

# Segment sentiment audit checklist

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Stage	Experiences	Highly relevant	Somewhat relevant	Generic	Recommendations
<b>Acquisition</b>	Channel strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Sales model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Sales enablement materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Content strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Competitive campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Website buying flow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Pricing page & checkout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Onboarding</b>	Onboarding flows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Product tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Customer support channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Engagement</b>	Adoption campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Re-engagement strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Customer education strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Upsell & cross-sell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Retention</b>	Cancellation flows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Winbacks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	