

E-Commerce Customer Journey Mapping Template

For Marketing Automation

Stage	Customer Actions	Touchpoints	Opportunities for Automation	Key Metrics
Awareness	<ul style="list-style-type: none">Sees social media adsViews blog posts or influencer contentReceives email newsletter	<ul style="list-style-type: none">Social platformsBlog/ContentEmail	<ul style="list-style-type: none">Automated ad campaignsScheduled blog postsNewsletter signup popups	Impressions, Click-through Rate, New Subscribers
Consideration	<ul style="list-style-type: none">Browses product catalogReads reviewsCompares products	<ul style="list-style-type: none">WebsiteReview platformsComparison tools	<ul style="list-style-type: none">Personalized product recommendationsTriggered review requestsEmail sequences	Pages/Session, Product Views, Email Open Rate
Purchase	<ul style="list-style-type: none">Adds product to cartInitiates checkoutCompletes purchase	<ul style="list-style-type: none">Shopping cartCheckout pagePayment gateway	<ul style="list-style-type: none">Abandoned cart emailsCheckout upsell automations	Conversion Rate, Abandoned Cart Rate, Average Order Value
Retention	<ul style="list-style-type: none">Receives order confirmationEngages with loyalty programsLeaves reviews	<ul style="list-style-type: none">EmailLoyalty dashboardReview request form	<ul style="list-style-type: none">Automated order & shipping updatesTriggered review requestsLoyalty reminders	Repeat Purchase Rate, Review Rate, Loyalty Enrollment
Advocacy	<ul style="list-style-type: none">Shares referral linkPosts about brand on social mediaParticipates in surveys	<ul style="list-style-type: none">Referral portalSocial platformsEmail/SMS	<ul style="list-style-type: none">Automated referral program invitesSocial share promptsSurvey automation	Referral Rate, NPS, Social Mentions

Notes:

- Use this template as a starting point to map your ideal customer journey.
- Fill in or customize each stage based on your brand's touchpoints and available automations.
- Track key metrics for each stage to measure performance and optimize automation.