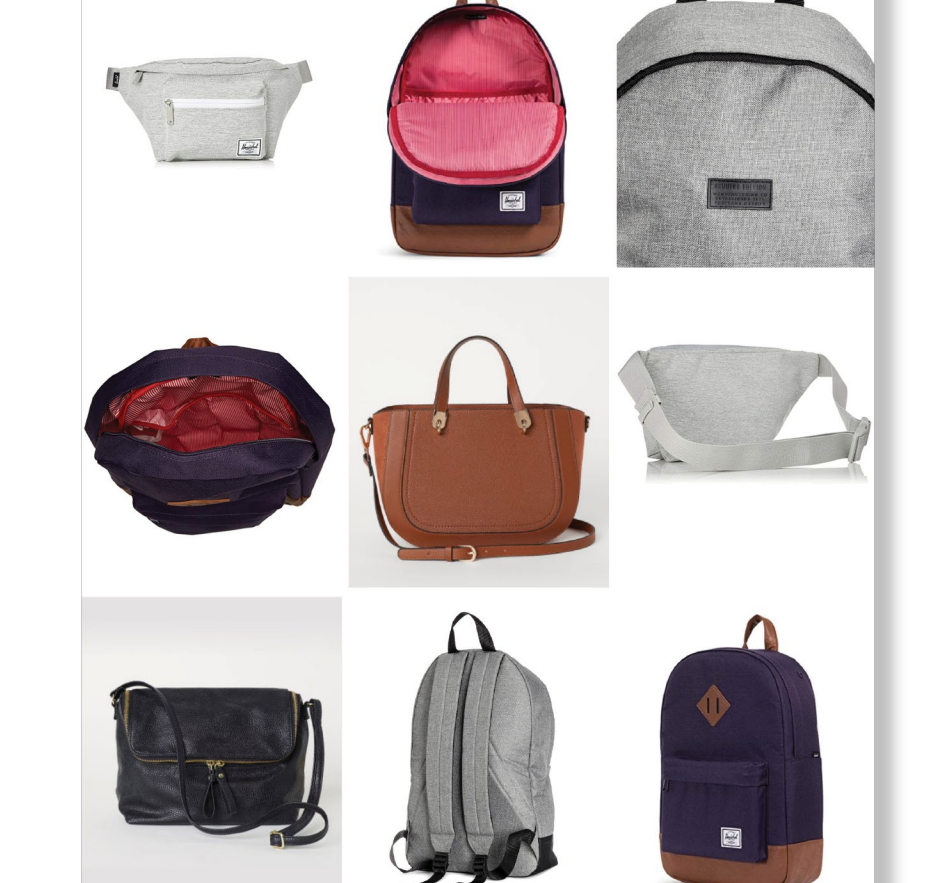
Final flair lays



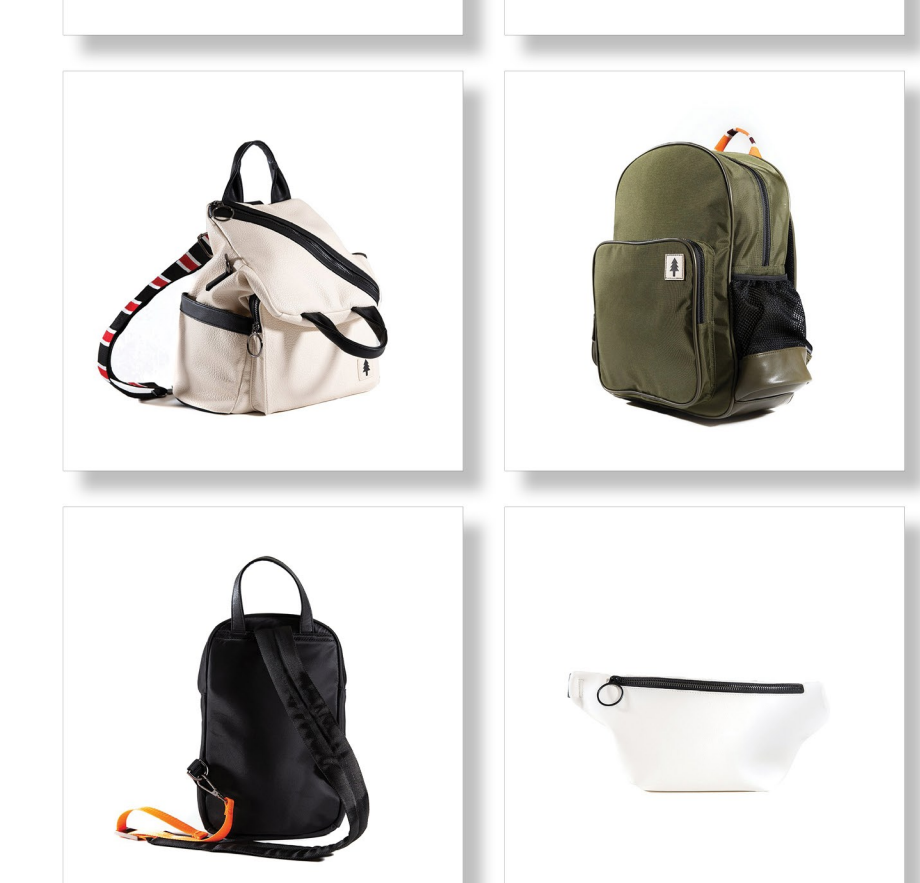
Flair lay inspiration



