

Pre-built Customer Journeys in Salesforce Marketing Cloud

Improve your customer experience with pre-built customer journeys for each stage of your customer lifecycle.



Pre-Built Customer Journeys are Finally Here!

Are you looking for best practice campaign journeys to acquire new customers, onboard customers, engage customers, retain customers or win-back customers?

Everyone is talking about customer journeys but the struggle is real! Most organisations struggle to quickly design, build and implement customer journeys. Why? Talent and cost.

Introducing LAUNCH - powered by Datarati

What's available



Acquisition Journeys:

- **Journey Option 1:** Prospect landing page, web form and a triggered email and/or SMS journey
- **Journey Option 2:** Prospect SMS opt-in of your email address journey
- **Journey Option 3:** Prospect Facebook web form and triggered email and/or SMS journey



Engagement Journeys:

- **Journey Option 1:** Customer 3 part email and/or SMS nurture series journey
- **Journey Option 2:** Customer birthday or anniversary email journey
- **Journey Option 3:** Customer website visit triggered email and/or SMS journey



Lapsed Journeys:

- **Journey Option 1:** Customer we want you back email and/or SMS journey
- **Journey Option 2:** Customer we miss you email and/or SMS journey
- **Journey Option 3:** Customer it's been X days since last purchase email and/or SMS journey



Onboarding Journeys:

- **Journey Option 1:** Customer welcome email and/or SMS journey
- **Journey Option 2:** Customer update your communication preferences email and landing page journey
- **Journey Option 3:** Customer welcome nurture 4 part email and/or SMS journey



Retention Journeys:

- **Journey Option 1:** Customer wish-list survey email to landing page to capture products/services preferences journey
- **Journey Option 2:** Customer survey email and/or SMS journey
- **Journey Option 3:** Customer who bought X also bought Y email and/or SMS journey

Interested to learn more?

www.datarati.com.au

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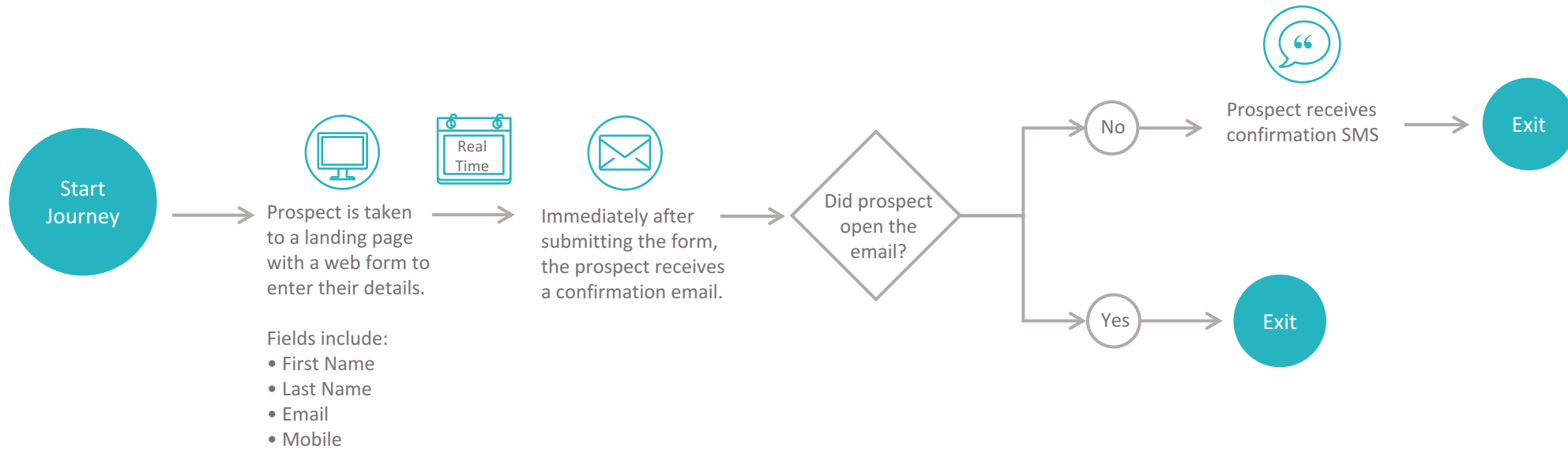
Powered by Datarati

The logo features the word "LAUNCH" in a bold, white, sans-serif font. The letter "A" is replaced by a white silhouette of a rocket ship. Below "LAUNCH" is the word "JOURNEYS" in a similar bold, white, sans-serif font.

