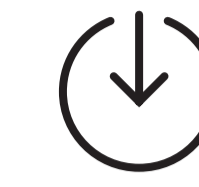


## Acquisition



Who are our potential customers and what do they look for or what do they want?  
 Through which channels, at which places or which platforms do we reach our potential customers?  
 How can we attract their attention and get their interest?  
 Which formats, content and channels are suitable for this?  
 Which metrics measure the channel performance in terms of acquisition?  
 Which tools do we need to measure these metrics?

**Examples:**  
 Content: customer stories, interviews, manuals, product comparisons etc.  
 Formats: whitepaper, video, blogs etc.  
 Channels: search engine advertising, retargeting, ad advertising, billboard advertising, TV advertising etc.  
 Measures: click rates, click prices, reach, penetration, view rate, customer acquisition costs etc.  
 Tools: ad manager, web analytics, social network insights etc.

## Activation



Which are our customer touchpoints?  
 Which are our online and offline presences?  
 Which are for example appropriate online landing pages?  
 What kind of information, offers, services or entertainment does the customer look for on these presences?  
 What do we need to offer the customer so that he contacts us, respectively leaves us with his contact information?  
 What do we need to offer on top so that the customer sticks with us?  
 How do we attract the customer's attention for our products and services?  
 Which metrics measure the activation's success?  
 Which tools do we need to measure these metrics?

**Examples:**  
 Contents: product catalogs, price lists, technical data, offer description, general terms and conditions, certificates, references etc.  
 Formats: online shop, show rooms, samples, trial subscriptions etc.  
 Functions: contact form, product search, shopping basket etc.  
 Channels: website, social media profiles, mobile applications, store, call center etc.  
 Metrics: visits, visitors, registrations, active users, qualified leads etc.  
 Tools: CRM systems, web analytics, mobile analytics etc.

## Retention



Which reasons does a customer have to visit us another time?  
 How can we motivate the customer to visit us again?  
 Which possibilities do we offer to the customer to stay in touch with us?  
 Which advantages does the customer have if he does so?  
 Which channels do we offer to the customer for doing so?  
 Which metrics measure the customer retention's success?  
 Which tools do we need to measure these metrics?

**Examples:**  
 Contents: new products and offers, important updates etc.  
 Formats: newsletter, personal notifications etc.  
 Channels: email, mobile notifications, SMS, chat apps etc.  
 Metrics: return rate, churn rate etc.  
 Tools: CRM system, web analytics, mobile analytics etc.

## Revenue



Which products and services do we sell on the presences?  
 How do we convince the customer to buy?  
 Which additional information or incentives does the customer wish for?  
 How does the customer buy and pay the article?  
 What happens after the purchase?  
 Which metrics measure the success of the selling activities?  
 Which tools do we need to measure this metrics?

**Examples:**  
 Products / Services: articles, information, software, service etc.  
 Provisioning: delivery, download, streaming, X as a service etc.  
 Channels: website, app store, marketplace, physical store etc.  
 Metrics: average sales per user, shopping basket size etc.  
 Tools: ERP system, CRM system, web analytics etc.

## Referral



Which motives does a customer have to recommend us?  
 Which incentives or motivation can we offer to get recommended?  
 Which possibilities do we offer the customer for referrals?  
 On which channels can a customer recommend us?  
 Which metrics measure the referrals' success?  
 Which tools do we need to measure these metrics?

**Examples:**  
 Contents: friendship discounts, exclusive offers, ratings etc.  
 Functions: share button, send by mail button etc.  
 Channels: email, social media posts, word of mouth, chat app messages etc.  
 Metrics: referrals, acceptance rate, k-factor etc.  
 Tools: survey, web tracking, invitation code etc.