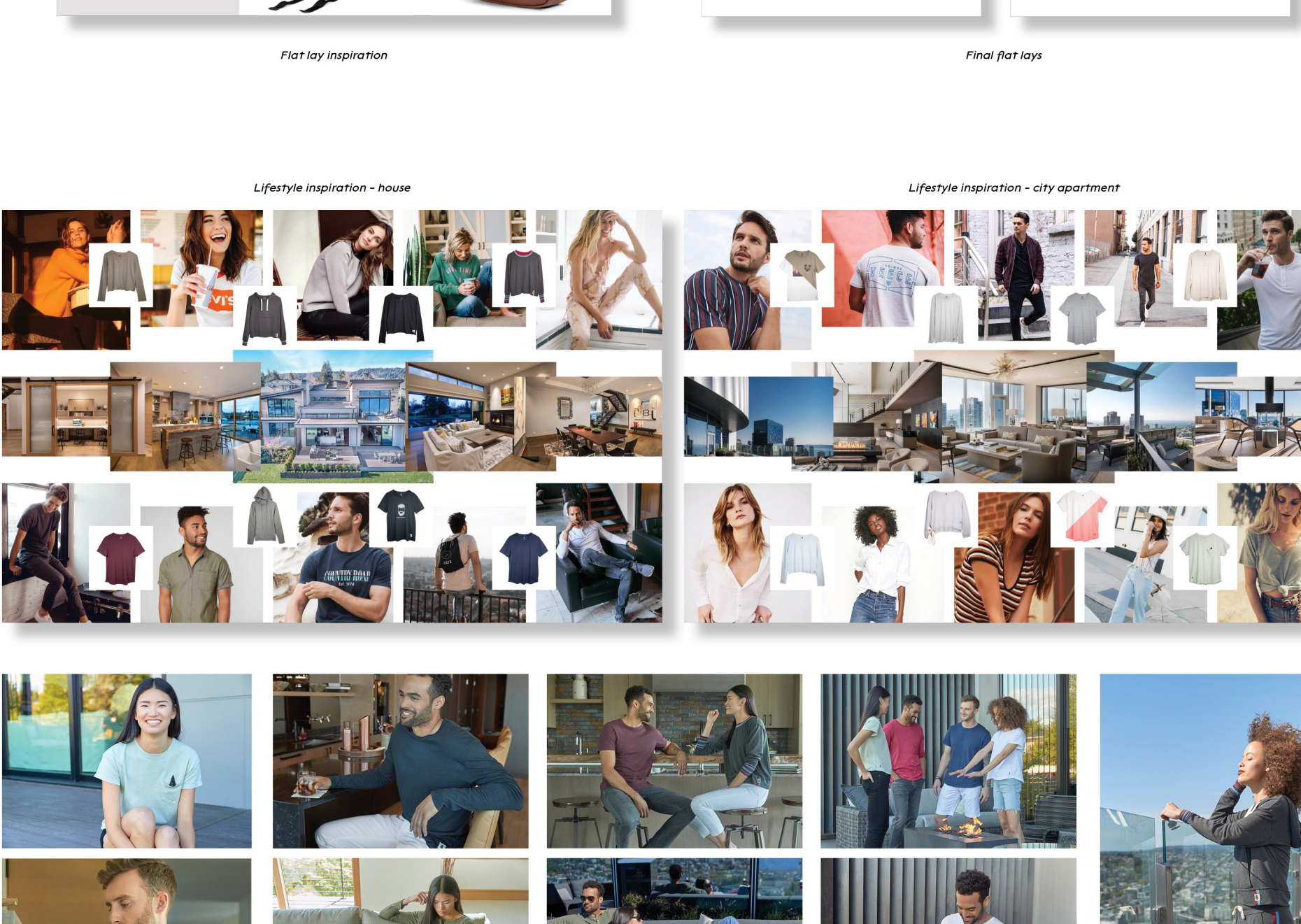
Final flair lays



Lifestyle inspiration - house



Lifestyle inspiration - city apartment



Final lifestyle