Goal: Looking for Summer Activity

Actor

Scrolling Facebook

Sees Tønder Festival Advertisment

Clicks on the CTA button to the website

Arrives on Website

Surfs around

Newsletter "Sign-up" pops-out

Sing-up

NO

Leaves website

YES

Receives "Welcome" Newsletter

IGNORES

OPENS IT

Reading it and decides to stay subscribed

1 week passes

Receives "Activation" Emai

IGNORES

OPENS IT

Clicks CTA Button

NO

YES

Completes Micro-Conversion Step: **Survey**

1 week passes

Receives Retention E-mail

NO

OPENS IT

IGNORES IT

Clicks CTA Button

YES

Completes Micro-Conversion Step: **Goes on website**

1 week passes

Receives Refferal E-mail

NO

OPENS IT

IGNORES IT

Clicks CTA Button

YES

Completes Micro-Conversion Step: **Shares to friends**

1 week passes

NO

OPENS IT

IGNORES IT

Clicks CTA Button

YES

Completes Micro-Conversion Step: **Goes to "buy-ticket" page**

Receives Revenue E-mail

Chooses the type of ticket she likes

Clicks on "Buy Ticket"

Adds tickets depending on her age category (+friends)

Proceeds to donation tab

Donates?

Donates

Adds to **cart**

Doesn't donate

Presses on **"Continue without"**

Arrives on **total amount tab**

She has giftcard?

NO

YES

Inserts gift code

Goes to payment form

Inserts name, e-mail adress and phone number

Accepts the terms&conditions

Is taken to **Payment Window**

Chooses payment option: Mobilepay, Card, Google Pay, etc

Inserts details (card number, expiration date, mobilepay number, etc)

Confirms payment

Payment complete (receives ticket by e-mail/phone)