

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.