LAUNCH
JOURNEYS

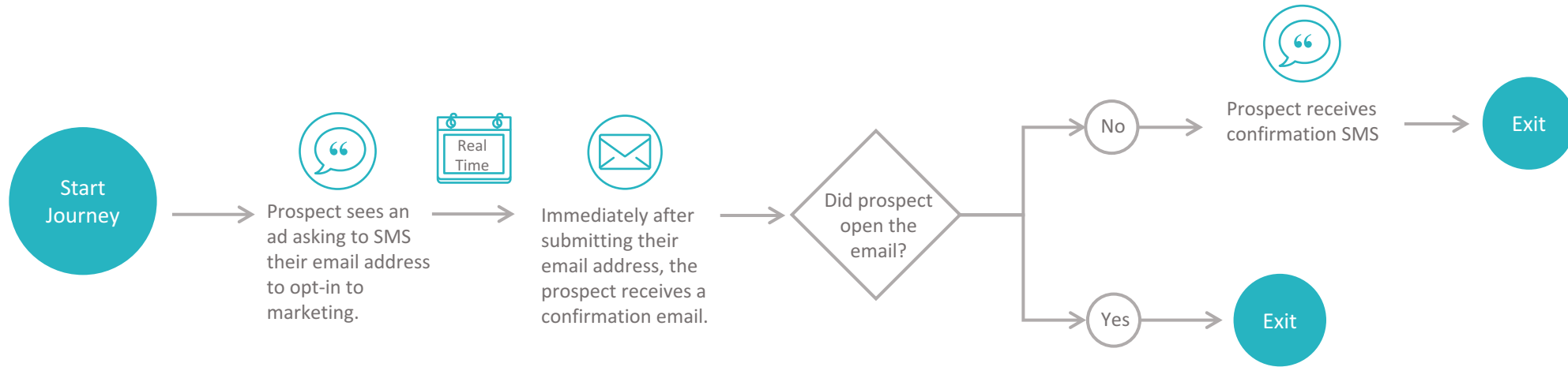
ACQUISITION

Acquisition Journey: Option 1



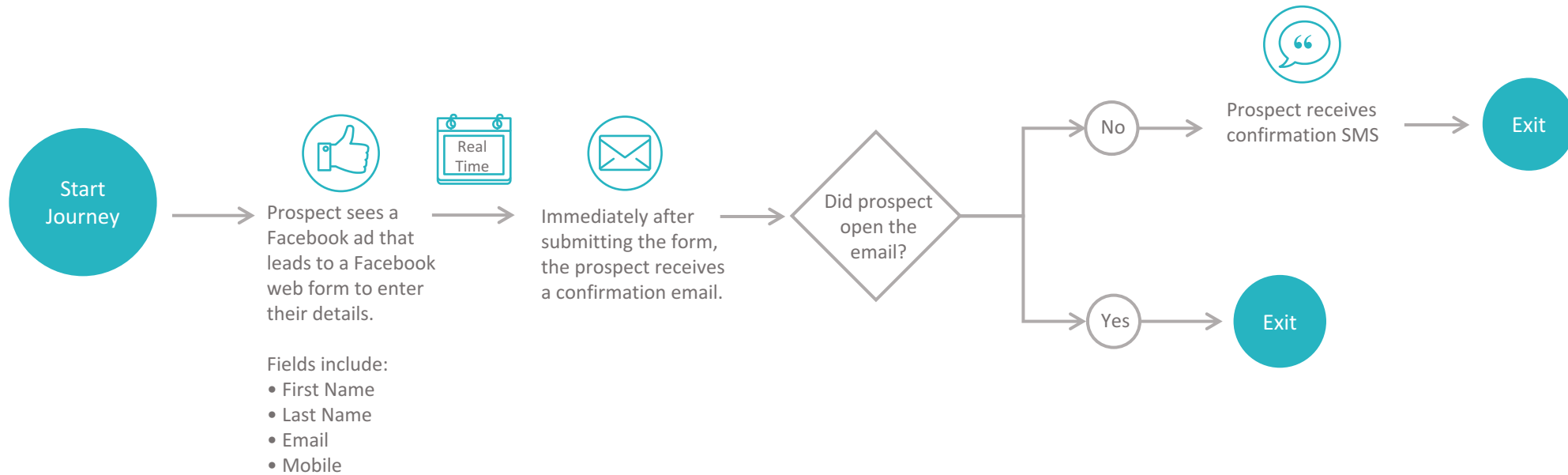
Goal: Acquire prospect data

Acquisition Journey: Option 2



