

Client C | Post-Purchase & Re-engagement Journey

Prepared by: Simone Zhen

1. Executive Summary

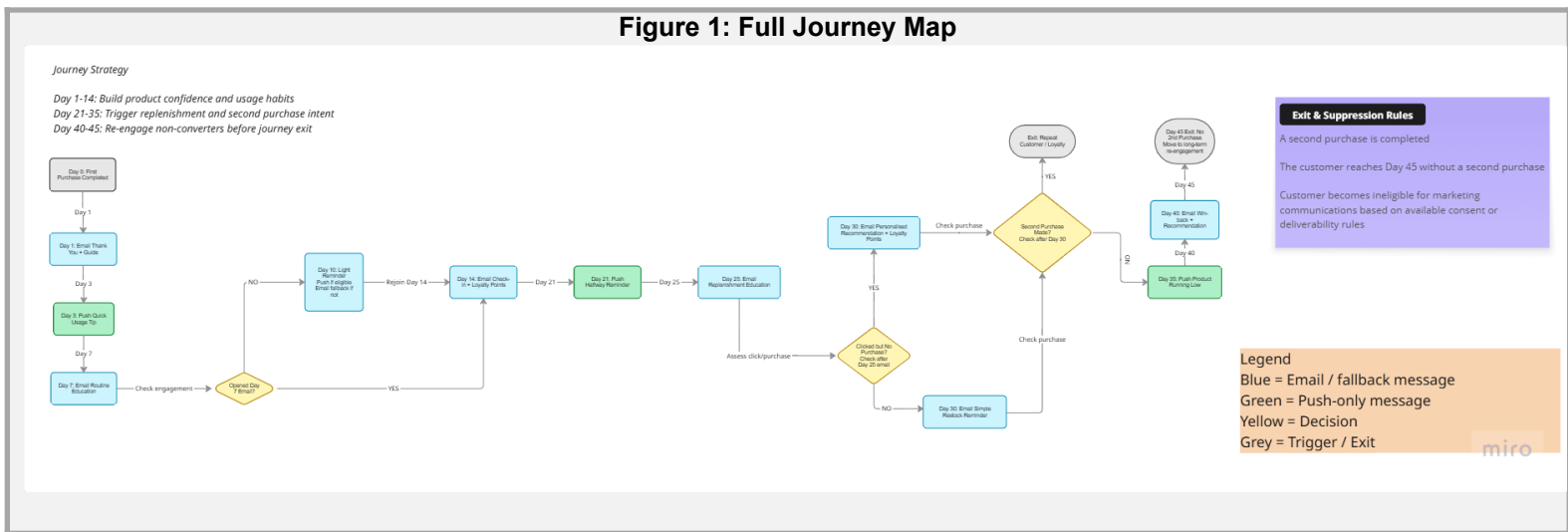
Client C has strong first-purchase conversion, but 65% of customers do not return for a second purchase.

This proposal outlines a 45-day post-purchase and re-engagement journey designed to help first-time buyers understand their product, build a usage habit, receive timely replenishment reminders, and return for a second purchase.

The journey is intentionally simple and practical. It uses the data provided in the brief, applies email and push based on message purpose, and includes clear exit rules so customers are not over-messaged.

Miro journey map: [Open the visual journey map](#)

Figure 1: Full Journey Map



2. Objective

The objective is to convert first-time buyers into repeat customers within 45 days.

The journey combines product education, usage support, replenishment timing, loyalty point reminders, and re-engagement messaging.

Core approach

Do not push for a second purchase too early. First build confidence and product usage habits, then introduce replenishment and re-engagement messages around the product's 30-day lifespan.

3. Trigger & Entry Criteria

Trigger

The journey starts immediately after a customer completes their first purchase.

Audience

First-time buyers only.

Entry criteria

- Customer has completed their first purchase.
- Purchase date is available.
- Product purchased is available.

- Loyalty point balance is available.

