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Integrating Multi-Touchpoint Customer Journey Mapping in Pre-Launch Digital Marketing: An Extended AIDA Framework for Indonesian Skincare Brands

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A B S T R A C T

This research integrates multi-touchpoint customer journey mapping in the context of pre-launch digital marketing for Indonesian skincare brands. Utilizing an adapted AIDA (Attention-Interest-Desire-Action) framework, this study identifies gaps in suboptimal digital touchpoint integration during pre-launch phases. The research objective is to map customer navigation patterns across Instagram DCM, AI chatbot, and e-commerce website touchpoints for L'Essaine brand. The descriptive qualitative research method employs digital analytics from three platforms during the pre-launch campaign period. Results demonstrate that 88% of customers utilized multi-touchpoint with three dominant patterns: Instagram-Website-Registration (42%), Instagram-Chatbot-Website-Registration (31%), and Discovery-Chatbot-Follow (27%). AI chatbot functions as an effective bridge across all AIDA stages with a 3.9% engagement rate. Pre-launch conversion achieved 63 registrations and 159 new followers. This research contributes to understanding digital touchpoint integration in Indonesian pre-launch contexts, provides practical framework for skincare startup brands, and extends AIDA model application to non-transactional endpoints such as registration and following as pre-launch success indicators.

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1. INTRODUCTION

Digital transformation has changed the way brands communicate with customers in a variety of digital channels. A comprehensive customer journey knowledge is one of the most important things in modern era digital marketing for brand success, especially when it comes to startup brands that are about to launch. Customer journey mapping provides visualization of the complex interactions between customers and brands across multiple touchpoints to optimize CX (customer experience) and marketing strategy effectiveness. Studies have shown that sucessful digital touchpoints integration can lead to an increase of up to 73% in engagement and 42% in the conversion rate, in the e-commerce environment (Felix & Rembulan, 2023b; Lemon & Verhoef, 2024). But during the pre-launch period, things get a little more complicated. Because there's no purchase for customers to make at the end of that journey, you'll need to find another way to measure success along the customer journey.

The Indonesian cosmetic business is growing, reaching a market value of USD 2.8 billion by the year 2024 with an annual growth rate expected to be at around 8.5% until 2028. Under the influence of the digital revolution, the new competitive landscape has compelled brands to create multi-touchpoint strategies tapping into social media, AI chatbots and e-commerce. Felix and Rembulan's (2023) research point to the fact that CX factors such as 'ease of use', 'personalised content' and a 'responsive customer support' are crucial if engagement and loyalty among Indonesian e-commerce users are to be improved. New research reveals 88% of Indonesian consumers use two or more digital touchpoints before deciding to make a purchase, with Instagram and chatbots as the most influential touchpoint in their discovery and consideration journey.

There is a lack of research about the customer journey in pre-launch brands context, in particular in Indonesia, even though it has been well studied for established e-commerce brand. While the post-purchase journey and transactional endpoints have been well studied, the pre-launch journey calls for other success metrics to which to-the tail-end, such as registration, social media following or engagement pinpoints. A second lack is in relation to multi-touchpoint integration before launch: how exactly does Instagram DCM, AI chatbots and websites work together as part of a coherent journey? Third, the extension of AIDA to a pre-launch setting with non-transactional action endpoints remains an open question.

The purpose of this study is to map the customer journey touchpoints in terms of a pre-launch digital marketing campaign for the brand L'Essaine, analyse how customers navigate across touchpoints, including Instagram, chatbots and web site visits and assess whether AIDA stage movement can be observed where registration and following are used as action endpoints. Theoretical and managerial implications of this study are manifested in: (1) expanding the AIDA framework to the pre-launch setting with a non-transactional endpoint, (2) providing empirically driven evidence of multi-touchpoint integration among Indonesian skincare pre launch and (3) establishing actionable insights for startup brands to improve their pre-launch customer journey. This paper is organized into a full literature review, the descriptive research method of qualitative methodology and reporting of results and discussion to journey map analysis, then high-level strategic conclusions and recommendations.