Goal: Acquire prospect data

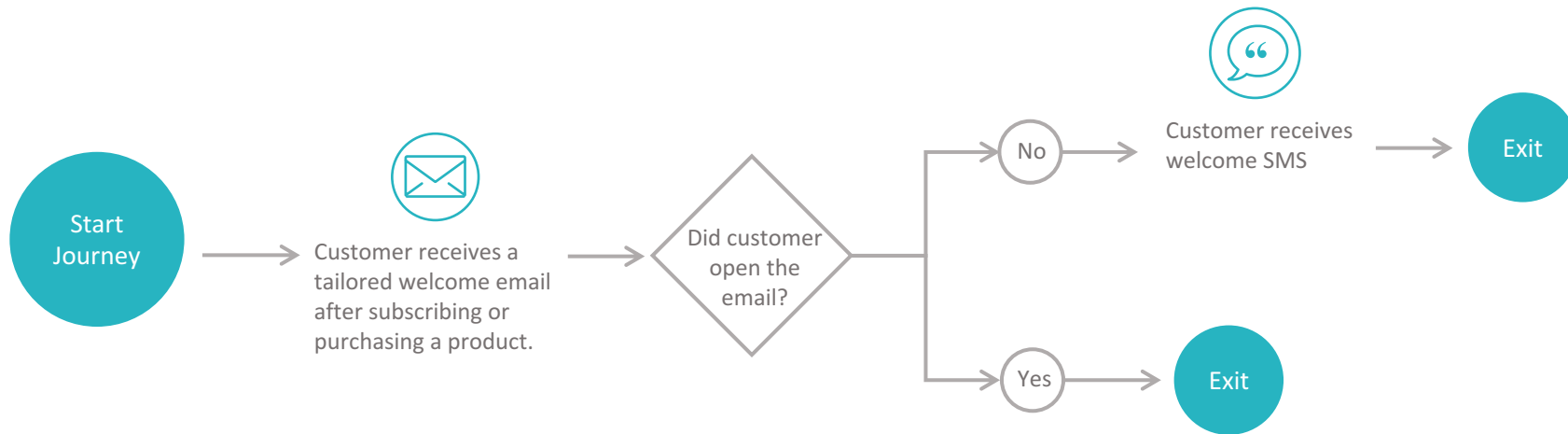
Acquisition Journey: Option 3



Goal: Acquire prospect data

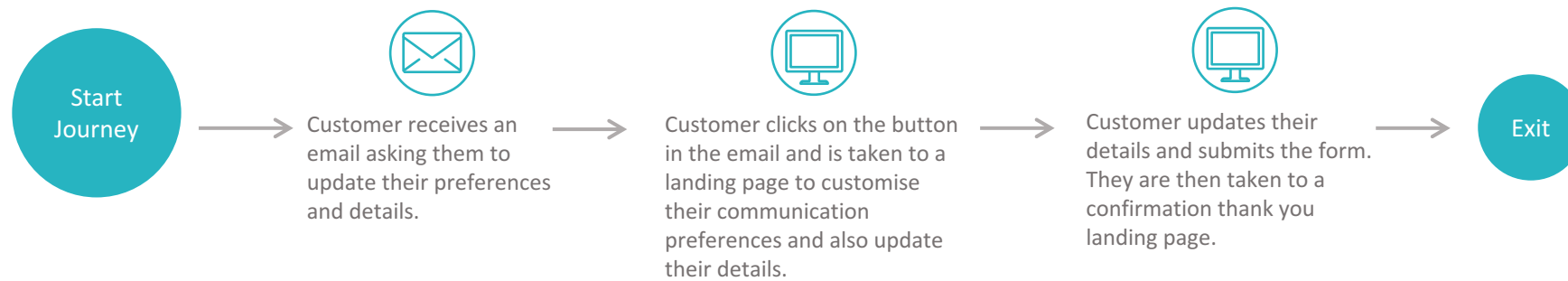
ONBOARDING

Onboarding Journey: Option 1



