

# Expert Content Strategy Guide

*CI: Life Events Notifications - Family (Mortgage)*

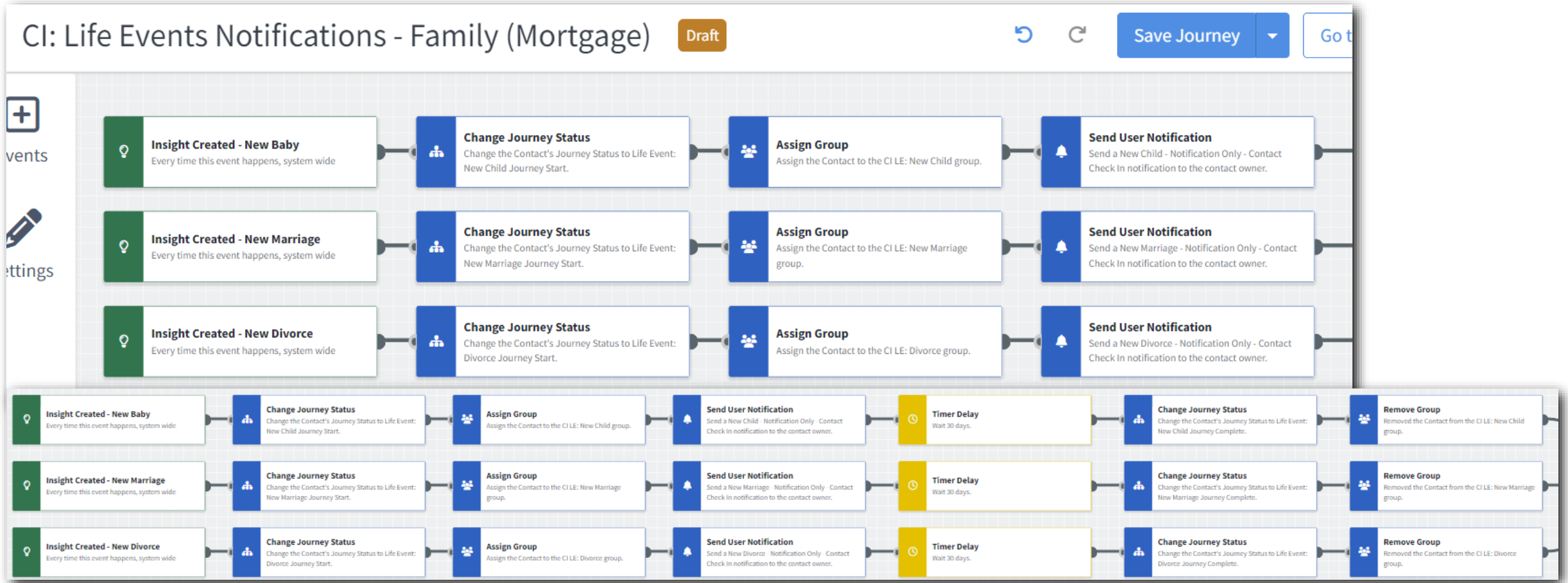


# CI: Life Events Notifications - Family (Mortgage)

## User notifications

This journey is intended for use with Customer Intelligence Life Event insights for the “Family” life events of marriage, divorce, and new baby. User notifications are sent to the contact owner alerting them of the insight and encouraging a general check in with the contact. Each insight includes specific journey statuses, contact groups, and notifications along its path. No automated marketing or communication is sent to the contact as part of this journey.

*\*All communications should be reviewed prior to initiating the journey.*



## Journey Map Notes:

- Keep emails that work for your organization, swap with custom, or add these emails to your existing campaigns.
- Adjust onramps with organization specific groups and Focused View outcomes.

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## **User Notification: New Child - Notification Only - Contact Check In**

The contact's household below has received a Life Event insight for a new child and may benefit from a general check in on their accounts.

Contact name: {{contact.f\_name}} {{contact.l\_name}}

## **User Notification: New Marriage - Notification Only - Contact Check In**

The contact's household below has received a Life Event insight for a new marriage and may benefit from a general check in on their accounts.

Contact name: {{contact.f\_name}} {{contact.l\_name}}

## **User Notification: New Divorce - Notification Only - Contact Check In**

The contact's household below has received a Life Event insight for a new divorce and may benefit from a general check in on their accounts.

Contact name: {{contact.f\_name}} {{contact.l\_name}}