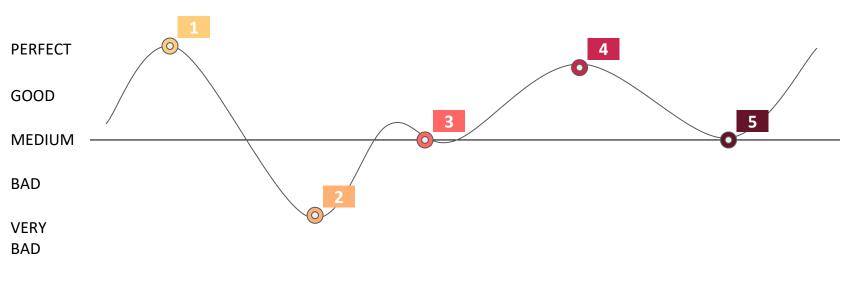


PROCESS	AWARENESS	ACQUISITION	SERVICE	LOYALTY
TOUCHPOINT	Neptune is the farthest planet from the Sun	Jupiter is a gas giant and the biggest	Mercury is the closest planet to the Sun	Earth is the third planet from the Sun
CUSTOMER THOUGHTS	Mars is a cold place. It's full of iron oxide dust	Pluto is an icy dwarf planet	The Moon is the fifth- largest satellite	It's just a little bigger than Earth's moon
OVERALL CUSTOMER EXPERIENCE				
PAIN POINTS	Pluto is an icy dwarf planet	It has a thick atmosphere	Neptune is the farthest planet from the Sun	Neptune is the farthest planet from the Sun
IDEAS TO IMPROVE	Mercury is the closest planet to the Sun	It's just a little bigger than Earth's moon	Earth is the third planet from the Sun	Mars is a cold place. It's full of iron oxide dust

	AWARENESS	CONSIDERATIO	ACQUISITION	SERVICE	LOYALTY
TIVE	Mercury is the smallest planet	Earth is the third planet and our home	Jupiter is the biggest planet of them all	Saturn is a gas giant and has rings	Despite being red, Mars is a cold place
POSITIVE	The Moon is the fifth- largest satellite	Neptune is the farthest planet	Mars is full of iron oxide dust	Uranus is the second least dense planet	Earth is the third planet and our home
TIVE	Earth is the third planet from the Sun	Venus is the second planet from the Sun	Pluto is considered a dwarf planet	Mars is full of iron oxide dust	Jupiter is the biggest planet of them all
NEGATIVE	Mercury is the smallest planet	Neptune is the farthest planet	Jupiter is the biggest planet of them all	Saturn is a gas giant and has rings	It's composed of hydrogen and helium



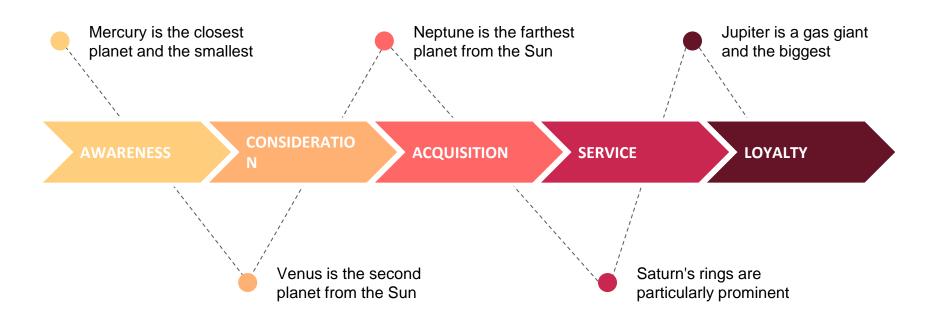
**STEPS** 

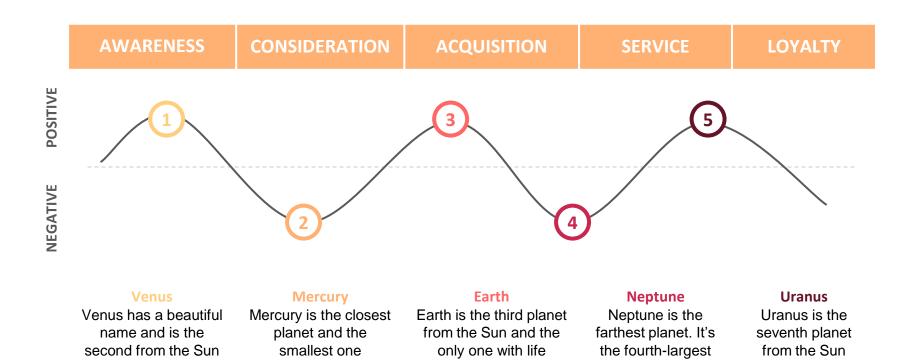
Neptune is the farthest planet. It's the fourth-largest