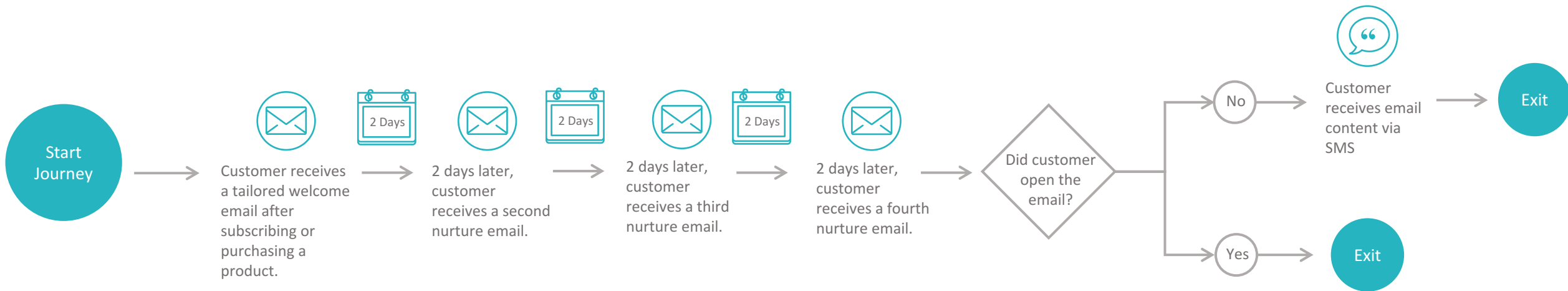
Goal: Onboard customers

Onboarding Journey: Option 2



Goal: Onboard customers

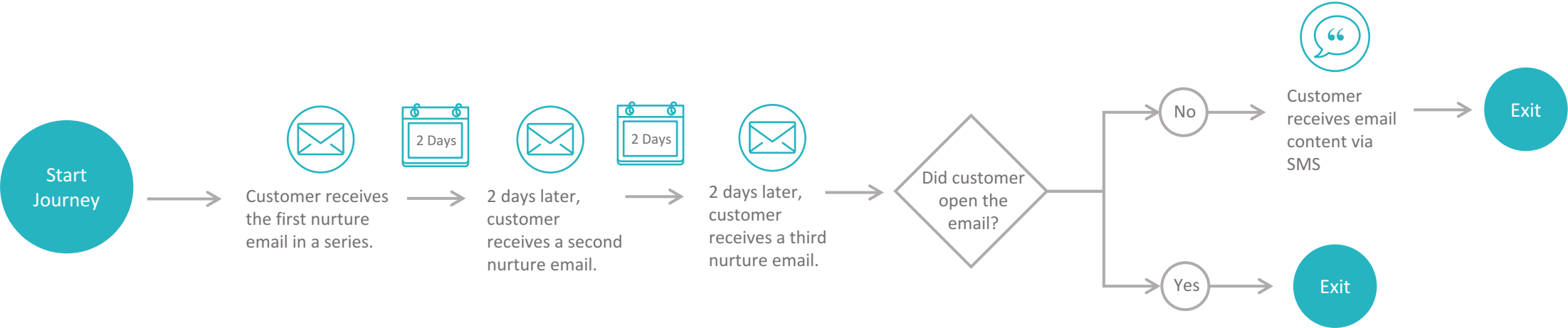
Onboarding Journey: Option 3



