

Customer Decision Journey

Explaining the **Touch Points** between
the **Brand** and the **Guest**

By Mohamed Taha



NileStar.co #BeCloser



In 2005...



The FMCG giant.

In 2005...



Stimulus



**First Moment
Of Truth
(Shelf)**



**Second Moment
Of Truth
(Experience)**

P&G company invented the 3-step model of marketing!

In 2011...



Stimulus

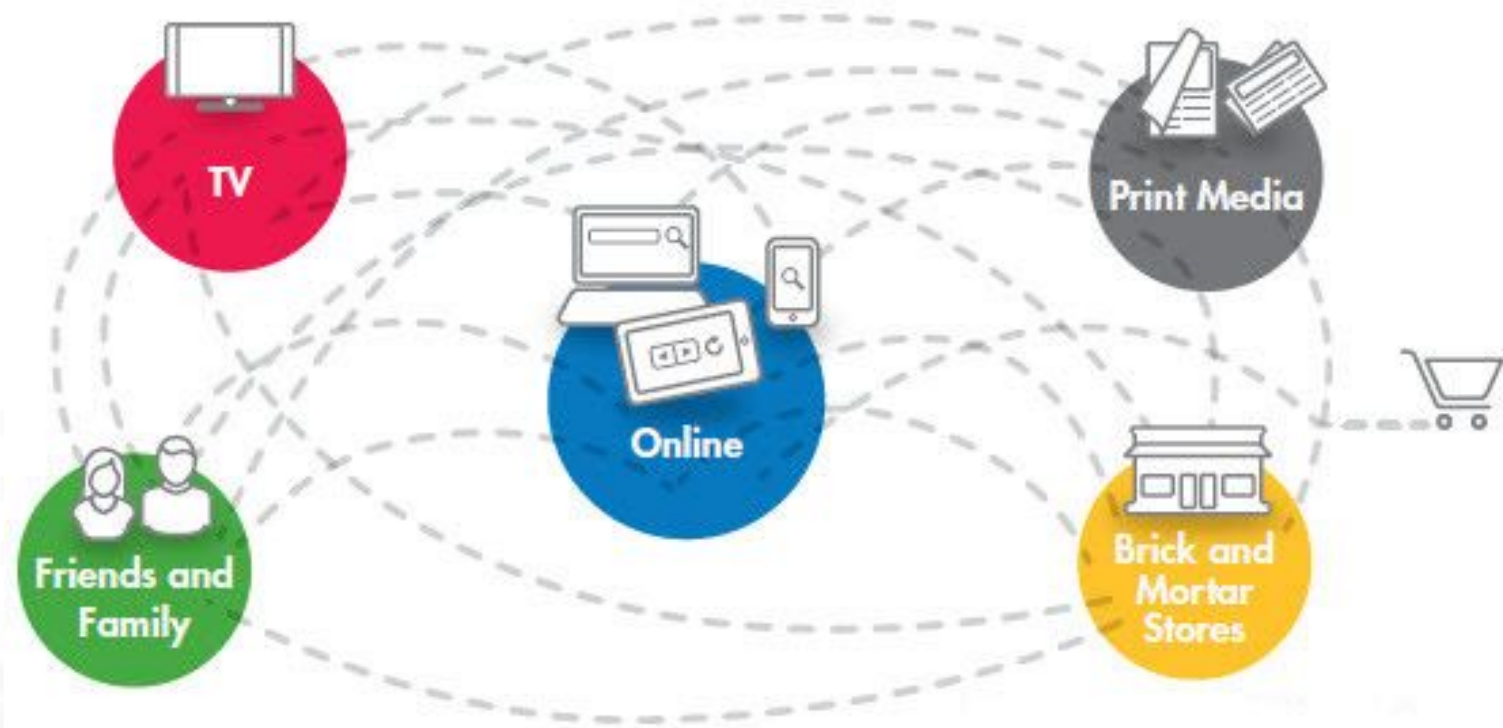


**First Moment
Of Truth
(Shelf)**



**Second Moment
Of Truth
(Experience)**

Google Introduced another step!



A very missy period!

In 2011...



Stimulus



ZMOT
(Pre-Shopping)



**First Moment
Of Truth**
(Shelf)



**Second Moment
Of Truth**
(Experience)

Google introduced the ZMOT zero moment of truth!

Based on ZMOT...



Mckinsey & company introduced the CDJ!

What is CDJ?

