| **Stage** | **Touchpoints** | **Customer Actions and Emotions** | **Pain Points and Opportunities** | **KPIs** | **Improvement Initiatives** |
| --- | --- | --- | --- | --- | --- |
| **Awareness** | Website, Social Media, Ads | Researching, Discovering, Curious | Pain Point: Lack of awareness  Opportunity: Provide informative content. | Website traffic, Social media engagement | Enhance content marketing strategies. |
| **Consideration** | Product Pages, Reviews, Comparison Sites | Evaluating, Comparing, Exploring | Opportunity: Simplify the decision-making process. Pain Point: Lack of clarity | Bounce rate, Time spent on site | Improve product descriptions and comparisons. |
| **Decision** | Checkout Process, Customer Service | Deciding, Committing, Seeking Assistance | Opportunity: Streamline checkout process. Pain Point: Friction in purchasing | Cart abandonment rate, Conversion rate | Optimize checkout flow and provide responsive support. |
| **Retention** | Post-Purchase Emails, Loyalty Program | Engaging, Satisfied, Seeking Value | Opportunity: Nurture ongoing engagement. Pain Point: Lack of follow-up | Customer retention rate, Repeat purchases | Develop personalized retention strategies. |
| **Advocacy** | Referral Program, Social Sharing | Recommending, Promoting, Advocating | Opportunity: Encourage word-of-mouth. Pain Point: Limited advocacy | Referral rate, Social shares | Cultivate brand ambassadors and incentivize referrals. |