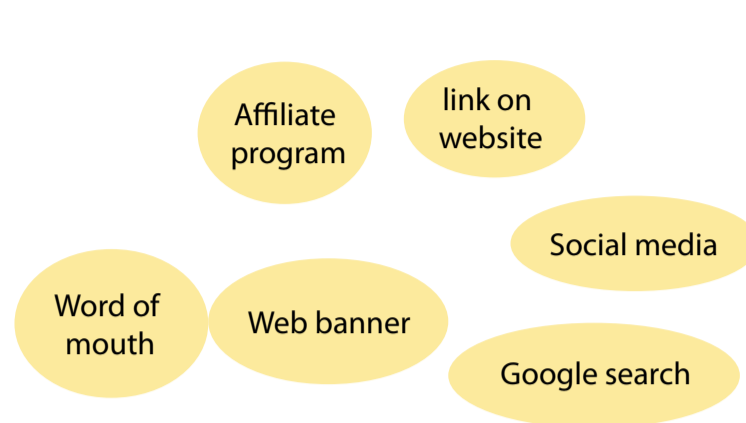
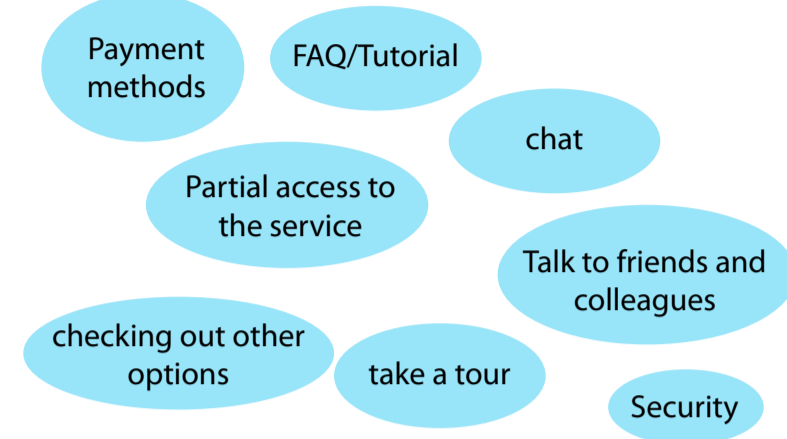
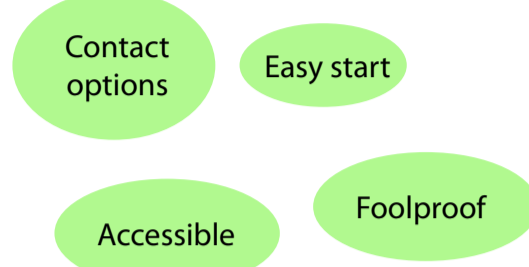
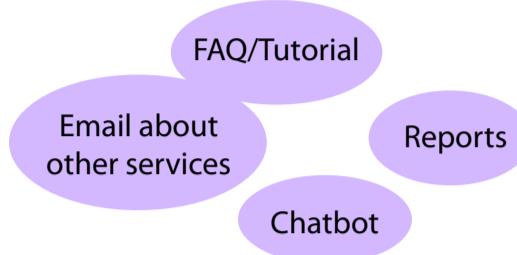




Customer journey map - Promote

Guiding principles	People choose app promotion because it's the fastest way to get your app visible, get more users and get a higher ranking in google play.						People want a ad network that is both professional as easy to operate (low effort)						People want as many quality installations as possible for as little money as possible.						People want to see what's happening and want to be able to change thing on t the fly.																	
Elements																																				
Stages	Awareness						Consideration						Service/Purchase						Service/Retention						Evaluation						Loyalty					
Consumer questions and considerations	<ul style="list-style-type: none">- What's the easiest way to get to the AppBrain promotion service?- Is AppBrain mentioned on blogs/websites about app promotion?- Can you find AppBrain by Googling the most used key words?						<ul style="list-style-type: none">- Is Appbrain better than others / how do they compare?- Does AppBrain offer the featues I want?- Can I see the service before I pay?- What do other people say about AppBrain Promotion- Can I trust this company?- Can I ask a question about the service/ get more information?- Is it easy/fast to start a campaign without commitment- Can I use my usual payment method?- Is payment secure?- Can I automate my payment- Can I set a budget so I won't over spend?						<ul style="list-style-type: none">- Where do I start?- I want confirmation about the steps I took.- Can I just use the campaign I made when I was check-ing out the service?						<ul style="list-style-type: none">- I have questions about my campaign- How did I do? can I optimize my campaign?- I like to change things to my campaign- I like to start a new campaign for a different app- I'm not satisfied I want to complain and get help- Can I reuse old campaigns?						<ul style="list-style-type: none">- I have a feature request, Im missing something- My campaign is not doing well please help me- I started once but didn't go through with it.- I'm not satisfied I want to complain						<ul style="list-style-type: none">- Do I get rewarded for being a longtime user?- Can I get different kinds of reports?- Is this still the best service for me?					
Problem to solve	90% of all developers that create an account do not proceed to start a campaign.																																			
Possible Reasons	<ul style="list-style-type: none">- Service is not what the customer ectpected it to be / they did not want to signup for this, our previous info wasn't clear- he/she only wanted to see what it was but had no other option than signing up- The service did not feel well, not trustworthy enough- There was not enough information to get a good idea about the possible outcome- The dashboard is to difficult to navigate- It was not clear how to start a campaign- It was not clear how to pay																																			
Possible Solutions	<ul style="list-style-type: none">- More focus on USP on the home page and info pages- More interaction via chat (make it personal)- Show numbers of campaigns/target audience/installs/etc.- Give people something to watch, instruction/tutorial/info videos- Make a visual dashboard with statistics, tutorials and clear call to action buttons <ul style="list-style-type: none">- Give people an incentive to start a campaign when they are already in the dashboard (start bonus)																																			
Requirements							<ul style="list-style-type: none">- USPs- Floating chat function on website- Floating bottom bar with call to action on website- No need to sign up before starting the campaign- Guided campaign setup/wizard- Tutorial videos, images and examples in FAQ/help and on dashboard start.- Show success stories/testimonials						<ul style="list-style-type: none">- Clear call to action in the dashboard +campaign btn (in top bar?)- Emails for important events, money added, account confirmed, etc.- On page notifications for events, campaign started, settings saved, etc.- Save input on page without clicking save btn- Edit and duplicate campaign						<ul style="list-style-type: none">- Contact/ask question option (on report page?)- Campaign update/report email with personalized tips Balance, etc.- Notifications per app on optimization- Feedback + complaint option- Edit and duplicate campaign- Emails for important issues, low balance, campaign paused, etc.- Tutorial videos, images and examples in FAQ/help- Messages in top bar, balance is low, new feature available- Reciprocity (for instance \$10 tp spend or 1 day FREE)						<ul style="list-style-type: none">- Feedback + complaint option- Visible "Need Help?" option- Optimization tips on report page- Emails/contact people how tried once but stoped- Guided campaign setup/wizard- Ask people for their opinion by email or suvey						<ul style="list-style-type: none">- Reward people after certain time- Let people try new payed features for limited time for free					