Goal: Onboard customers

ENGAGEMENT

Engagement Journey: Option 1



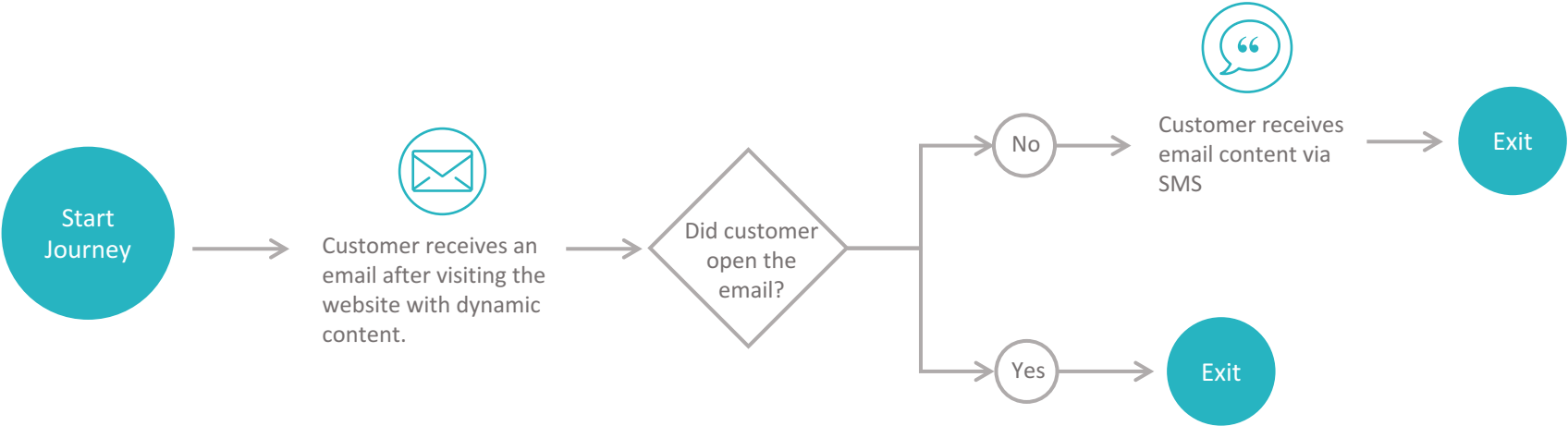
Goal: Engage customers

Engagement Journey: Option 2



Goal: Engage customers

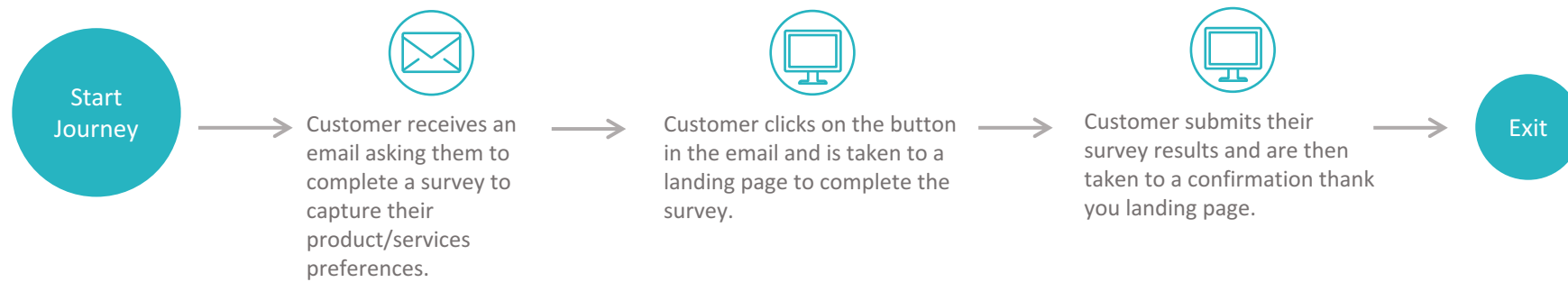
