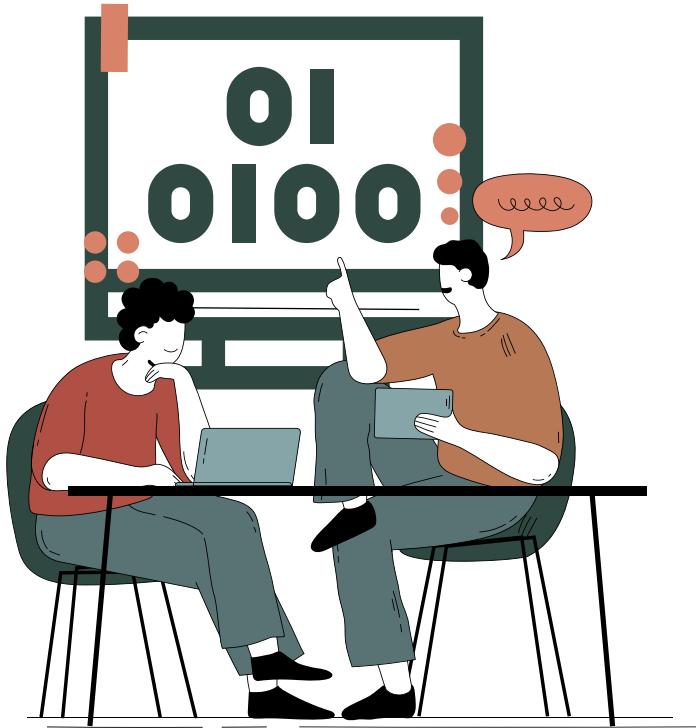


# Auto Automation

Hai Oliveira - Rivian



# Audience Segment 1 - Consideration

## Eco-Conscious

Professionals or individuals with a high level of environmental awareness. They are motivated by sustainability and eco-friendly innovations in transportation.

Age	Location	Income	Behavior	Trigger/Touchpoint
30-45 years old (with disposable income and interest in eco-friendly solutions)	Urban areas with a strong emphasis on sustainability such as <b>San Francisco, California.</b>	\$80,000+ annually (currently looking for a higher-end electric vehicles)	Views pages about sustainability or Rivian's green initiatives and considers buying ( <a href="https://rivian.com/sustainability">https://rivian.com/sustainability</a> )	Responds to content highlighting Rivian's sustainability efforts and environmental impact (like <a href="#">R1 Gen 2 Carbon Footprint Reports</a> ).

**How to Gather Data:** Track eco-focused content engagement, sharing updates through emails on sustainability and Impact Reports, reinforcing its green commitment.

# Audience Segment 2 - Awareness

## Road Trip Enthusiasts

Passionate about exploring new destinations by car. They value vehicles that offer reliability, comfort, and features that enhance long-distance travel experiences.

Age	Location	Income	Behavior	Trigger/Touchpoint
35-50 years old (likely to engage in active outdoor lifestyles)	Suburban areas near popular road trip destinations, such as <b>Denver, Colorado.</b>	\$90,000+ annually (can afford higher-end electric vehicles)	Frequently searches for scenic routes, vehicle accessories, and outdoor adventure tips; follows travel blogs and participates in road trip forums. Like <a href="#">Rivian Adventure</a>	Engages with content showcasing Rivian's vehicles in adventure settings and practical road trip features. Like <a href="#">Introducing Rivian Travel Kitchen</a>

**How to Gather Data:** Monitor interest in adventure content and engages road trippers with targeted ads, route maps, and stories on vehicle capabilities for long trips.