Recommended exclusions

- Customer has already made a second purchase.
- Original order is cancelled or refunded.
- Customer can no longer receive marketing messages, for example if they unsubscribe or their email address becomes undeliverable.

4. 45-Day Journey Flow

The journey follows a simple rhythm: educate the customer first, then move into replenishment reminders around the 30-day product lifespan, and finally re-engage non-converters before exiting the short-term journey.

Timing	Channel	Message	Purpose	CTA
Day 1	Email	Thank You + Product Guide	Reassure the customer and help them understand how to use the product.	Get the most from your product
Day 3	Push	Quick Usage Tip	Encourage early use and help the customer build a routine.	See today's skincare tip
Day 7	Email	Routine Education	Support consistent usage and help the customer see value.	Find your best routine
Day 10	Push / Email fallback	Light Reminder	Sent only if the Day 7 email is not opened. The goal is to gently bring the customer back into the journey.	Get the quick guide
Day 14	Email	Check-in + Loyalty Points	Reinforce value and remind the customer of their points balance.	See what your points can unlock
Day 21	Push	Halfway Reminder	Remind the customer they may be halfway through the product.	Stay on track
Day 25	Email	Replenishment Education	Prepare the customer before the product runs out.	Restock before you run low
Day 30	Email	Personalised Recommendation + Points	Sent to higher-intent customers who clicked but did not purchase.	Find your next match
Day 30	Email	Simple Restock Reminder	Sent to lower-engagement customers with a simpler message.	Refill your routine
Day 35	Push	Product Running Low Reminder	Create a timely reorder nudge.	Reorder before you run out
Day 40	Email	Win-back + Recommendation	Give non-converters one final reason to return.	Complete your skincare routine
Day 45	Exit	No Second Purchase	Move the customer into a lower-frequency re-engagement segment.	N/A

5. Channel Mix

Email is used when the message needs more explanation, such as product guidance, routine education, loyalty point reminders, personalised recommendations, and win-back messaging.

Push is used for short, timely nudges, such as quick usage tips, halfway reminders, replenishment prompts, and urgent reorder reminders.

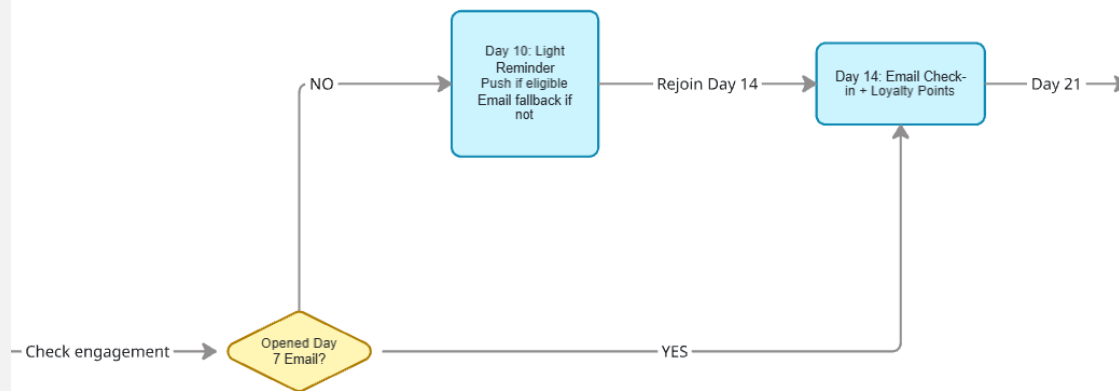
Channel assumption

Email and mobile push are treated as available channels because they are provided in the brief. In a real implementation, each message should still follow channel eligibility, consent, and deliverability rules. If a customer cannot receive push, the journey should skip that push message or use an email fallback where appropriate.

