



Customer Journey Gaps & Opportunities

Evaluate your marketing using your customer journey

Efforts supporting discovery	Efforts supporting interest	Efforts supporting investigation	Efforts supporting adoption	Efforts supporting engagement	Efforts supporting loyalty
KPI: New unique visitors	KPI: Leads & Oauths	KPI: Trial	KPI: Initiated	KPI: Engaged	KPI: NPS
Our biggest gaps	Our biggest gaps	Our biggest gaps	Our biggest gaps	Our biggest gaps	Our biggest gaps
Optimization opportunities	Optimization opportunities	Optimisation opportunities	Optimisation opportunities	Optimisation opportunities	Optimisation opportunities
New opportunities	New opportunities	New opportunities	New opportunities	New opportunities	New opportunities