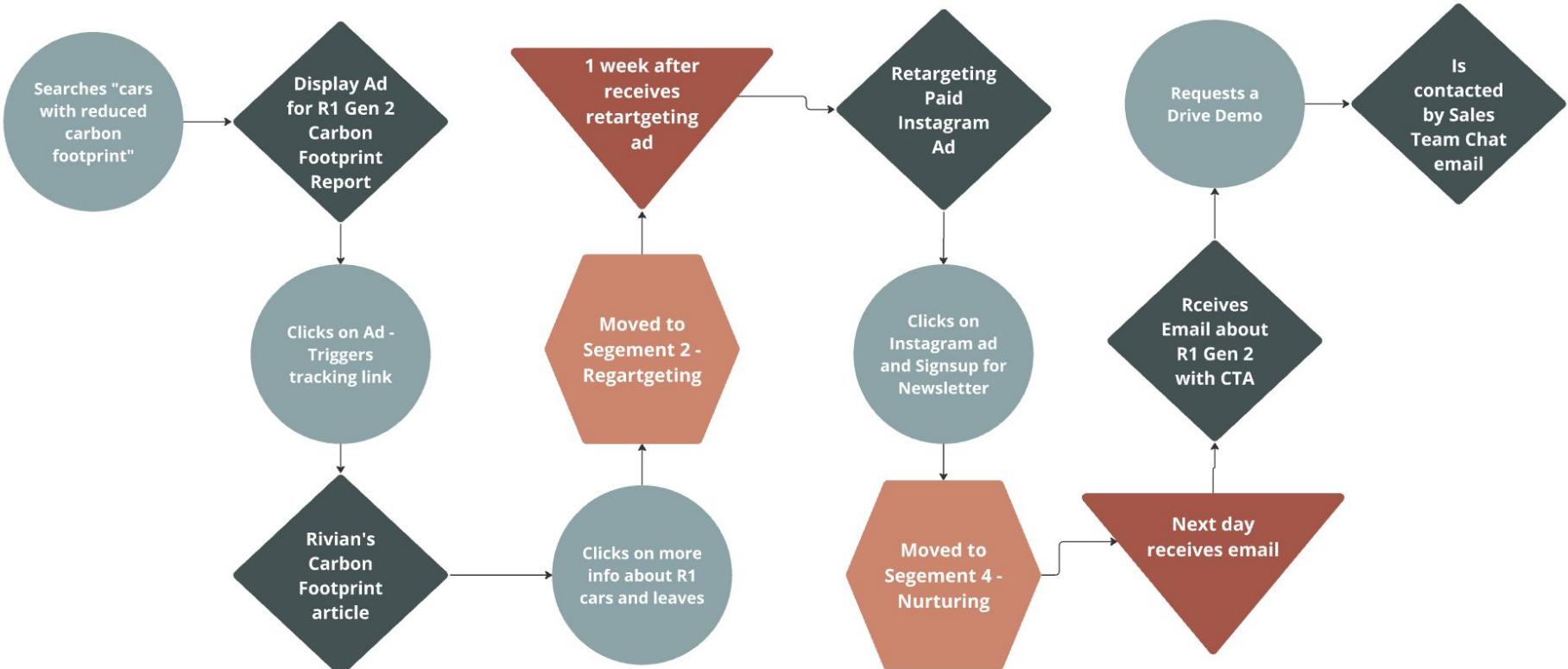
# Segment 1 - Data Exchange

User Behavior	Tracking	Data Source
Searches “cars with reduced carbon footprint”	Search query and ad clicks tracked	Google Ads
Clicks on Display Ad for R1 Gen 2 Carbon Footprint Report	Ad engagement tracked in Google Ads	Rivian’s Google Ads account
Reads Carbon Footprint article on Rivian’s website	Page views and time on page tracked	Rivian website analytics
Clicks “More Info” on R1 Gen 2, then leaves	Clicks tracked and exit recorded	Rivian website analytics
Enters Retargeting Segment	Segment assignment updated	Rivian CRM
Sees Retargeting Ad on Instagram one week later	Ad engagement tracked in Instagram Ads Manager	Rivian’s Instagram Ads account
Clicks on Ad and Signs Up for Newsletter	Sign-up recorded, engagement in CRM	Rivian CRM
Placed in Nurturing Segment	Segment updated with nurturing tag	Rivian CRM
Receives Newsletter with “Explore the R1” CTA	Newsletter engagement tracked (clicks, opens)	Rivian CRM and email platform