Engagement Journey: Option 3



Goal: Engage customers

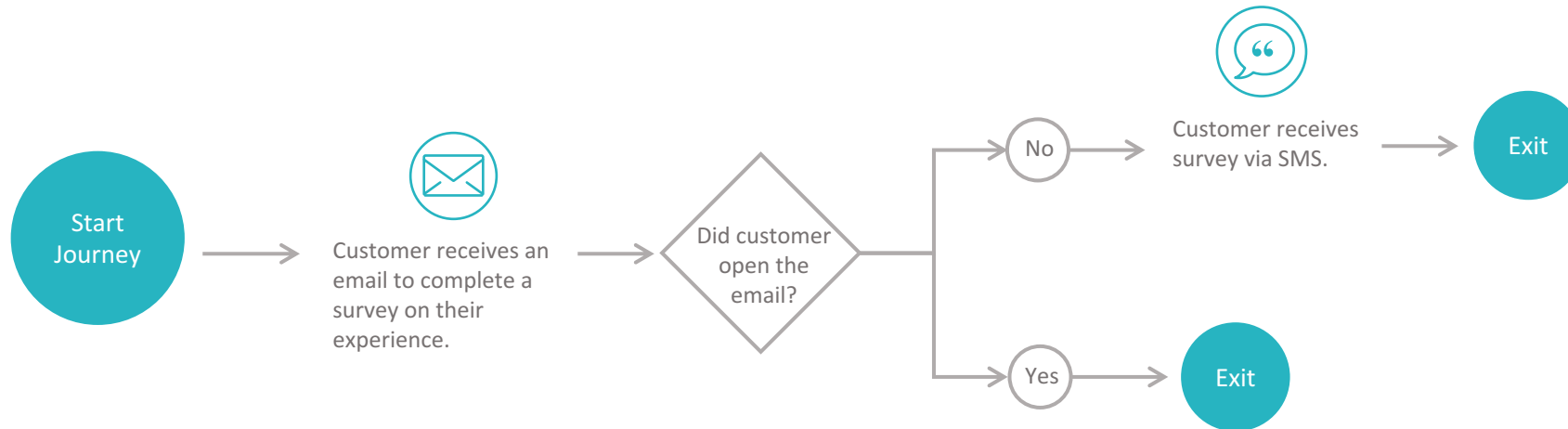
RETENTION

Retention Journey: Option 1



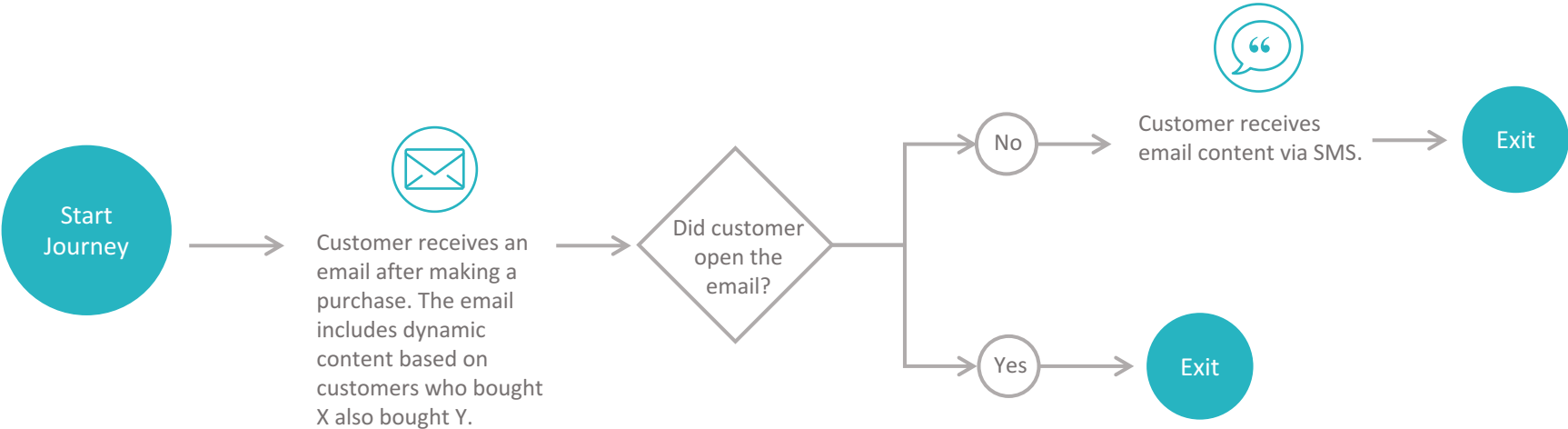