6. Branching Logic

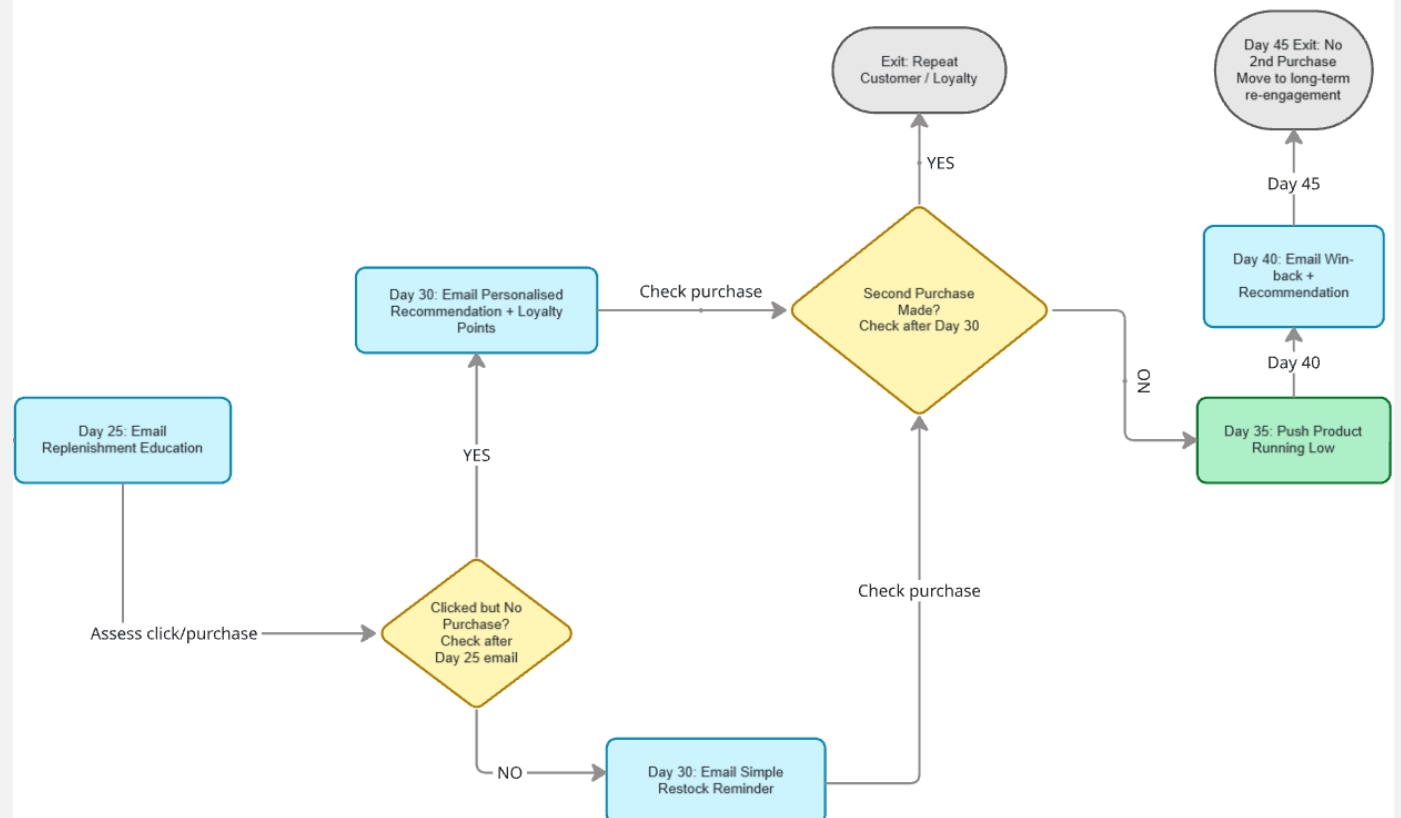
- If the customer does not open the Day 7 education email, they receive a lighter Day 10 reminder and then rejoin the main journey on Day 14.