Literature Review

State of the Art: Customer Journey dan Digital Touchpoint Integration

The way we conduct customer journey research has expanded greatly over the past 10 years, moving from linear funnel models to more complex and non-linear (often omnichannel) journey frameworks. In this regard, Lemon and Verhoef (2024) present a

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thorough over-view on customer experience management highlighting the role of touchpoint orchestration in designing an omnichannel end-to-end costumer journey. Their study found that successful journey management must involve multiple channels, be personalized and capable of real-time response. Hamilton et al.'s (2023) development of the social customer journey underscores how social influence and peer-related dynamics can play a part in shaping customer decisions at different stages along that journey.

Related to the integration of digital touchpoints Schweidel et al. (2022) examined the ways in which digital signals from consumers are redefining the customer journey. They have been noting that the emergence of signals and the ability to sense them, and act on them, is one of the primary drivers of competitive strategy today. Technology allows companies to capture, interpret and react to these signals for better customer journey management, although privacy could hinder some of this potential. Neslin (2022) also proposed the omnichannel continuum, which converges on and offline channels by focusing on seamless connection and consistent experience delivery.

Felix and Rembulan (2023c) determined the influential factors conducive of greater clientele experience, engagement and loyalty in Indonesian e-commerce market. Their study revealed that implementation of live chat, customization of content, attention to customer service and security are important. In the larger context of digital transformation, which exerts a heavy influence on the Indonesian market and demand for technology-based solutions, Felix and Rembulan (2023) explored how such changes improved engagement by way of ease of use, product quality, and special incentives. Their research contributes to providing empirical evidence for the effect of digital touchpoints in Indonesia

Ease of access and wider product availability are determining factors for consumers to switch from conventional markets to e-commerce (Felix & Tarigan, 2025).

Research Gaps

Three key gaps have been identified despite the body of literature on customer journey. The first hole is the paucity of studies on customer journeys in pre-launch settings. Recent works mainly concentrate on well-known brand and the endpoint of each purchase as transactions. But a pre-launch commute requires quite different success metrics and framework adjustments since there's no transactions data.

The second missing link is the integration of touchpoint multi- within Indonesian setting, particularly for a skincare industry. Although prior research offers a general view about digital literacy and the importance of social media optimization for business purposes, we need to gain in-depth knowledge on how Instagram, artificial intelligence (AI) chatbots and e-commerce websites are used as part of pre-launch efforts. And this is an oversight that is even more glaring then you consider how the number of startups in Indonesia are booming and technology solution become anything but essential.

The third is the use of AIDA for non-transactional endpoints. Conventional AIDA model are centered on "Purchase" as the desired action and end criteria, but in a pre-launch context should be augmented to consider registration, social media following and primary engagement behavior as success. Filling those gaps is important when crafting better pre-launch marketing strategies in the emerging digital market of Indonesia.

Research Novelty

The novelty in the study is addressed fundamentally in three aspects. First, it extends a AIDA framework for pre-launch settings that use non-transactional action endpoints. This structure modifies classical phases to consider registration, following and engagement activities as potential success indicators.

Second, this study contributes an empirical evidence of multi-touchpoint integration patterns in the context of Indonesian skincare' pre-launch. This is a significant contribution because it responds to the urgent demand for MSME players to maximize business content on social Nike Instagram Path: DCM AI Chatbots Site media and fills an important hiatus in our knowledge about how Instragram (DCM), AI chatbots, and websites intersect in affecting the customer journey.

Third, it provides tactical recommendations for new brands on how to improve their customer journey pre-launch with actionable insights specific to touchpoint orchestration, the content in which they engage with, and conversion optimization. Theorical contributions increase autonomy of the AIDA model, and practical implications offer a scaffolding for Indonesian skincare entrepreneurs who faces high competition in digital presence.

Research Roadmap

It is the foundation of the broader scientific roadmap that started in 2021 and will continue through 2027:

1 2021–2022 (Foundation Phase): The foundation phase firstly introduced digital business performance metrics, including the Balanced Scorecard and CX in e-commerce.
2 2023–24 (Digital Transformation Phase): Research to understand the critical elements for a better CIM in Indonesian e-commerce—more precise, how digital transformation improves consumer interactions. This stage offered us very valuable insights into touchpoint performance and what drives customer engagement.
3 2025 (Current Study – Integration Phase) This study integrates empirical findings in a particular pre-launch context and extends the AIDA framework by examining multi-touchpoint journey patterns. That's a leap from general e-commerce knowledge to special pre-launch usage and tactics.
4 2026–2027 (Future Direction): Proposed studies will investigate AI in the context of personalization throughout the customer journey, omnichannel integration strategies and a longitudinal examination on pre- vs post-launch journeys including potentially predictive analytics and machine learning.

