



Email Automation

ONBOARDING JOURNEY

GOAL

Activate new users and drive early product adoption by guiding them through Tallo's core features (career exploration, scholarships, and job opportunities).

SEGMENT

135,637 users → All new users entering Tallo via signup. Onboarding journey refreshed in Summer 2025 following a brand update.

JOURNEY



STRATEGY

Build a structured onboarding experience that mirrors the natural decision-making of Tallo users. Starting with exploration, then moving into scholarships, and real-world opportunities. The flow is designed to convert initial curiosity into meaningful platform engagement.

- **Lifecycle-first approach:** Treat onboarding as a guided journey, not a one-time touchpoint
- **Behavior-informed sequencing:** Start broad (career identity) before introducing high-intent actions (scholarships, jobs)
- **Momentum-based timing:** Early touchpoint (90 min) captures peak signup intent; weekly follow-ups re-engage before drop-off
- **Single-focus emails:** Each email highlights one core value prop to reduce friction and decision fatigue
- **Outcome-driven messaging:** Emphasize tangible benefits to resonate with user motivations

EMAIL 1

VIEW FULL EMAIL

SUBJECT LINE

[First Name], Ready to Start Your Career Journey?

PREVIEW LINE

Discover opportunities based on your interests and goals.

EMAIL 2

VIEW FULL EMAIL

SUBJECT LINE

What's Next? Discover Careers That Fit You

PREVIEW LINE

Get personalized career matches in just minutes.

EMAIL 3

VIEW FULL EMAIL

SUBJECT LINE

Don't Miss Out: Find Free Money for School

PREVIEW LINE

Discover scholarships tailored to your goals—no endless searching.

EMAIL 4

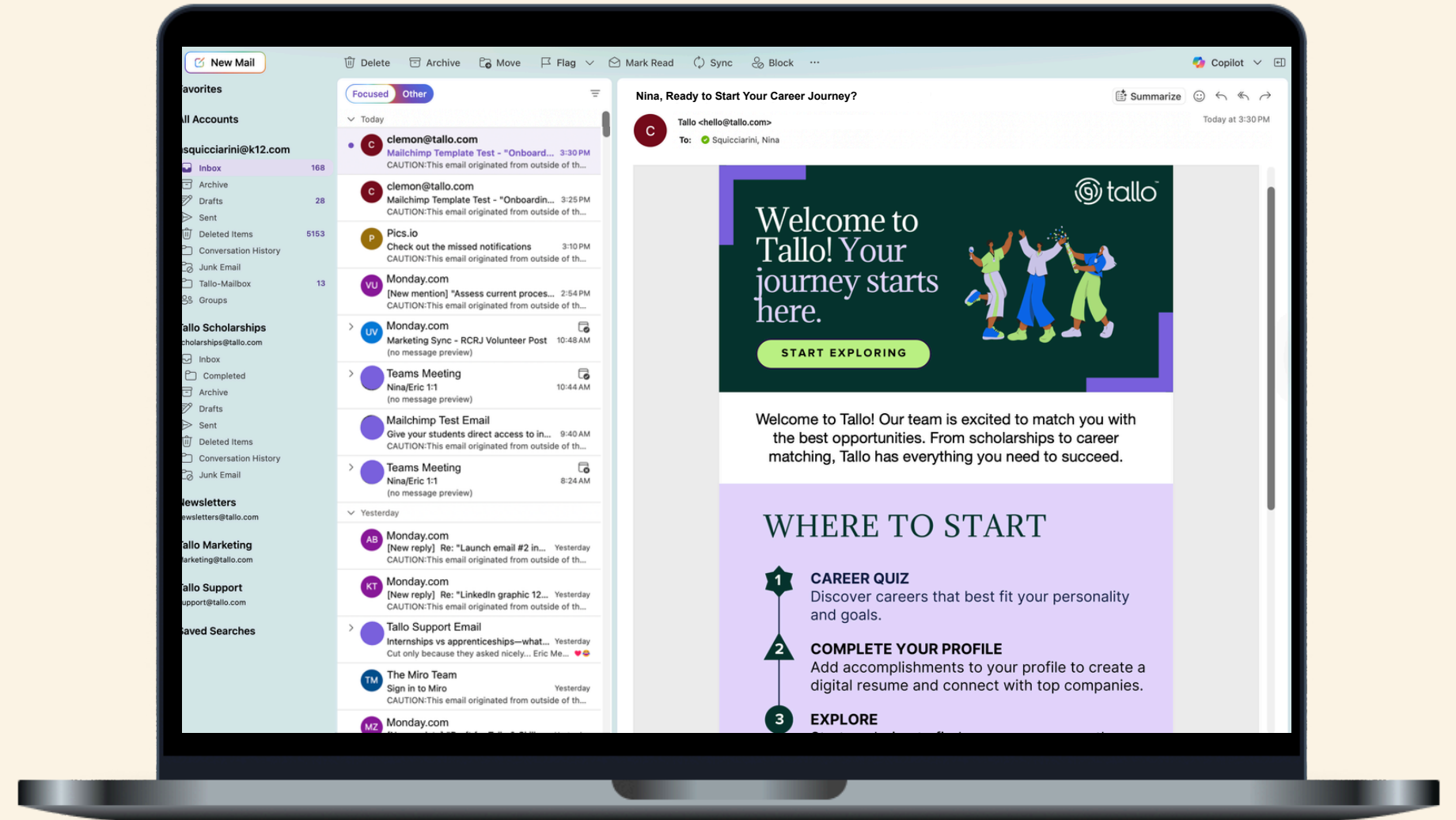
VIEW FULL EMAIL

SUBJECT LINE

Explore Jobs That Fit You—No Experience Needed

PREVIEW LINE

Search jobs based on your interests, skills, and location.



NINA SQUICCIARINI

PERFORMANCE

- **Scaled onboarding impact:** Successfully engaged 135K+ new users through an automated lifecycle journey, demonstrating the ability to drive engagement at scale
- **Sustained engagement across the journey:** Despite being a multi-week flow, click rates remained consistent, showing users continued to engage beyond the initial touchpoint
- **Strong audience alignment:** Low unsubscribe rates (~0.06%–0.19%) indicate messaging remained relevant and non-intrusive despite multiple touchpoints