ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.

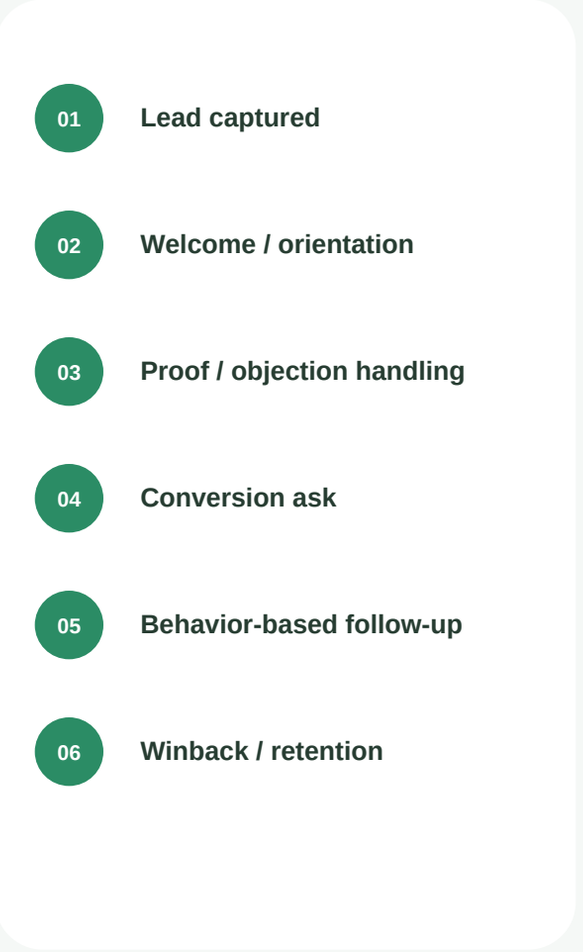
Preserved sample content below. Redacted-client wording does not establish a verified engagement.

LIFECYCLE PROOF EXAMPLE

[redacted]

From scattered follow-up to a clear customer journey.

A sanitized example showing how a lifecycle system can replace ad-hoc follow-up with sequenced education, proof, conversion and re-engagement.



ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

BEFORE / AFTER SYSTEM LOGIC

What changed in the customer experience

BEFORE

- Same message to everyone
- No behavior-based timing
- Proof arrives too late
- Hard ask before trust
- No clear winback logic

AFTER

- Segment by action and intent
- Sequence by lifecycle stage
- Proof before conversion ask
- Primary and low-friction CTAs
- Suppression + winback rules