Goal: Retain customers

Retention Journey: Option 2



Goal: Retain customers

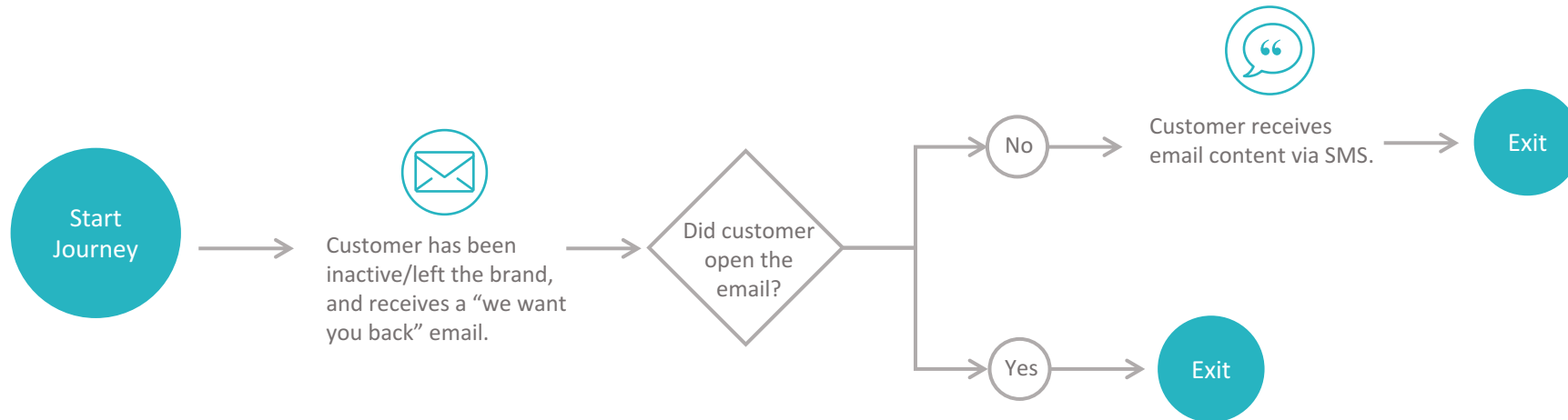
Retention Journey: Option 3



Goal: Retain customers

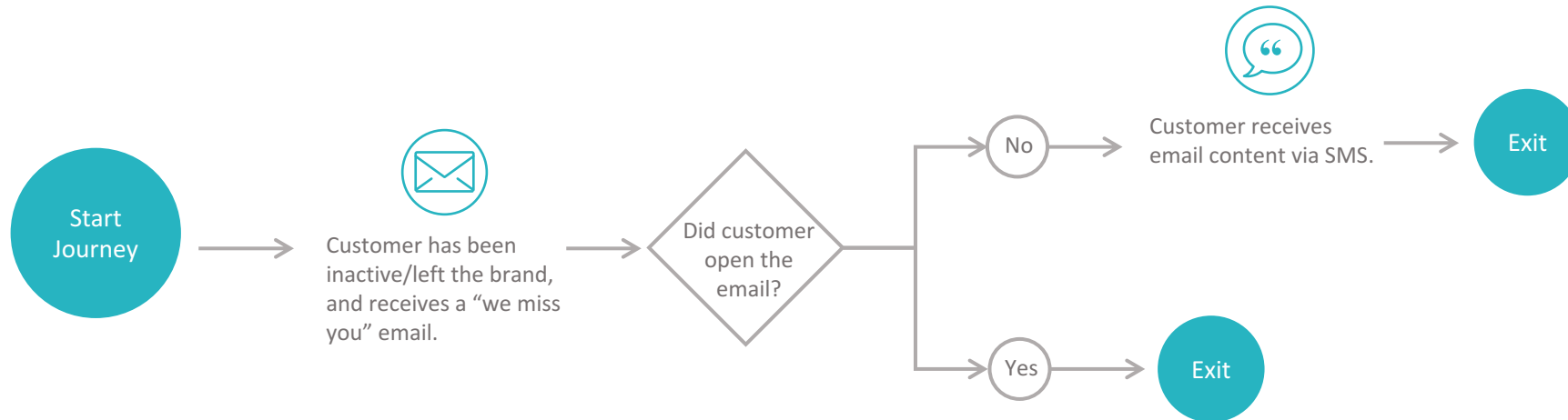