The customer decision journey (CDJ) is a model that shows how customers complete a purchase, guiding marketers where and what they should do along the way.

Initial Consideration Set

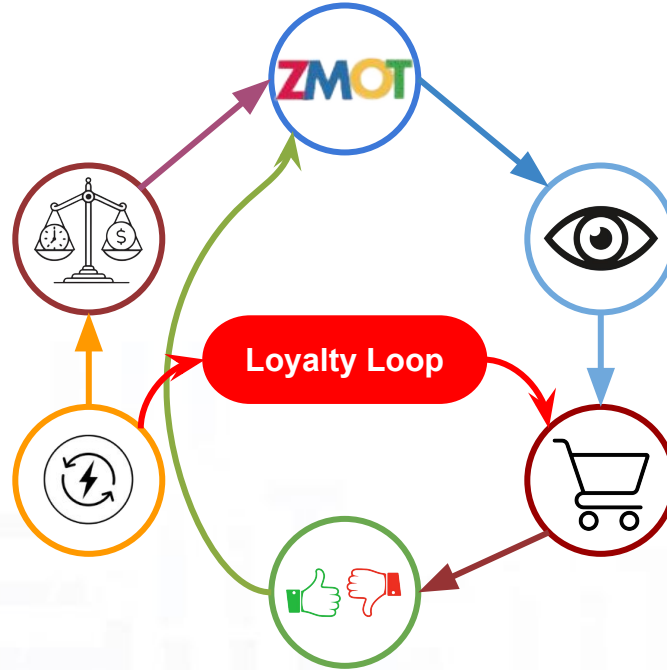
