Full Decision Tree for Avon Beauty Games

TARGETING STRATEGY	NOT LOGGED (WEBSITE VISITORS)			LOGGED ACCOUNTS								
SEGMENTS	NO ACCOUNT, NO EMAIL ADDRESS Website visitors without account	NO ACCOUNT, WITH EMAIL ADDRESS Website visitors without account, whose e-mail addresses were collected with exit pop-up	ACCOUNT, NOT LOGGED IN Website visitors with account, but not logged during visit	ALL	ALL, ACTIVATED A BADGE	ALL, INACTIVE IN SITE	ALL, REFERRED A FRIEND	TOP PLAYERS (upper ranking as per total points vs max/ min possible points)	AVERAGE PLAYERS (mid ranking as per total points vs max/ min possible points)	LOW PLAYERS (lower ranking as per total points vs max/ min possible points)	NO PLAY (did not accessed any challenge in the last 3 days)	UNFINISHED CHALLENGE (users that started a challenge without finishing it)
CONTACT VIA INTERCOM	In-site notification	E-mail	In-site notification	E-mail	In-site notification	In-site notification	In-site notification	E-mail	E-mail	E-mail	E-mail	E-mail
FREQUENCY max 2 emails per user per week	Upon trigger (visit)	After 1 day. Repeat after 1 week. Then Stop	Upon trigger (visit)	Every 3 days	Upon trigger (challenge finished)	Upon trigger (inactivity)	Upon trigger (referee used points, instant or at first login after event)	Every 3 days	Every 3 days	Every 3 days	Every 3 days. Repeat after 1 week. Then Stop	After 1 day
MESSAGING STRATEGY	Incentive for e-mail collection	Incentive to register	LOGIN	Countdown 15,10, 5 days to finish game	Activated badge	Continue game	Extra points	Share for more points	Most appealing challenges	Prizes	Prizes	Dynamic content with name and link of unfinished challenge

Automated E-mails: Creative Examples