



Report Opt-In

Report - Requested
Report Opt-In - Start
Source - Landing Page Name

1. Deliver Report +1 Days
2. Continue & Remind +2 Days
3. Value Tip +1 Days
4. Testimonials Trust +4 Days
5. Survey +6 Days
6. FAQ/FAQ +7 Days
7. Pain Consequence +9 Days

+ Tag Report Opt-In End

Beta Signup Offer Page

+ Tag Beta Tester

Prelaunch Sequence

1. Support Info +1 Days
2. Things to Test +2 Days
3. Ideas and Feedback +3 Days
4. Case Study & Testimonials +10 Days
5. Become a Partner +15 Days

Trial Signup Offer Page

+ Tag Trial Opt-In Start

Trial Optin Sequence

1. Welcome & Initial Access Information - 0 days
2. Quickstart 1-2-3 - +2 Hrs

JV Invite Sequence

1. Invitation to Join
2. What makes us difference
3. Product Offerings
4. Reciprocal Possibilities

JV Signup Page

+ Tag Register as JV

Over 30K Names

JV Onboarding Sequence

1. Welcome & Details
2. Quick Start Plan
3. Product Overview & Conversions
4. Promo Ideas

Mark Follow up Sequence

1. Schedule Call 1
2. Schedule Call 2
3. Schedule Call 3

Onboarding Campaign

Login Reminder Sequence

1. Login Reminder #1 - +1 Days
2. What you can Do - +3 Days
3. Having Problems - +3 Days
4. Voice Message - +6 Days

Logged In

Critical Step #1 Sequence

1. Critical Step 1 - +6 Hrs
2. Reminder 1 - +1 Days
3. Reminder 2 - +2 Days

Step 1 Completed

Critical Step #2 Sequence

1. Critical Step 2 - +6 Hrs
2. Reminder 1 - +1 Days
3. Reminder 2 - +2 Days

Step 2 Completed

Critical Step #3 Sequence

1. Critical Step 3 - +6 Hrs
2. Reminder 1 - +1 Days
3. Reminder 2 - +2 Days

Step 3 Completed

Webinar Registration Form

+ Tag Webinar Registered

Webinar Invite Sequence

1. Webinar Invite 1 0 Days
2. Webinar Invite 2 +1 Days
3. Webinar Invite 3 +2 Days

Webinar Invite Start

Webinar Invite Ended

Webinar Reminder Sequence

1. Webinar Reminder 1 -3 Days
2. Webinar Reminder 2 -2 Days
3. Webinar Reminder 3 -1 Days

Webinar Did Not Attend Sequence

1. Webinar Replay 1 +1 Days
2. Webinar Replay 2 +2 Days
3. Webinar Replay 3 +3 Days

Webinar Login Form

Webinar / Replay

Webinar Did Not Buy Sequence

1. Testimonials +1 Days
2. Scarcity +2 Days
3. Guarantee +3 Days
4. Special Bonus +4 Days
5. Payment Plan +5 Days
6. SL Trial +6 Days

Sign Up Page

+ Tag Product Purchased
+ Tag Convert to Annual - Status

Convert to Annual Sequence

1. Email 1
25. Email 25
Every 7 Days for 30 days then Every 21 Days

Annual Upgrade Page

+ Tag Upgraded to Annual

Convert to Lifetime Sequence

1. Email 1
25. Email 25
Every 7 Days for 30 days then Every 90 Days

Lifetime Upgrade Page

+ Tag Upgraded to Lifetime

Subscription Payment Failed Sequence

1. Update CC 1 +1 Days
2. Update CC 2 +2 Days
3. Update CC Bonus +6 Days
4. Voice Mail +7 Days
5. Post Card +10 Days

+ Tag Requested Cancellation

Cancellation Recovery Sequence

1. I Want You Back +1 Days
2. Light Plan +2 Days
3. Free Training Webinar +3 Days
4. Save Your Data +4 Days
5. Restart Trial +15 Days
6. Permanent Deletion +30 Days

Hasn't Bought Monthly, Annual or Life

Convert Trial Sequence

1. Tips and Tricks -5 Days
2. Case Study -3 Days
3. Trial Ending -2 Days
4. Lose Access -1 Days
5. Last Chance 0 Days
6. Save Your Account +1 Days
7. Bonus Report +1 Days
8. Testimonials and Guarantee +3 Days
9. 1st Month Discount +4 Days
10. Light Plan +7 Days
11. SL Trial +8 Days
12. Free Training Webinar +15 Days

No Buy

Next Product Promo

Evergreen Product Loop Sequence

1. Symptoms +1 Days
2. Root Cause +2 Days
3. Solution +3 Days
4. Offer +4 Days
5. Testimonials +6 Days
6. Scarcity +7 Days

Next Product Promo