

# 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