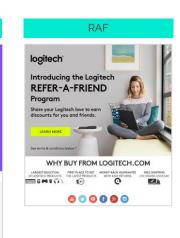


Communication Architecture

Yes Marketing | Agency Services 'Business Confidential

LIFECYCLE

WELCOME EARLY ACTIVATION logitech logitech' 20% OFF WELCOME TO LOGITECH **ONE ITEM*** DISCOVER OUR LATEST PRODUCTS ON LOGITECH.COM TODAY. SHOP NOW WHY BUY FROM LOGITECH.COM CARGEST SELECTION PRODUCTS FIRST PLACE TO GET MONEY-BACK GUMBANTEE FREE SHIPPING OF LOCATION PRODUCTS THE LATEST PRODUCTS WITH EASY RETURNS ON ORDERS OVER 80000 LANGEST SELECTION | FIRST PLACE TO GET | MONEY-BACK GUARANTEE | FIRES SHIPTING | FIRES SHIP **a v o f 8 a**







PURCHASE CYCLE





PRODUCT REVIEW

REPEAT PURCHASE

PRODUCT REGISTRATION REQUEST

CUSTOMER SURVEY

TIERED WELCOME SERIES

PREFERENCE REQUEST

BIRTHDAY

ANNIVERSARY

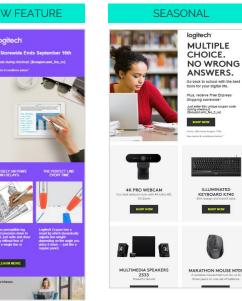
EMAIL REENGAGEMENT SERIES

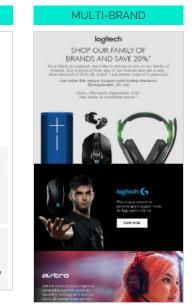
CUSTOMER REACTIVATION SERIES

BASE

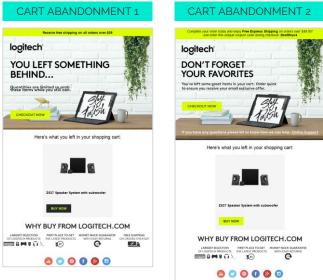


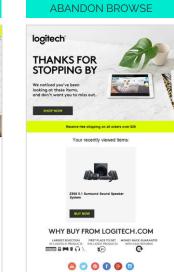






BEHAVIORAL + EVENT





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

