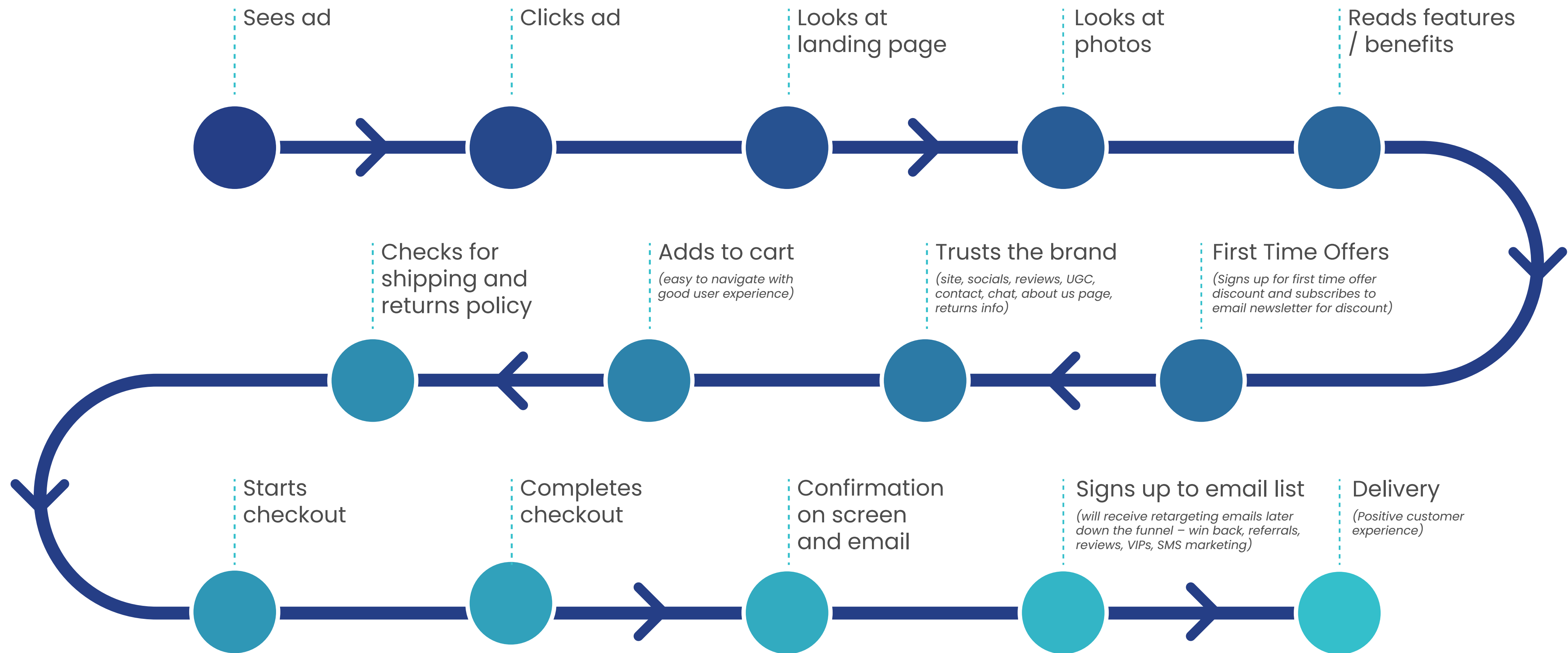


Typical e-Commerce Customer Journey



- + Can have up to 8 'touchpoints' as average before purchase – usually depends on cost / products
- + Google analytics shows how customers work through this journey

Customer Journey Through Ads Management

TOF – Top of Funnel

- + Broad / interest based cold traffic.
- + Video views, traffic, view content, add to cart, purchase objection.

MOF – Middle of Funnel

- + People who have interacted with socials, ads and/or engaged with website.
- + Add to cart, purchase objection.

BOF – Bottom of Funnel

- + People who have viewed content, add to cart.
- + Purchase objection.

Purchase Objection is generally best practice in all campaigns, but others can be tried and tested

Stages of the customer journey