Figure 2: Day 7 open decision



- If the customer clicks the Day 25 replenishment email but does not purchase, they are treated as higher intent and receive a more personalised Day 30 recommendation.
- If the customer does not click the Day 25 email, they receive a simpler Day 30 restock reminder.
- If the customer makes a second purchase at any point, they exit this journey immediately and move into a repeat customer or loyalty journey.

Figure 3: Day 25 click/no-purchase decision and Day 30 second-purchase check



7. Conversion & Exit Rules

The primary conversion event is a second purchase within 45 days.

A customer exits this journey when:

- They complete a second purchase.
- They reach Day 45 without a second purchase.
- They can no longer receive marketing messages, for example if they unsubscribe or their email address becomes undeliverable.

Customers who complete a second purchase should move into a repeat customer or loyalty journey. Customers who reach Day 45 without a second purchase should move into a longer-term re-engagement segment with lower frequency messaging.

8. Decision-Making Rationale

This journey is built around Client C's 30-day average product lifespan.

The first two weeks focus on education and confidence-building because first-time buyers may still be learning how to use the product and may need reassurance that they made the right purchase.

Day 21 to Day 35 focuses on replenishment because customers are likely approaching the end of the product usage cycle. The journey uses a halfway reminder, replenishment education, and Day 30 purchase prompts to encourage customers to reorder before they run out.

Day 40 to Day 45 is used for final re-engagement. If customers still do not purchase, they exit this short-term journey so the brand avoids over-messaging them.

Figure 4: Journey Strategy and supporting notes

Journey Strategy

Day 1-14: Build product confidence and usage habits

Day 21-35: Trigger replenishment and second purchase intent

Day 40-45: Re-engage non-converters before journey exit

9. Measurement / Success Metrics

Primary KPI

- Second purchase rate within 45 days.

Supporting metrics

- Email open rate.
- Email click-through rate.
- Click-to-open rate.
- Push engagement rate.
- Conversion rate by message.
- Revenue per recipient.
- Time to second purchase.
- Unsubscribe rate.
- Performance by product purchased.
- Performance by loyalty point balance.

10. Data Used, Limitations & Future Optimisation

This version uses only the data points provided in the brief: customer name, product purchased, purchase date, and loyalty point balance. These are enough to support basic personalisation, such as using the customer's name, tailoring education to the product purchased, timing replenishment messages around the 30-day product lifespan, and reminding customers of their loyalty points.

Personalisation Layer Using Available Data

In addition to the core journey timing, the journey can use Product Purchased and Loyalty Point Balance to make the messaging more relevant without making the flow overly complex.

Product Purchased can determine the content variant. For example, a Vitamin C customer may receive education around morning use and SPF pairing, a Retinol customer may receive gradual usage and sensitivity guidance, and a Cleanser customer may receive routine-building tips and complementary product recommendations.

Loyalty Point Balance can be used to personalise the incentive message. Customers with a higher balance, or customers close to a reward threshold if that data is available, can receive stronger reward-based messaging such as "You're close to your next reward." Customers with a lower balance can receive simpler education about how points work and how a second purchase helps build value.

Data Boundary and Future Optimisation

This proposal only uses the data provided in the brief as core journey logic. Additional profile or preference data is not used because it was not provided, which keeps the recommendation realistic and avoids assuming data Client C may not currently have.

If Client C later collects skin type, skin concern, reason for purchase, browsing behaviour, quiz responses, or broader product preferences with proper consent, the journey could support deeper personalisation. For example, recommendations and education could be adapted by skin concern, product category, or complementary routine needs.

This would help Client C move from a practical post-purchase automation flow toward more advanced lifecycle personalisation while keeping the first version simple and implementable.

11. Recommended Next Steps

- Build the journey using the available first-purchase, product, purchase date, and loyalty point data.
- QA all entry, exclusion, branch, and exit rules before launch.
- Monitor second purchase rate within 45 days as the primary KPI.
- Review performance by product purchased and loyalty point balance to identify early optimisation opportunities.
- Plan a future personalisation layer once additional preference or skin concern data becomes available.