



# PURCHASE JOURNEY



The purpose of the **Purchase Journey** is to detect and manage the experience at all points of contact, which serves to differentiate yourself from the rest of your competition.

The analysis of the complete purchasing experience is developed in **6 axes**:

**Environment, Behavior, Hunter, Emotive Route, Digital Contact, Partners.**

Each one with its specific deliverables and execution manuals.



During the “**JOURNEY**” of the purchase, elements are presented that may be unknown to brands, but have a high impact on the final decision and the consumer's attention.



Research allows ...