Trigger

Zero Moment of Truth

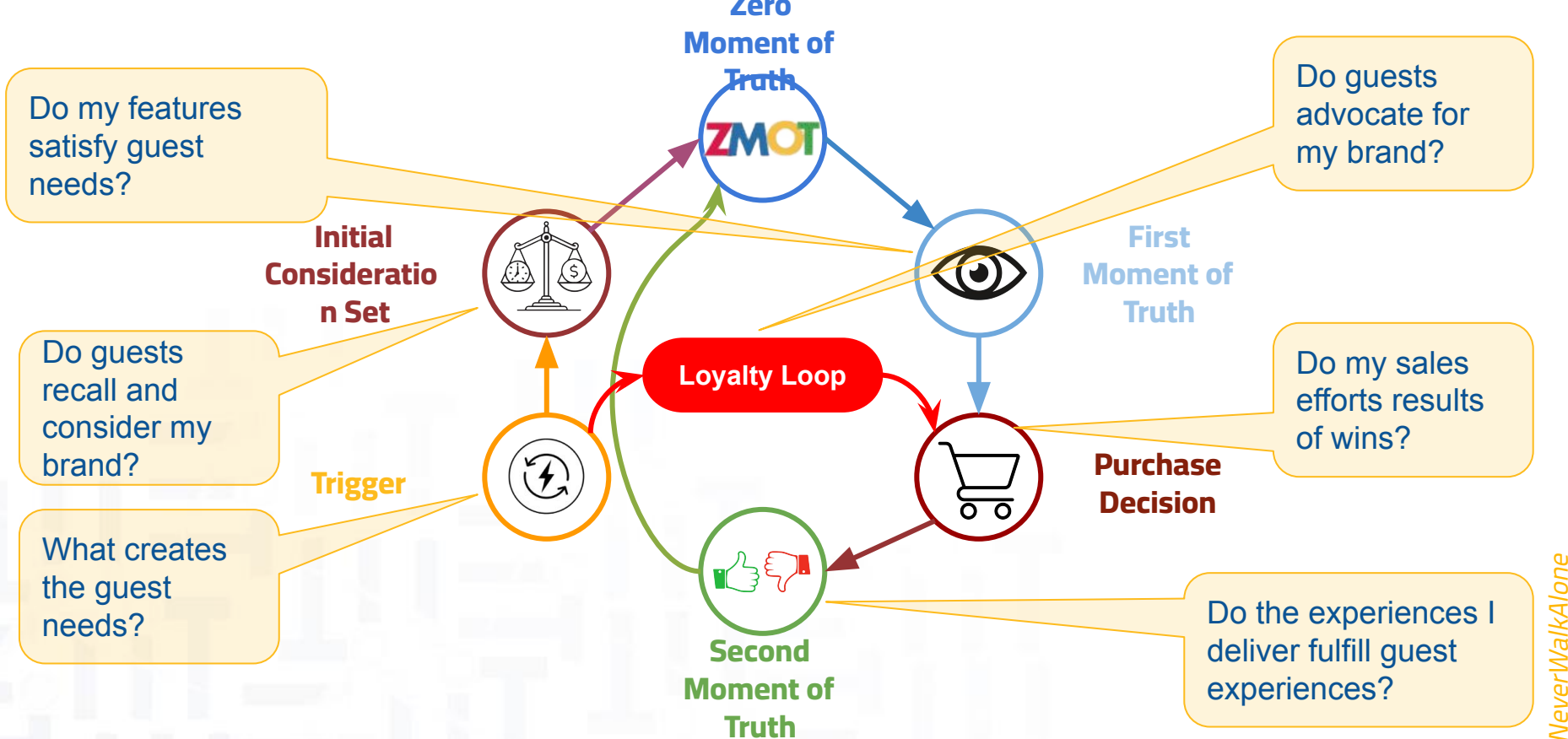
First Moment of Truth

Purchase Decision

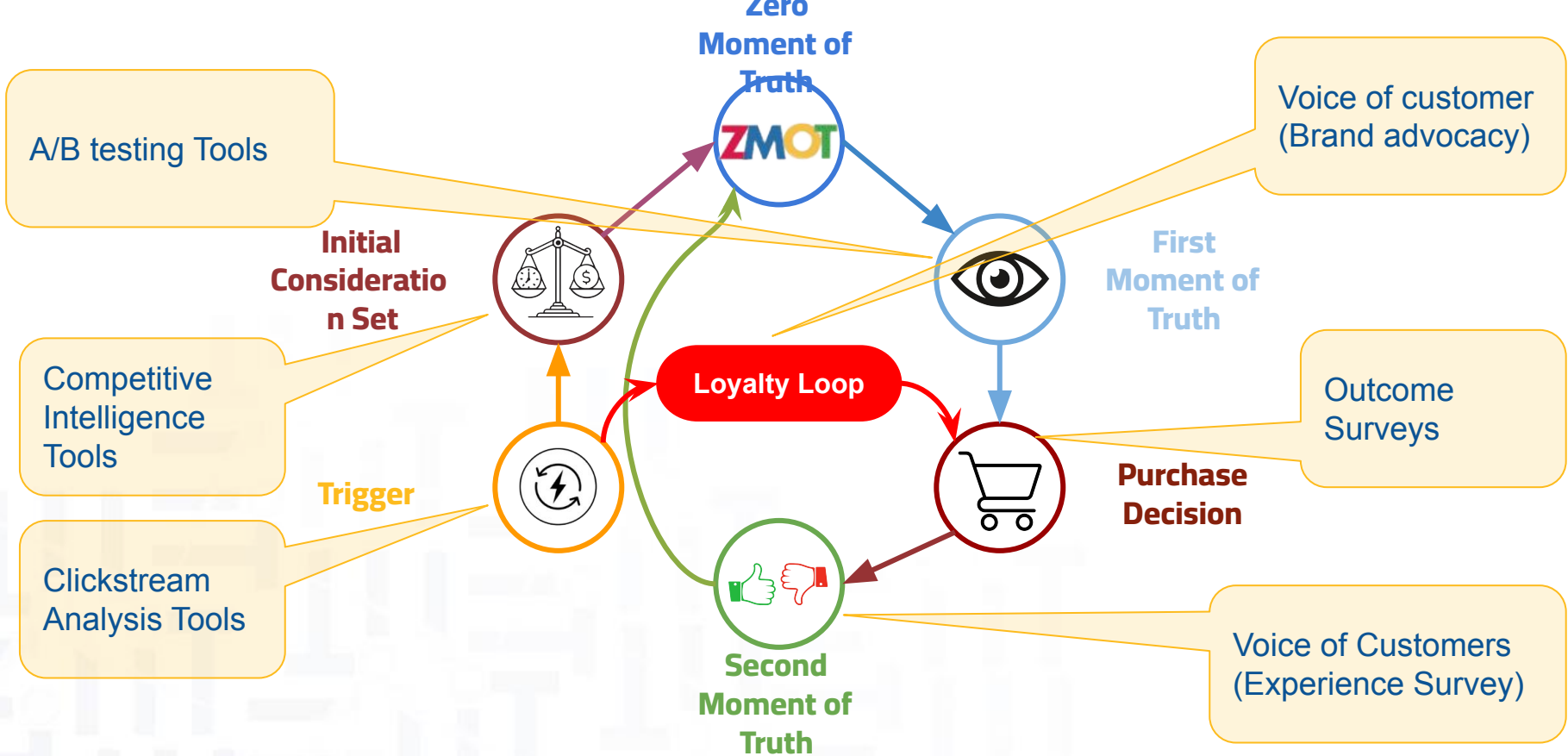
Second Moment of Truth



Mckinsey & company introduced the CDJ!