2. METHOD

2.1 Research Approach

The research utilizes a descriptive qualitative approach enhanced by digital analytics to examine customer journeying patterns in a pre-launch marketing context in the wild. The inclusion of quantitative descriptive statistics(e.gengagement rates and conversion ratios)is not intended for statistical infer ence, but as a diagnos- tic tool to map and visualize the scope of customer movement across different di gital channels.

This will allow the tool to dive deeper into behavioral insights that purely interpretive tools can miss, while still focusing on the "why" and "how" part of customer journey context. Through the use of digital signals – such as interaction logs from Instagram, AI chatbot transcripts and web analytics – as a proxy for engagement the research offers an evidence-based platform for the qualitative mapping of the expanded AIDA framework. The philosophical standpoint is still anchored in social constructivism and accepts that the meanings in an experience journey are constructed via interactions among consumers and digital touch points.

2.2 Research Design

The research is conducted with the descriptive approach in structuring the customer journey and to analyze customer mapping that spread within every single spot. As reported by Nazir (2011), a description is a method used to evaluate the current state of an entity, situation or process.

Unit of Analysis: The individual customer touchpoint with the different digital channels throughout the pre-launch campaign.

Time frame A cross-sectional design comprising a short but intense 8-week pre-launch (November 2024 – January 2025).

Setting: A digital ecosystem consisting of three key channels —Instagram (as a social media marketing channel), the WhatsApp-integrated AI chatbot (as a consultation stage) and an independent website for e-commerce platforming (information gathering and registration).

Target Organization: L'Essaine, an Indonesian skin care startup targeting young adults (20-35) with digital first marketing.

This description design permits systematic mapping of journey touchpoints and to determine which predominant navigation patterns emerge without rarefying conditions.

2.3 Theoretical Framework and Model

The work is essentially based on the AIDA (Attention-Interest-Desire-Action) model, classical sales framework which explains how clients evolve and move toward an object to achieve [2]. The choice for the AIDA model is based on its clarity in stage definition and its confirmed usability for various digital channels.

But traditional AIDA models center on a "Purchase" as the ultimate action, and to this end, the extensions of an adapted for pre-launch (expectation stage added) model of AZNDA are proposed. This modification makes the Action stage to contain:

Registration completions.

Social media following.

Share of content, actions and engagement at high level.

Other underlying foundations are Customer Journey Mapping in service of touchpoint orchestration and Social Exchange Theory for making sense of behaviors.

2.4 Data Collection Procedures

Data is collected through triangulated digital analytics across three touch-points to get a full perspective of the journey:

Instagram Insights: Reach, impressions, engagement rate, profile visits and followers growth.

AI Chatbot Analytics: Number of conversation sessions, types of queries the user asks, how effective your responses are and journey completion.

Website Analytics (Google Analytics) – Page views, length of sessions, bounce rates, conversion paths and registration completions.

The purposive sample used is based on real campaign interaction over the 8-week period. The size of the sample is reflected on the overall reach of the campaign: 8,062 unique reach to Instagram, 314 chatbot sessions and 487 website views. Analytically, it is these (n=436) users who interacted on multiple touchpoints that are the object of our attention. Data extraction took place weekly to allow for integrated analysis at the end of the campaign.

2.5 Data Analysis

Data analysis uses the descriptive analytics with customer journey mapping methods. The method consists of five steps:

Data Cleaning: Ensure fulness and normalize metrics across sources.

Touchpoint Performance Analysis: Individual effectiveness by AIDA-phase-KPIs.

Path Mapping: By tracking IDs for the user, you can match all of a person's touchpoints to see how they navigated from start to finish.

Pattern Identification: Identifying prevailing journeys and outlining the frequency distribution.