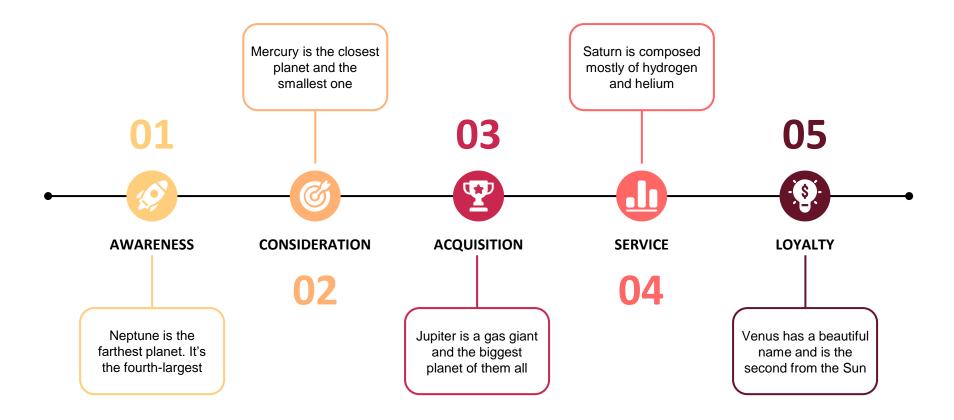
Mercury is the closest planet and the smallest one Jupiter is a gas giant and the biggest planet of them all

Saturn is composed mostly of hydrogen and helium

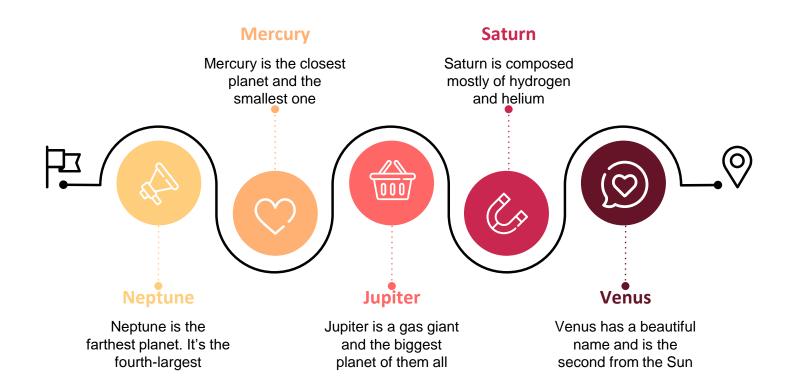
Venus has a beautiful name and is the second from the Sun