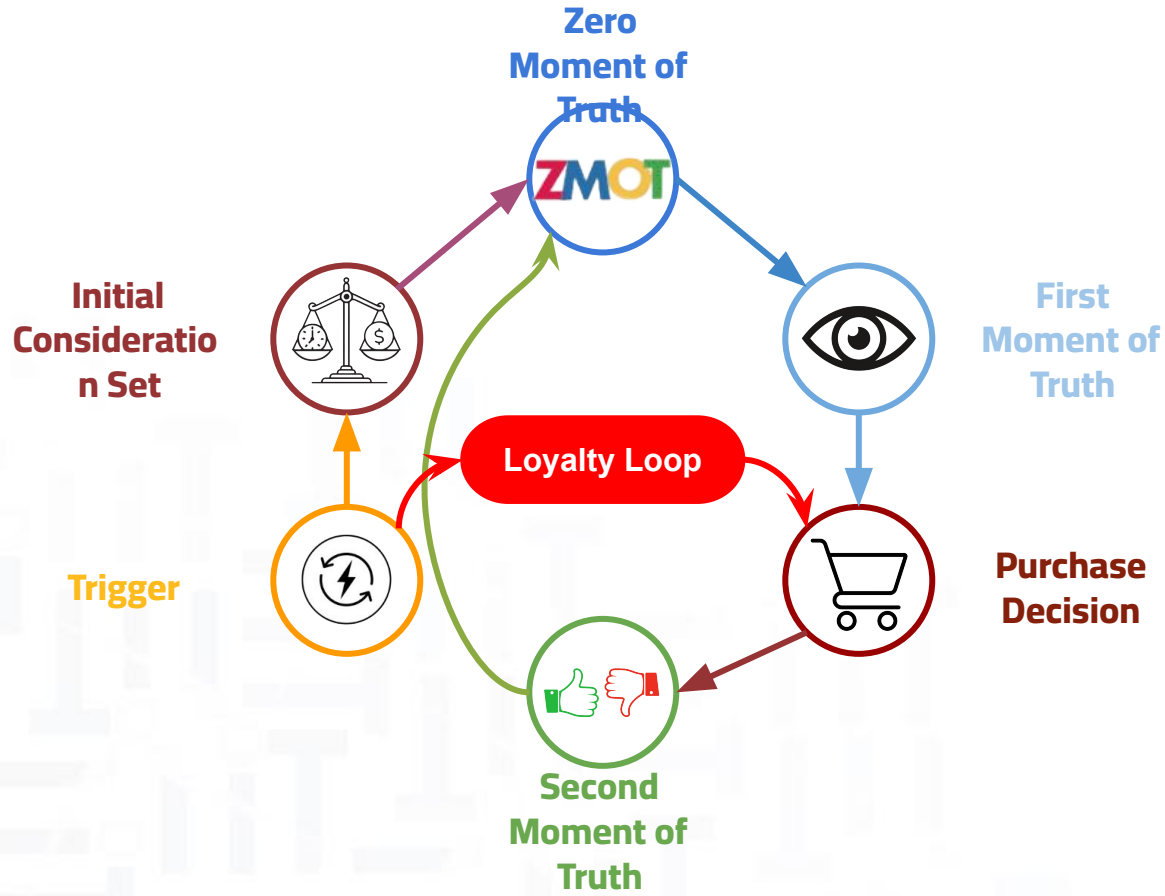
Important questions about “My Brand” CDJ!