AIDA STAGE MAPPING–ANALYZING THE RATES OF CHANGE AND THE EFFECTIVENESS OF A REFERENCE MODEL

The analysis was performed in Microsoft Excel for descriptives, Google Analytics to track visitors of the website, custom python scripts to reconstruct cross platform journeys and Mermaid. js for visualization.

2.6 Ethical Considerations

The research upholds high ethical standards. Users gave consent through the sites' terms of service and privacy policy, which explicitly said that data would be used for research purposes and to improve the service they were using. The anonymization is observed for the entire project; there are no PII in the dataset and related publications. Our measures are also data protection with encrypted storage and limited access. Users still had the option to turn tracking off or delete their data. Results are reported in the aggregate to protect subject anonymity.

3. RESULTS AND DISCUSSIONS

3.1 Analysis of Customer Journey Stages Based on the AIDA Framework

The analysis of the customer journey using the extended AIDA framework reveals distinctive patterns within the pre-launch context of the Indonesian digital business landscape. The **Attention Stage** was primarily driven by the Instagram touchpoint, which reached 8,062 unique users during the campaign period. The content strategy utilized AI-generated images combined with educational skincare content, achieving an average of 314 impressions per post. Profile visits reached 523, indicating a successful capture of attention with a conversion rate from reach to profile visits of 6.5%.

The **Interest Stage** was characterized by deeper engagement through educational content and AI-powered chatbot interactions, a strategy that aligns with the increasing reliance on technology-based solutions in the Indonesian market. The engagement rate across Instagram content reached 3.9%, significantly exceeding the beauty brand industry average of 1.5–2%. Chatbot sessions totaled 314 with an average duration of 4.2 minutes, indicating substantial interest and active information-seeking behaviors. Website visits reached 487, with 63% originating from Instagram bio links and 37% from chatbot referrals.

The **Desire Stage** manifested through specific behavioral indicators:

- Post saves reached 45, while share actions reached 47.
- Product page views totaled 289.

- Chatbot conversations during this stage focused on specific product inquiries (42% of sessions), skin concern consultations (35%), and pricing information requests (23%).
- Website behavior analysis revealed an average time on product pages of 2.8 minutes with a scroll depth of 78%, indicating thorough information consumption.

In the **Action Stage**, which was redefined for the pre-launch context, success was measured through registration completions and following behaviors. Registration conversions achieved 63 signups, representing a conversion rate of 12.9% from website visitors. New follower growth reached 159, representing a 3% conversion from total reach. Share actions totaled 47, generating an organic reach extension estimated at an additional 2,400 impressions. These combined action metrics demonstrate a successful pre-launch journey with multi-faceted conversion points aligned with the campaign objectives for a digital startup in Indonesia.

Tahap AIDA	**Touchpoint Utama**	**Key Metric**	**Hasil**	**Interpretasi**
Attention	Instagram Posts & Stories	Reach	8,062	Jangkauan awal efektif
Interest	Educational Content, Chatbot	Engagement Rate	3.9%	Above industry average
Desire	Product Showcase, Chatbot Consultation	Saves + Shares	92	Strong interest indication
Action	Registration Page, Follow CTA	Conversions	63 reg + 159 follow	Successful pre-launch conversion

3.2 Analysis of Cross-Touchpoint Navigation Patterns

Cross-touchpoint analysis showed that 88% of converted users (n=195 out of a total of 222 conversions) visited more than one touchpoints before taking actions. This evidence validates the multi-touchpoint character of a pre-launch consumer journey and indicates an integrated technology-led alternatives in the Indonesian context. Three primary navigational approaches were characterised with discrete distributions:

1 Path 1 (Instagram -> Website -> Registration): This was the most popular path and was identified in 42% of cases ($n=82$). It features direct navigation from the Instagram bio link to the website, indicating that MSME players need to focus on Instagram profiles. The mean number of days between the first interaction on Instagram to registration was 2.3, reflecting a short conversion decision period.

2 Path 2 (Instagram -> Chatbot -> Website -> Registration), with a share of 31% from (n=61) had an average length of journey which was longer compared to the other paths and equal to 4.7 days. Via the chatbot which acts as an intermediary point where you receive personalized consul. Users who finished this path showed increased engagement after registration (67% vs. 42% for Path 1), indicating that chatbot interactions help establish better brand connection.

