# SaaS Onboarding Journey Mapping Document

**Project:**

**Prepared by:**

**Date:**

## 1. Onboarding Phases

| Phase Name | Goal/Objective | Audience/Segment | Entry Criteria | Success Criteria |
|---|---|---|---|---|
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## 2. Automated Campaigns Overview

| Campaign Name | Trigger | Message Type | Channel(s) | Primary CTA | Timing |
|---|---|---|---|---|---|
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## 3. Message Flow & Journey Steps

| Step | Description | Responsible Owner | Automation Notes |
|---|---|---|---|
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## 4. Key Metrics & KPIs

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## 5. Notes & Open Questions

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Document Version: