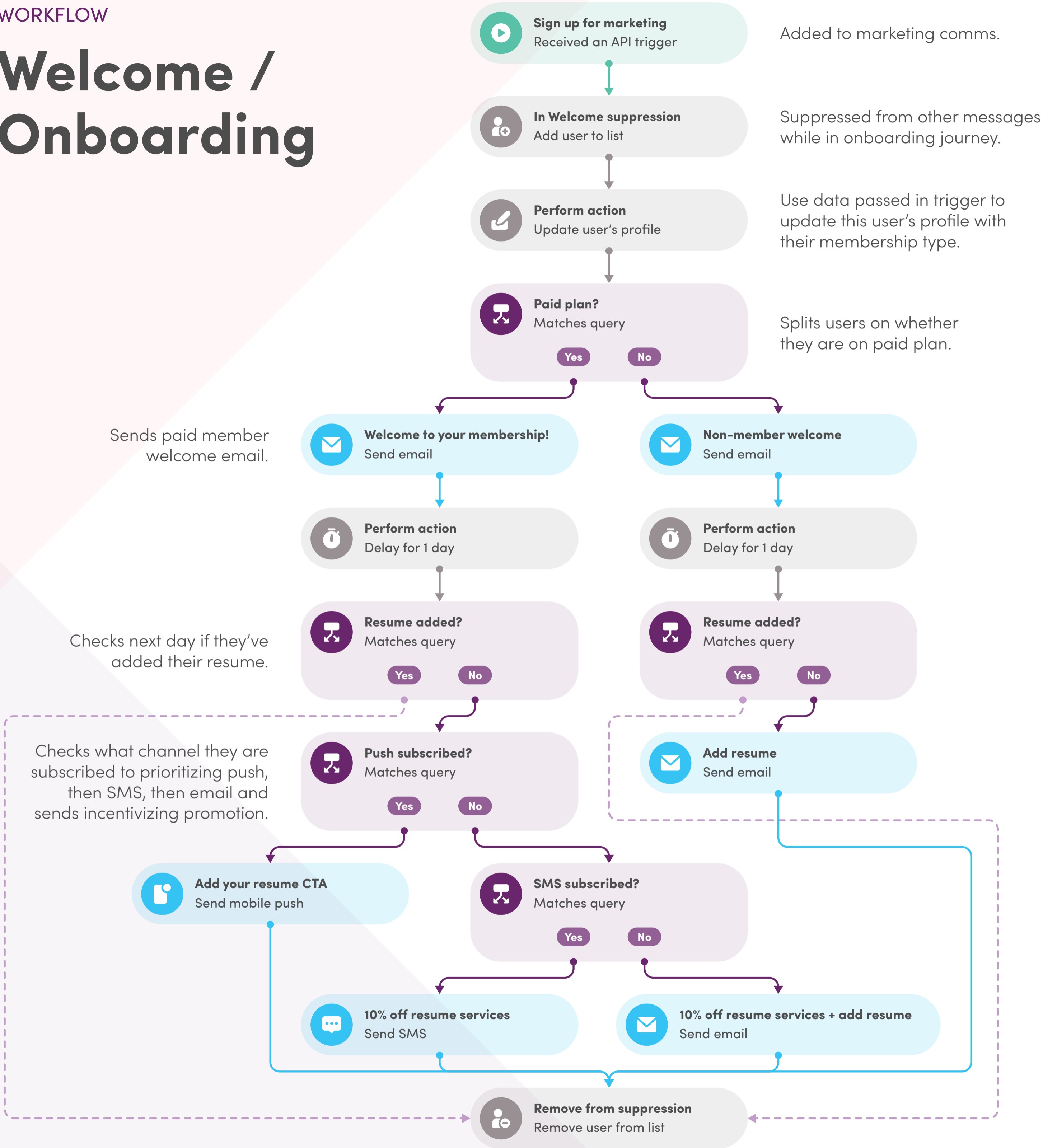
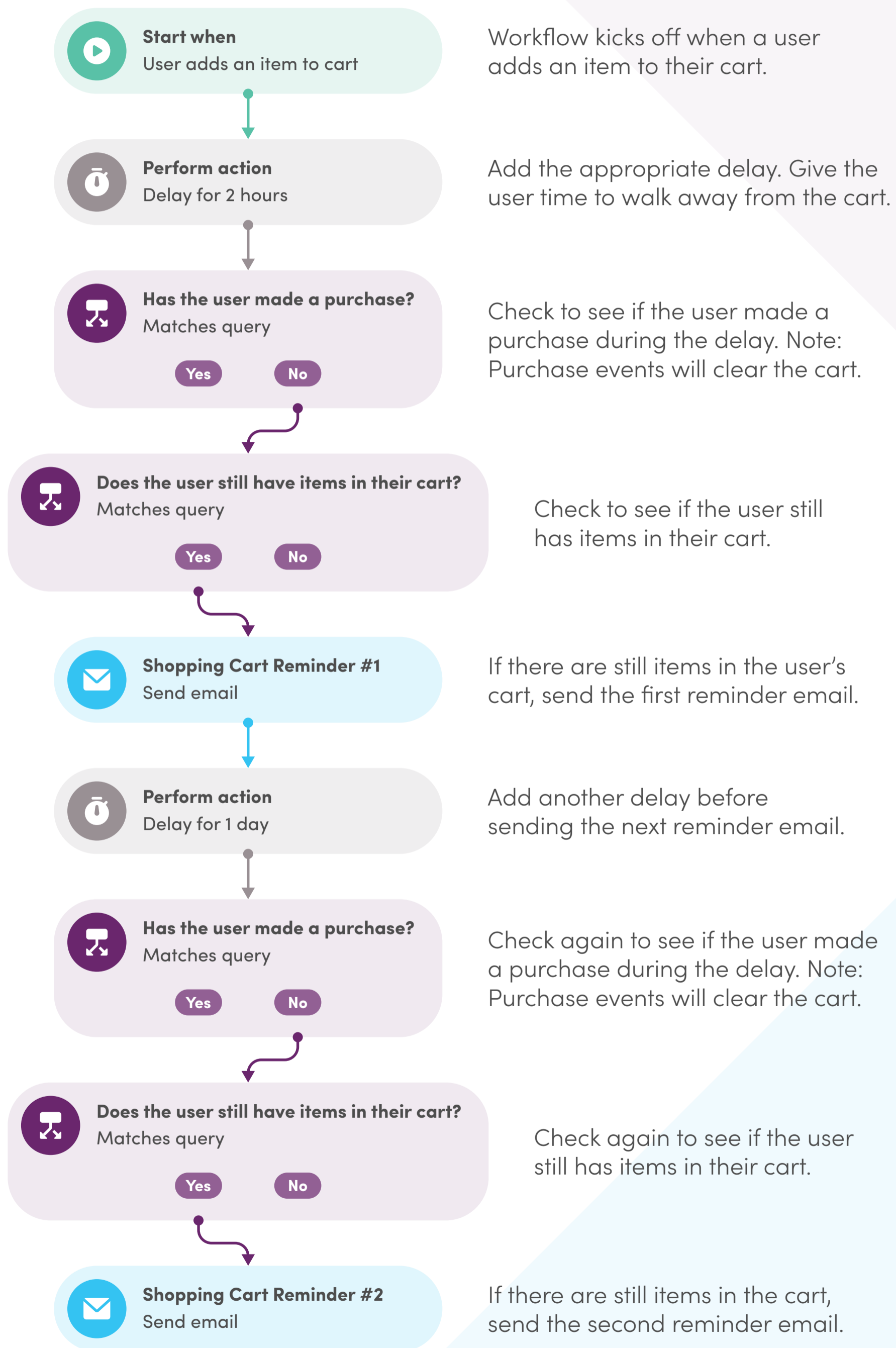


WORKFLOW

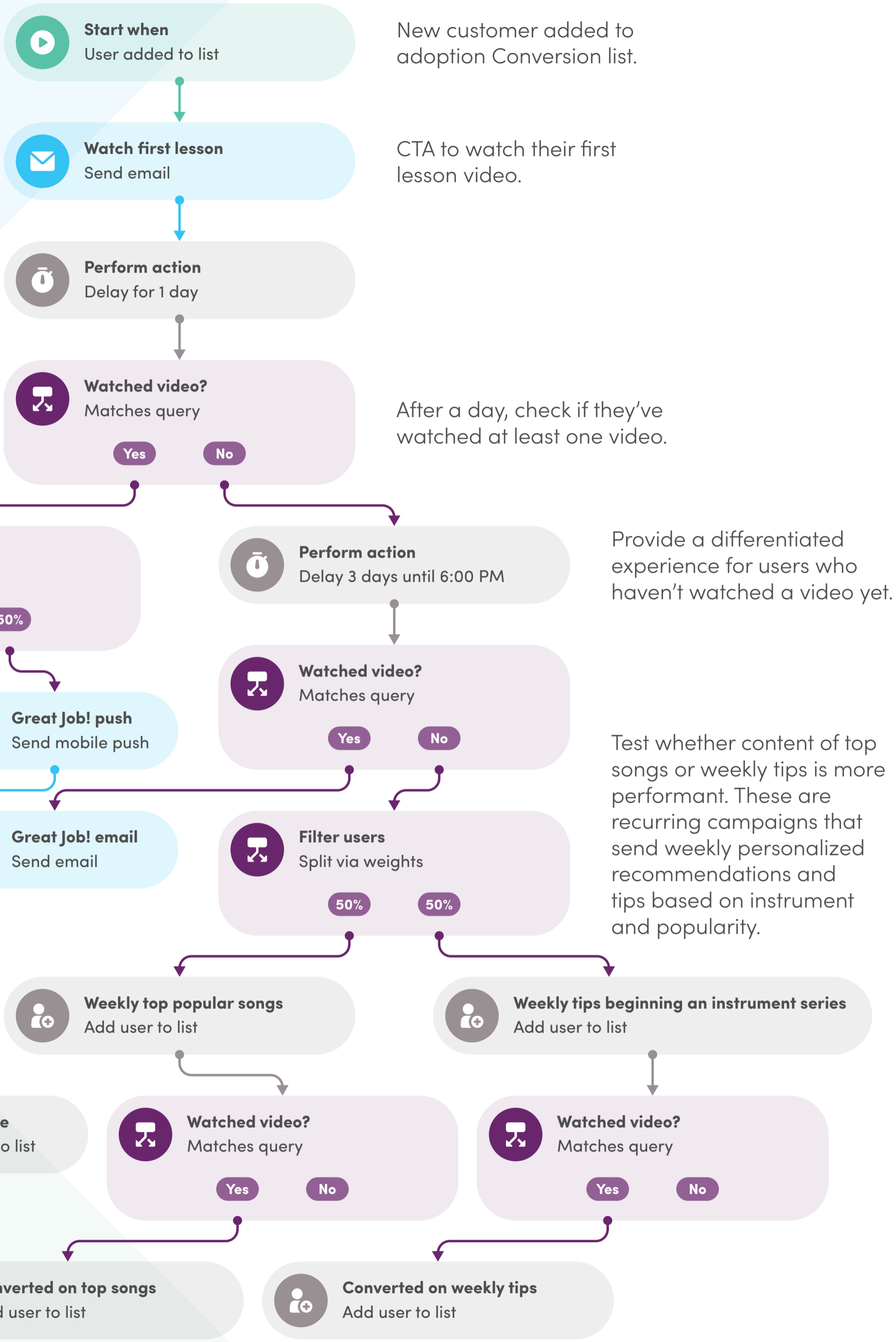
# Welcome / Onboarding



# Abandonment



# Conversion



New customer added to adoption Conversion list.

CTA to watch their first lesson video.

After a day, check if they've watched at least one video.

Provide a differentiated experience for users who haven't watched a video yet.

Test whether content of top songs or weekly tips is more performant. These are recurring campaigns that send weekly personalized recommendations and tips based on instrument and popularity.

For users that watched a video, the goal is to get them to watch another video while testing which channel performs best.

Update user profile based on whether tips or songs got them to watch their first video.