BASIC EMAIL FLOW SETUP

SIGN UP FORM 2 forms — Wait 5 Sec → **Sign up to get special offer and updates**
- Subscribed → **Exit**
- No → **Show exit intent pop up when he leaving website with 10% off**

ABANDON CART SERIES 3 emails — Wait 2 Hours → **Abandon cart email with free shipping**
- Made Purchase → **Exit**
- No/Wait 10 Hours → **2nd email with 20% off (offer valid for next 2 hours)**
  - Made Purchase → **Exit**
  - No/Wait 2 days → **Sent Reminder offer still available**

Browse Abandonment 2 emails — Wait 2 Hours → **Buy now and get 20% OFF (Offer available for next 2 hours)**
- Made Purchase → **Exit**
- No/Wait 2 days → **Sent Reminder offer still available**

WELCOME SERIES 3 emails — Wait 3 days → **1st email** — Wait 3 days → **2nd email** — Wait 3 days → **3rd email**

WIN BACK EMAIL 2 emails — Wait 2 Months → **We miss you with special offer and new collection**
- Made a Purchase → **Exit**
- No/Wait 1 Months → **We made a big deal for you, free shipping+20% off if you buy today**

POST PURCHASE — Wait 1 week → **Thanks you msg with survey from link**

SEGMENTS → **VIP Customers** → **Unengaged Customers** → **Average order Value**