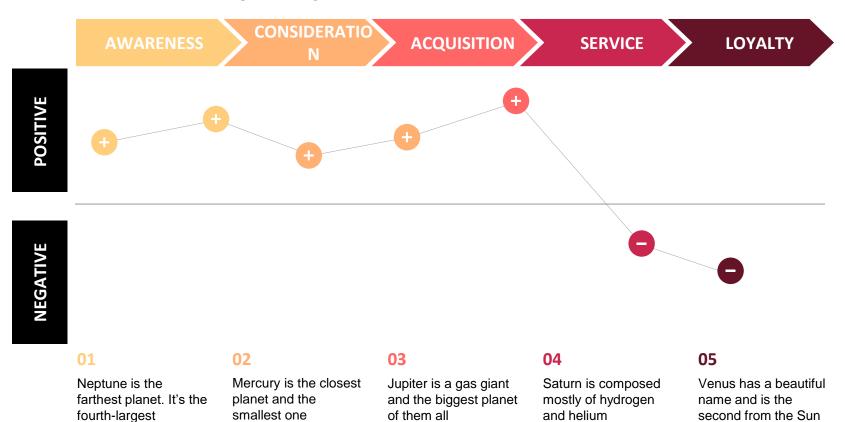


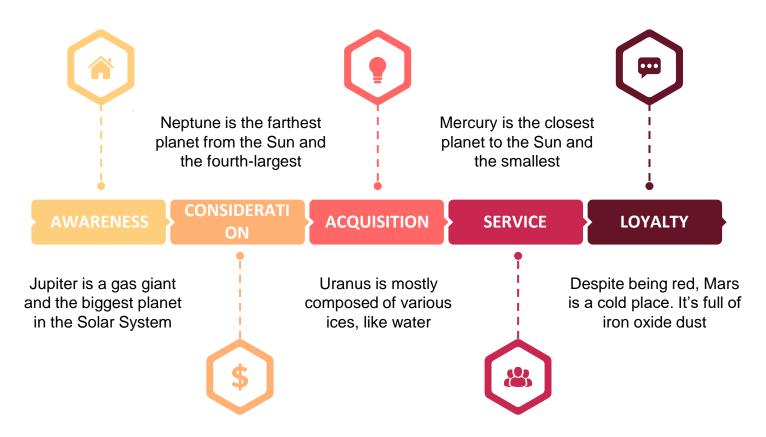




	AWARENESS	CONSIDERATION	ACQUISITION	SERVICE	LOYALTY
PHASE 1					
PHASE 2	Despite being red, Mars is actually a cold place	It has a beautiful name and is the second planet from the Sun	Uranus is the seventh planet from the Sun	Venus has a beautiful name and is the second from the Sun	Mercury is the closest planet and the smallest one
PHASE 3	Venus has a beautiful name and is the second from the Sun	Despite being red, Mars is actually a cold place	Earth is the third planet and it harbors life	Neptune is the farthest planet. It's the fourth-largest	Saturn is composed mostly of hydrogen and helium
PHASE 4	Mercury is the closest planet and the smallest one	Neptune is the farthest planet. It's the fourth-largest	Saturn is composed mostly of hydrogen and helium	The Moon is the fifth- largest satellite in the Solar System	Despite being red, Mars is actually a cold place







