

# User Journey

>>>>>>>>	1. COLD	2. WARM	3. HOT (Install)	4. EDUCATE	5. ACTIVATE	6. RETAIN	
<b>Channels</b>	<ul style="list-style-type: none"> <li>SEO</li> <li>ASO</li> <li>OOH</li> <li>TV</li> <li>Digital Ads</li> <li>Search Ads</li> </ul>	<ul style="list-style-type: none"> <li>SEO</li> <li>ASO</li> <li>Website</li> <li>Soc. Channels</li> <li>Dig. Ads (Ret)</li> <li>Search Ads</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>App (IOS / Andr)</li> <li>Soc. Channels</li> <li>Dig. Ads (Ret)</li> <li>Search Ads</li> </ul>			<ul style="list-style-type: none"> <li>Telesales</li> <li>Telegram</li> <li>Mark. Autom</li> <li>SMS</li> <li>Push</li> <li>Email</li> </ul>	
<b>Audience</b>	Wide / LAL	Traffic / Engaged	Installs	Unverified	Verified	Active	
<b>Key Metrics</b>	Impressions / Reach / Installs	App Installs	Conversion / Sales	Conversion / Sales	Conversion / Sales	Conversion / Sales	
<b>Content</b>	<ul style="list-style-type: none"> <li>Generic brand content</li> <li>Offline (TV, OOH)</li> </ul>	<ul style="list-style-type: none"> <li>Product specific</li> <li>Testimonials</li> <li>App promotion</li> </ul>	<ul style="list-style-type: none"> <li>Onboarding benefits</li> <li>Product</li> </ul>	<ul style="list-style-type: none"> <li>Educational content</li> <li>Tutorials</li> </ul>	<ul style="list-style-type: none"> <li>Product</li> <li>Offers</li> </ul>	<ul style="list-style-type: none"> <li>Cross - Product</li> <li>Offers</li> </ul>	