**Customer Experience Analysis**

**About HBO Max**

HBO Max is a streaming service that offers a wide range of content, including movies, TV shows, and original series. It aims to provide a personalized experience for its users, allowing them to access content that aligns with their interests.

**Key Takeaways**

1. **Abandonment**
   - HBO Max sends an email a day before users abandon their carts, reminding them of content or products they might have forgotten.

2. **Engagement**
   - A few days before the premiere of a movie, HBO Max sends a similar email and push notification to provide value for each channel. The content should be varied enough to keep users engaged.

3. **Promotion**
   - HBO Max sends similar emails and push notifications throughout the rest of the email.

**Customer Experience Journey**

- **During the research period**:
  - Favorited multiple shows and watched two series.
  - Content is personalized based on user behavior.
  - Diversify the content to let users understand the unique value each channel offers.

- **After signing up**:
  - A delay of a few days allows users to anticipate content or products they might have forgotten.
  - HBO Max then reminds users of content or products they might have forgotten.

- **Welcome**
  - HBO Max starts off with a variety of emails and push notifications to set the stage for a cross-channel experience.
  - The email under a gif, a visual leading most users to the CTA.

- **Change the Channels Up**
  - HBO Max does well to incorporate mobile messaging into the customer experience.
  - During the research period, there's a good chance users are seeing the same content twice on the same device on the same day.

- **Opt Out**
  - HBO Max offers an opt-out option, which is important for maintaining trust and customer satisfaction.

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