**AWARENESS** 





ACQUISITION

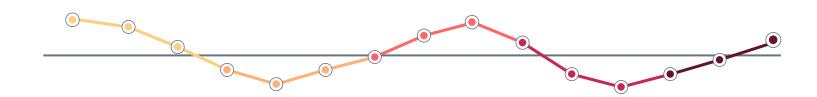


**SERVICE** 

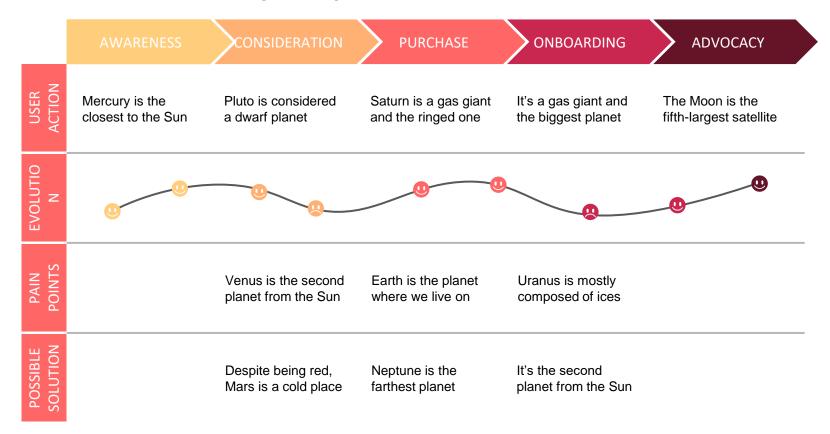


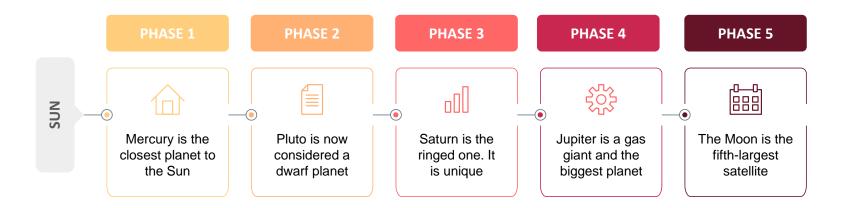
LOYALTY

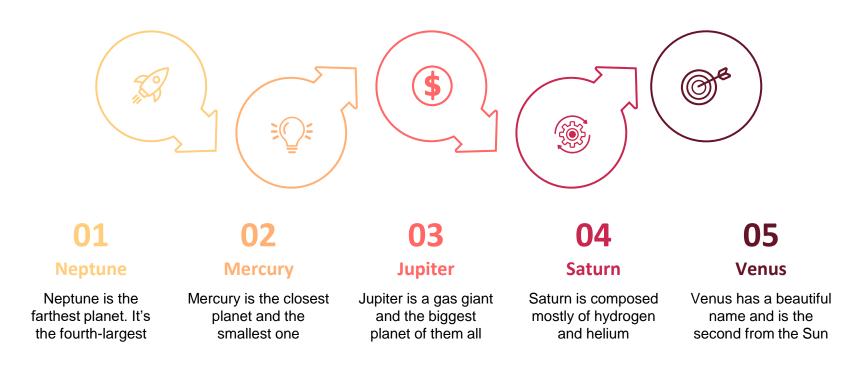


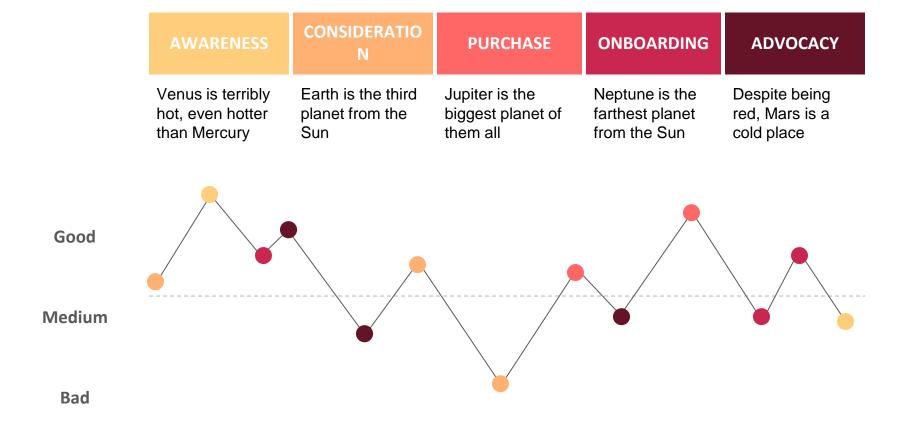


- Mercury is the closest planet to the Sun in the Solar System
- Earth, where we live on, is the third planet from the Sun
- Saturn is composed mostly of hydrogen and helium
- It is the biggest planet and the sixth planet from the Sun
- The Moon is the fifth largest satellite in the Solar System









Neptune is the farthest

planet. It's the fourth-

largest

Venus has a beautiful Saturn is composed name and is the mostly of hydrogen and helium second from the Sun **PURCHAS AWARENES INTERES RETENTIO ADVOCACY** E N 03 05

