

Customer Journey Segmentation Framework

For Subscription Services

1. Awareness

- Potential customers encountering the brand
- Browsing website, social media, ads

Segmentation Criteria

- Traffic source (organic, referral, paid)
- Demographics
- Interests and intent signals

2. Consideration

- Comparing subscription options
- Reading reviews, seeking info

Segmentation Criteria

- Engagement level
- Repeat visits
- Specific content consumption

3. Conversion

- Started registration or checkout process
- First purchase/subscription

Segmentation Criteria

- Cart abandonment
- Subscribed/Not subscribed
- Coupon usage

4. Onboarding

- First days/weeks as a new subscriber
- Account setup, first use

Segmentation Criteria

- Time since sign-up
- Profile completion
- Product adoption stage

5. Engagement

- Regular interaction & product usage
- Active & passive users

Segmentation Criteria

- Usage frequency
- Feature adoption
- Support inquiry rates

6. Retention & Renewal

- Approaching renewal periods
- Churn risk identification

Segmentation Criteria

- Time to renewal
- Churn propensity score
- Payment/renewal status

7. Advocacy

- Loyal, highly satisfied users
- Refer friends, leave reviews

Segmentation Criteria

- Net Promoter Score (NPS)
- Referral activity
- Social sharing