LAPSED

Lapsed Journey: Option 1



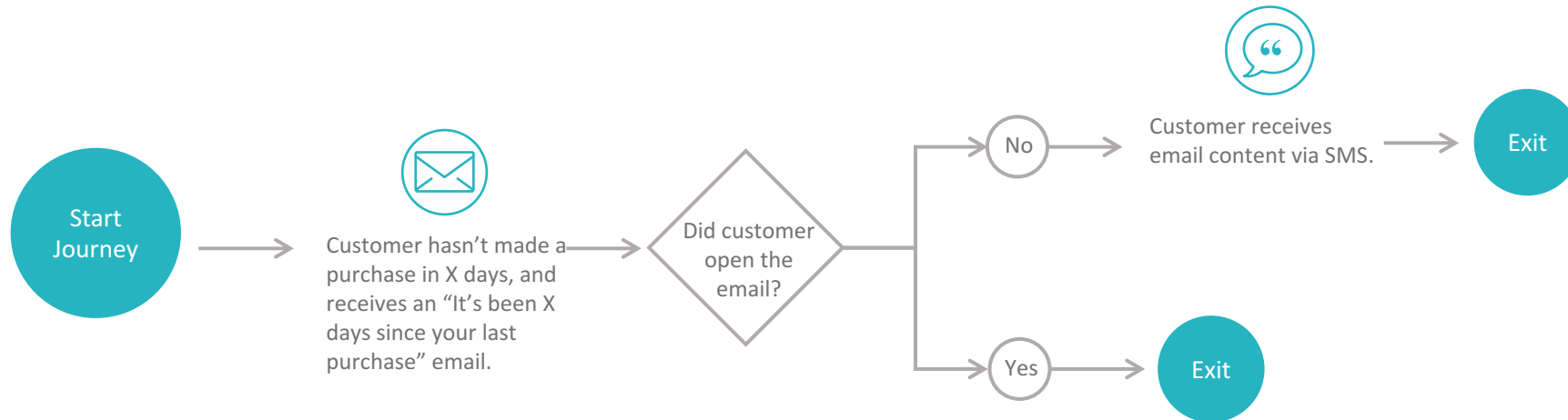
Goal: Win-back customers

Lapsed Journey: Option 1



Goal: Win-back customers

Lapsed Journey: Option 1



Goal: Win-back customers