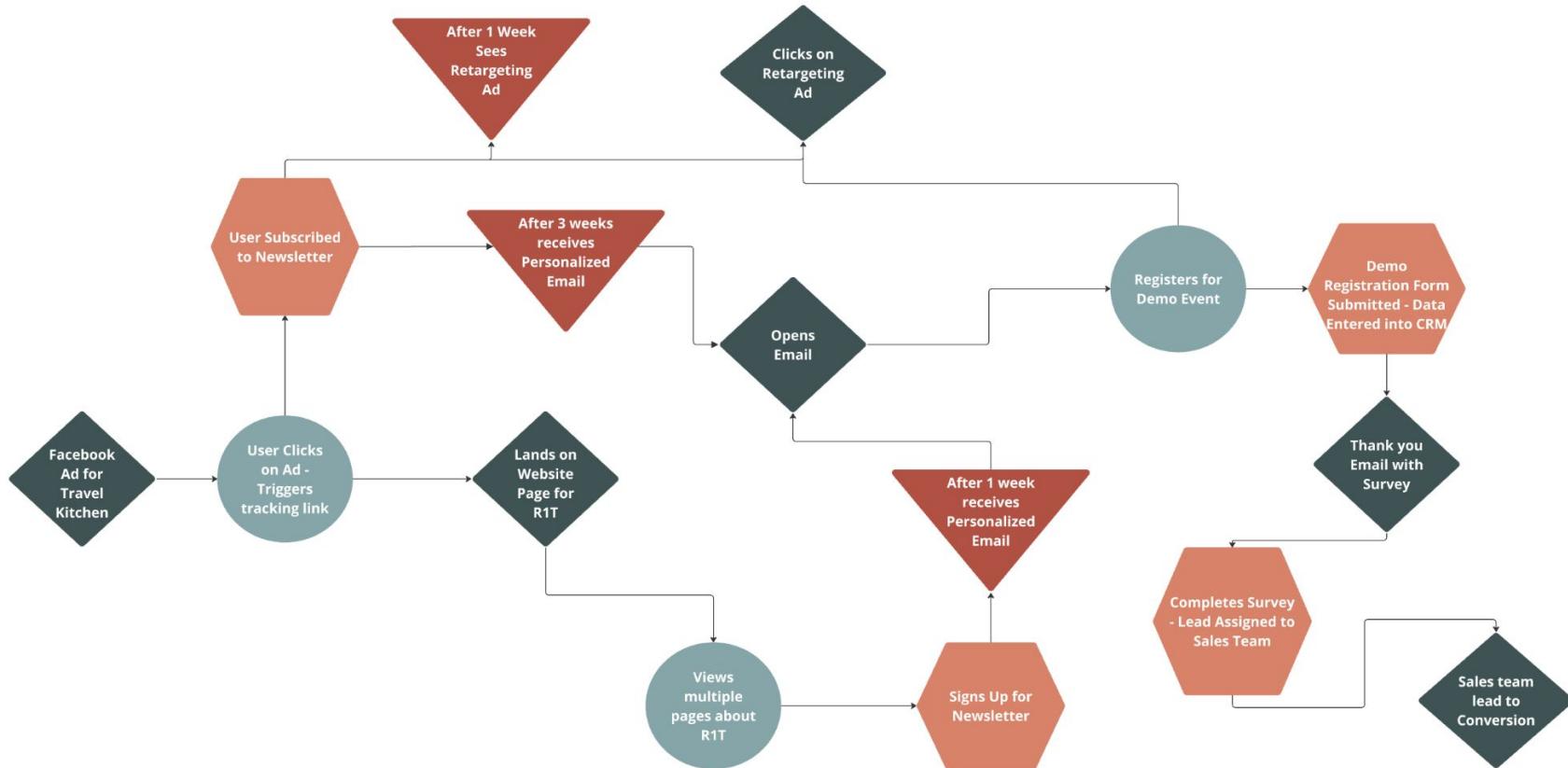
## Segment 2 - Data Exchange

User Behavior	Tracking Method	Next Step
Clicks on Facebook ad showcasing Rivian adventure	Tracked in Facebook Ads Manager	Re-target with an article on road trip features and Travel Kitchen.
Lands on Travel Kitchen page	Page views and clicks tracked via analytics	Invite them to sign up for adventure-focused newsletters.
Signs up for adventure-themed newsletter	Email subscription recorded in CRM	Send welcome email introducing Rivian's adventure capabilities.
Clicks on featured R1T story in newsletter	Engagement metrics in CRM/email platform	Direct them to R1T's adventure-focused feature page.
Views R1T adventure feature page	Time on page tracked	Follow up with an email invitation to register for a demo event.
Registers for R1T Demo event	Registration details saved in CRM	Confirm registration and send reminders with adventure-themed details.
Connects with Rivian Sales Team	Sales rep assignment recorded in CRM	Sales team follows up with a message focused on R1T's road trip capabilities.

# Workflow 1



# Workflow 2



# Workflow 3

