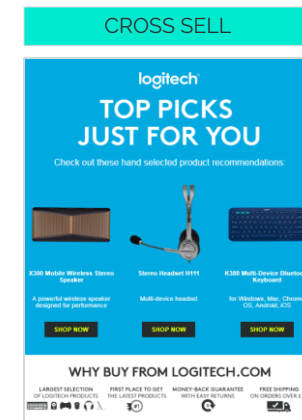
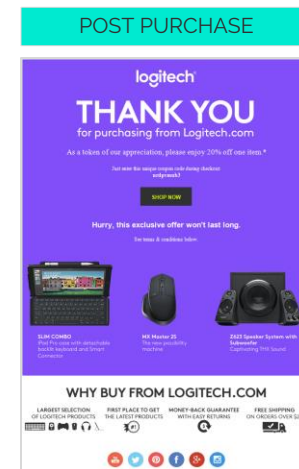
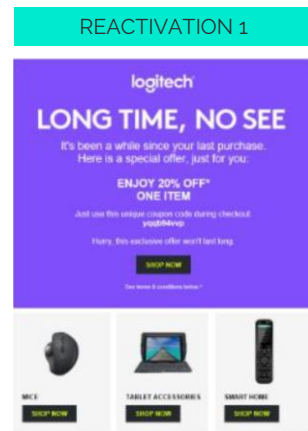
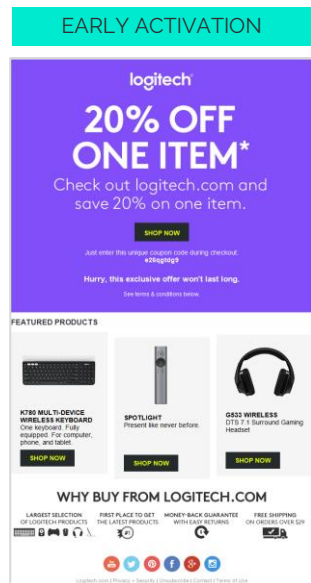
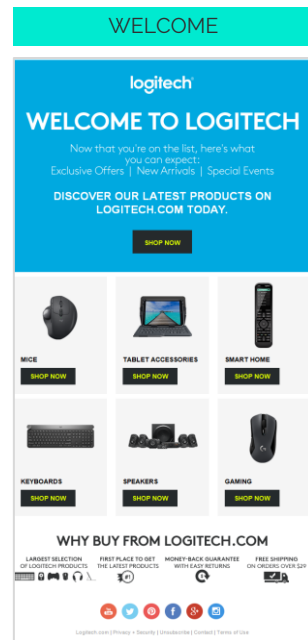


LIFECYCLE

PURCHASE CYCLE



PRODUCT REVIEW

REPEAT PURCHASE

TIERED WELCOME SERIES

PREFERENCE REQUEST

BIRTHDAY

ANNIVERSARY

EMAIL REENGAGEMENT SERIES

CUSTOMER REACTIVATION SERIES

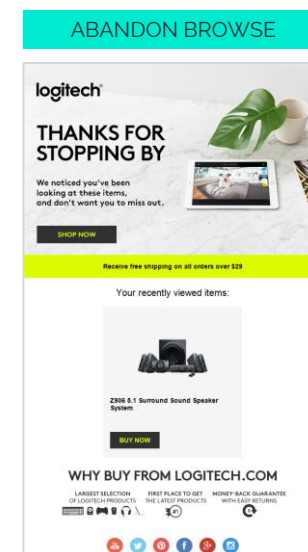
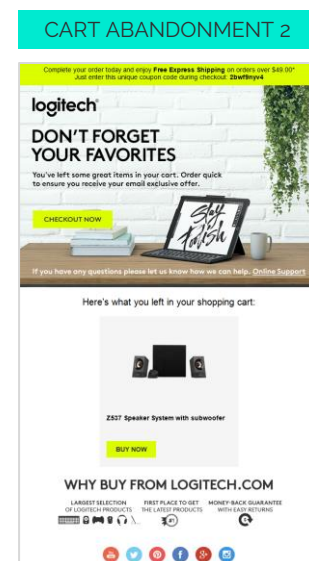
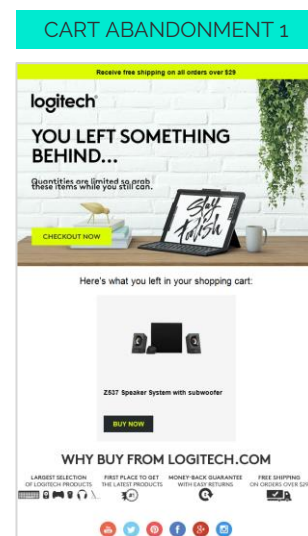
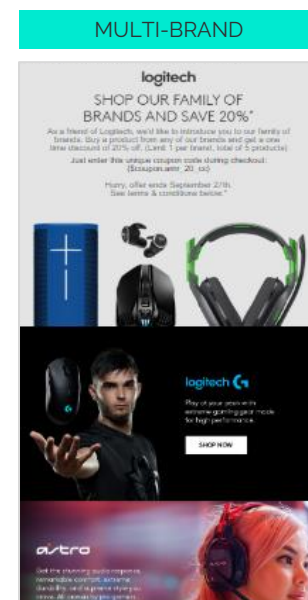
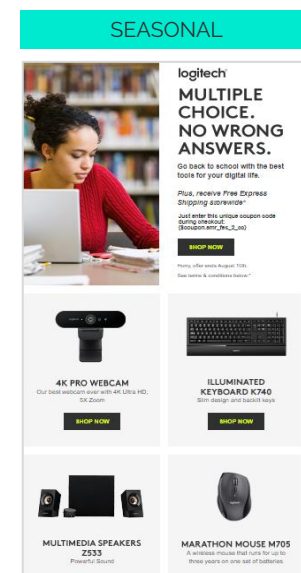
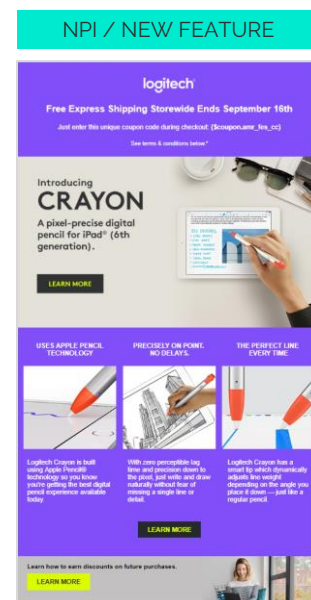
PRODUCT REGISTRATION REQUEST

CUSTOMER SURVEY

BASE

BEHAVIORAL + EVENT

PREFERENCES COLLECTED



Message type:
Special Offers, Product Announcements,
Feature Update, Tips & Support, Logi News

Email cadence:
Anytime, Weekly, Monthly

Ability to opt-in to other Logitech Brand Communications:
Logitech G, Astro, Ultimate Ears, Jaybird

LOCAL + LANGUAGE

47 Locales

English, German, Dutch, Spanish
Portuguese, Italian, Swedish, French

BRAND / STORY TELLING

CONNECTION TRIGGERS Y/N



CURRENT

OPPORTUNITIES