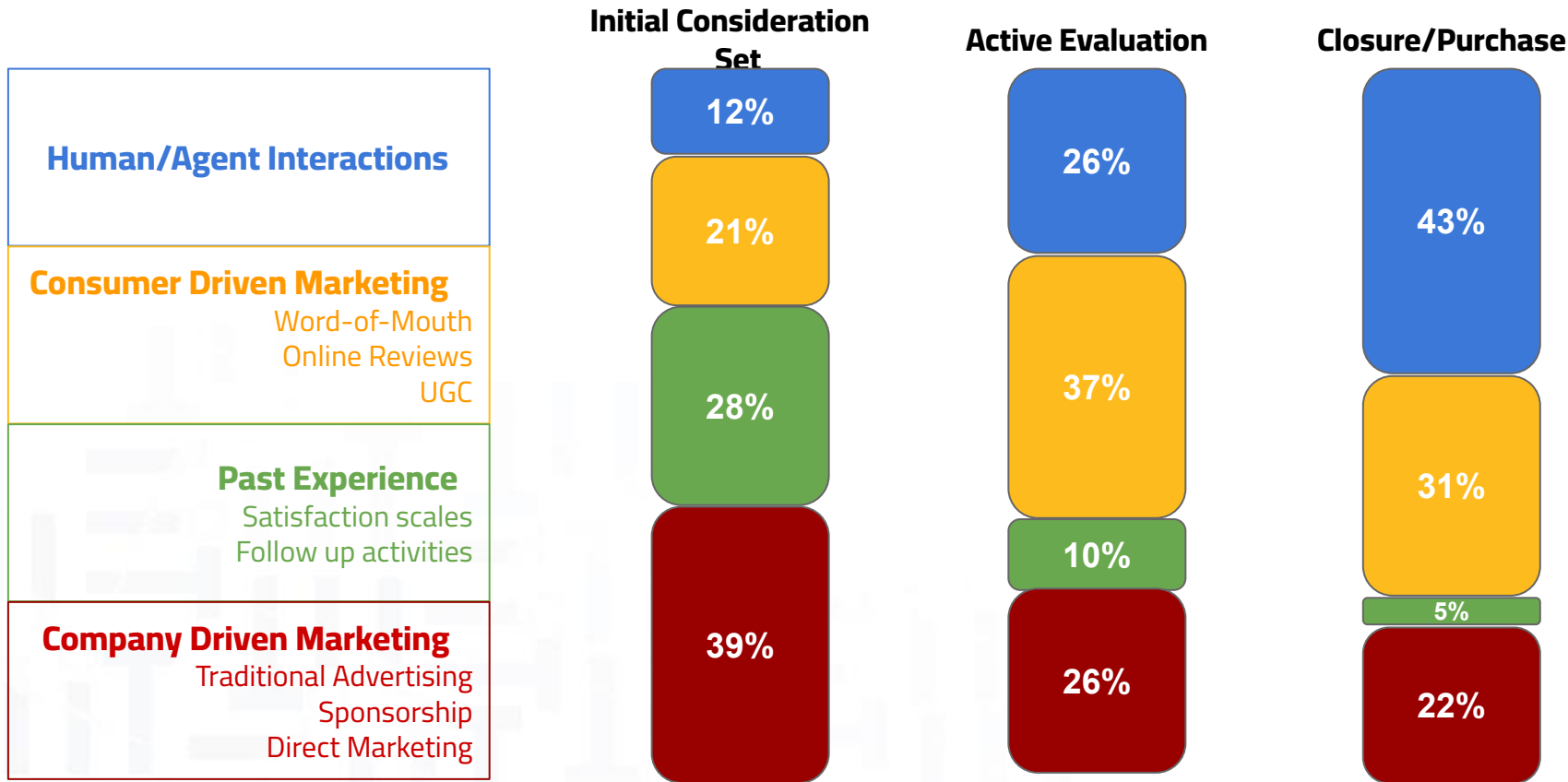


Important measure techniques to use during the CDJ!

Clickstream Analysis	Voice of Customer	Competitive Intelligence
<ul style="list-style-type: none"> Google Analytics Google Webmaster Bing Webmaster 	<ul style="list-style-type: none"> Google Surveys 	<ul style="list-style-type: none"> Ads Keyword Tool Google Trends Google Correlate
Outcome Analysis	A/B testing	Knowledge Tools
<ul style="list-style-type: none"> Google Analytics - ECommerce KPIs 	<ul style="list-style-type: none"> Google Website Optimizer Google Ads Campaign Experiments MS Clarity 	<ul style="list-style-type: none"> Think with Google Facebook IQ

A set of affordable gadgets





How to influence each touch point?

The **CDJ** is a **crucial concept** that hoteliers must **understand** to **optimize** their marketing and sales efforts.

Q & A

Cairo | Dubai
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THANK YOU

www.titegypt.com



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