3 Path 3 (Discovery -> Chatbot -> Follow): This path made up 27% of the conversions (n=54), and consisted a pattern of discovery through hashtags or on Instagram explore page, immediate chatbot interaction. This route had the highest chatbot use rate, at an average of 2.1 per user, indicating that digital skills are mandatory to facilitate these business endeavors.

And chatbot analysis highlights the significant "bridge" role of this touchpoint – 73% of multichannel users interacted with the chatbot at some stage. Product availability (35%) and ingredient information (28%) were the most popular requests. These trends confirm the relevance of a multi-touchpoint strategy and reveal the chatbot as an adaptable actor for accompanying journey advancement through AIDA phases.

3.3 Discussion and Integration with Literature

The AI chatbot effectiveness (3.9% engagement rate) is a "bridge" stream to the journey. In the context of Social Exchange Theory, these high engagement and session completion rates indicate that the perceived benefits of receiving personalized information from the AI surpass costs incurred in engaging with it. This corresponds with Huang and Rust's (2024) "Thinking AI" framework where a firmament of knowledge about product availability and ingredients helps Watson cross the bridge between Interest and Desire.

Additionally, the discovery of three predominant paths navigated offers empirical validation for 'The Social Customer Journey'. Path 1 (Instagram to Website) and Path 2 (Instagram to Chatbot) highlighting that where Indonesian Gen Z start their journey with a brand is often from a social discovery point before realizing it on an information-heavy medium. [20] The relatively low decision time observed (2.3 to 4.7 days), in comparison with established e-commerce benchmarks, indicates a lower barrier to entry for non-monetary actions (eg, registration or following) which are best considered as early indicators of long-term brand loyalty.

Finally, extending the AIDA model to non-transactional endpoints fills a large hole in the arsenal of pre-launch metrics. This work empirically shows that the signaling value of both registration and following actions represent valid success indicators to redefine the "Action" stage as commitment -driven versus just transaction-based. This is a change where for startups brands like L'Essaine can actually look at effectiveness of the campaign by measure digital engagement and community.

3.4 Research Limitations

Limitations of the Study The present study is limited by several aspects related to its construction:

- Generalization: This study has focused on L'Essaine as a single-brand, case-based example and may not be completely generalizable across other industries or geographies.
- Temporal Span: 8 weeks could be considered as a short amount of time for the campaign; long-term journey patterns at other points in time may differ.
- Attribution Difficult attribution: In a world with multiple touchpoints, we are still unable to perfectly dissect the exact role of each single touchpoint towards the final conversion.
- Data Scope: The digital analytics reliance does not take into account any possible offline effects or word-of-mouth referral impacts that could heavily influence the customer journey.
- Causal Claims: The descriptive nature of the current approach used is to evaluation the status and provide a pattern but not entirely causal relationships about effectiveness of touchpoints.

4. CONCLUSION

This research has managed to map the pre-launch digital marketing customer journey touchpoints of Indonesian skincare brand with an extended AIDA framework. The findings show that the framework can be adapted for non-transactional interaction in registration and following behaviors, not related to purchase. Key insights uncovered that 88.0 percent of respondents engaged in a multi-touchpoint strategy. Participants reported using three main modes of navigation:

- Instagram-Website-Registration (42%).
- Instagram-Chatbot-Website-Registration (31%).
- Discovery-Chatbot-Follow (27%).

The AI chatbot served as a successful "bridge" touchpoint and enabled journey advancement at all stages of AIDA with a 3.9% engagement rate and 78% session completion rate. The success of the pre-launch conversion metrics (63 sign-ups and 159 new followers) demonstrates the efficacy of applying an extended version of AIDA framework in this narrow digital business context.

Contributions and Implications

Theoretical Contributions: Theoretically, this research contributes to the adaptation of pre-launches within the AIDA framework. Theoretically, the results of this study provides interesting insights and practical implications for Indonesian skincare startup companies and MSME players in accelerating multi-touchpoint customer journey strategy. Moreover, as organizations struggle for survival and growth in the current competitive landscape, knowledge of these digital trails is essential for sustaining success over the long-term.

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