Mercury is the closest

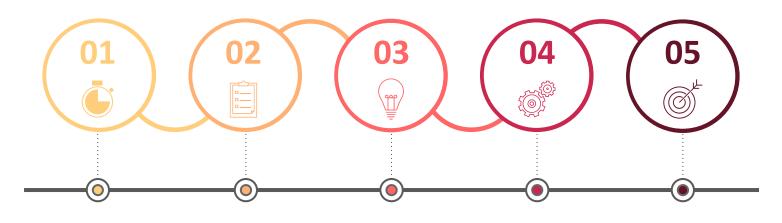
planet and the

smallest one

Jupiter is a gas giant

in the Solar System

and the biggest planet



#### **Neptune**

Neptune is the farthest planet. It's the fourth-largest

#### Mercury

Mercury is the closest planet and the smallest one

#### **Jupiter**

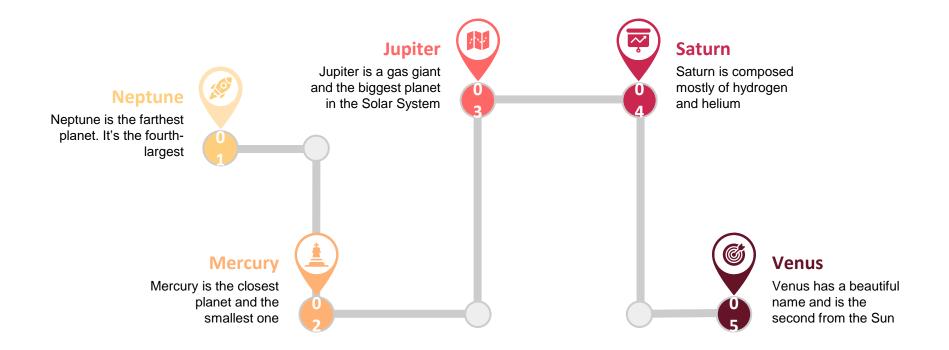
Jupiter is a gas giant and the biggest planet of them all

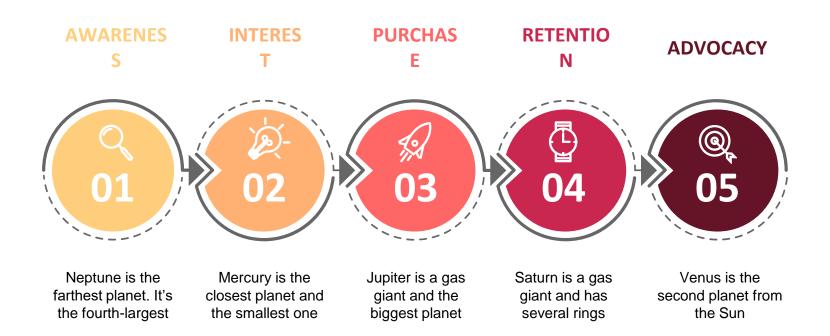
#### Saturn

Saturn is composed mostly of hydrogen and helium

#### Venus

Venus has a beautiful name and is the second from the Sun





**01** AWARENESS

Neptune is the farthest planet. It's the fourth-largest

**02**INTEREST

Venus has a beautiful name and is the second from the Sun **U3** PURCHASE

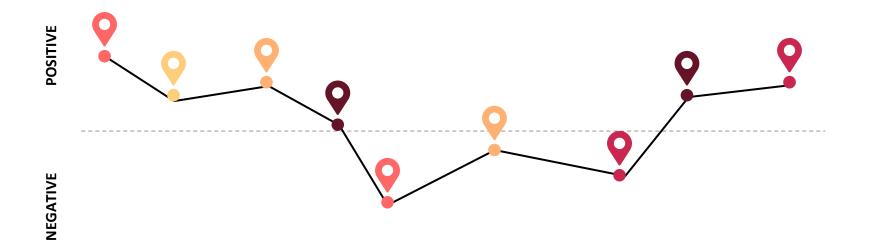
Mercury is the closest planet and the smallest one

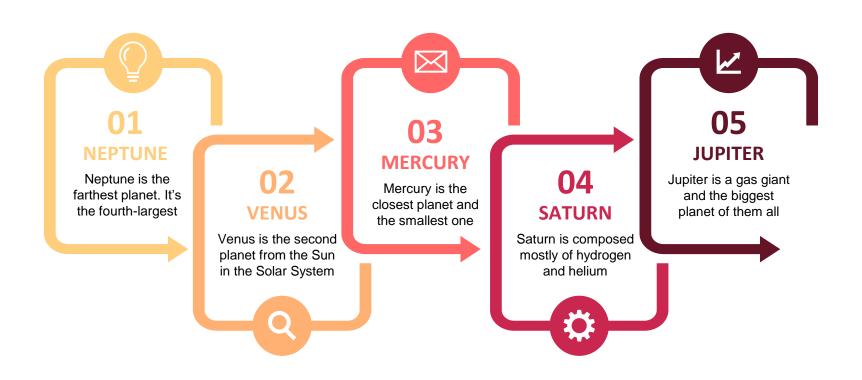
**04** RETENTION

Saturn is composed mostly of hydrogen and helium

**05** ADVOCACY

Jupiter is a gas giant and the biggest planet in the Solar System









01

Neptune is the farthest planet. It's the fourth-largest



02

Mercury is the closest planet and the smallest one



03

Jupiter is a gas giant and the biggest planet of them all



04

Saturn is composed mostly of hydrogen and helium



05

Venus has a beautiful name and is the second from the Sun

