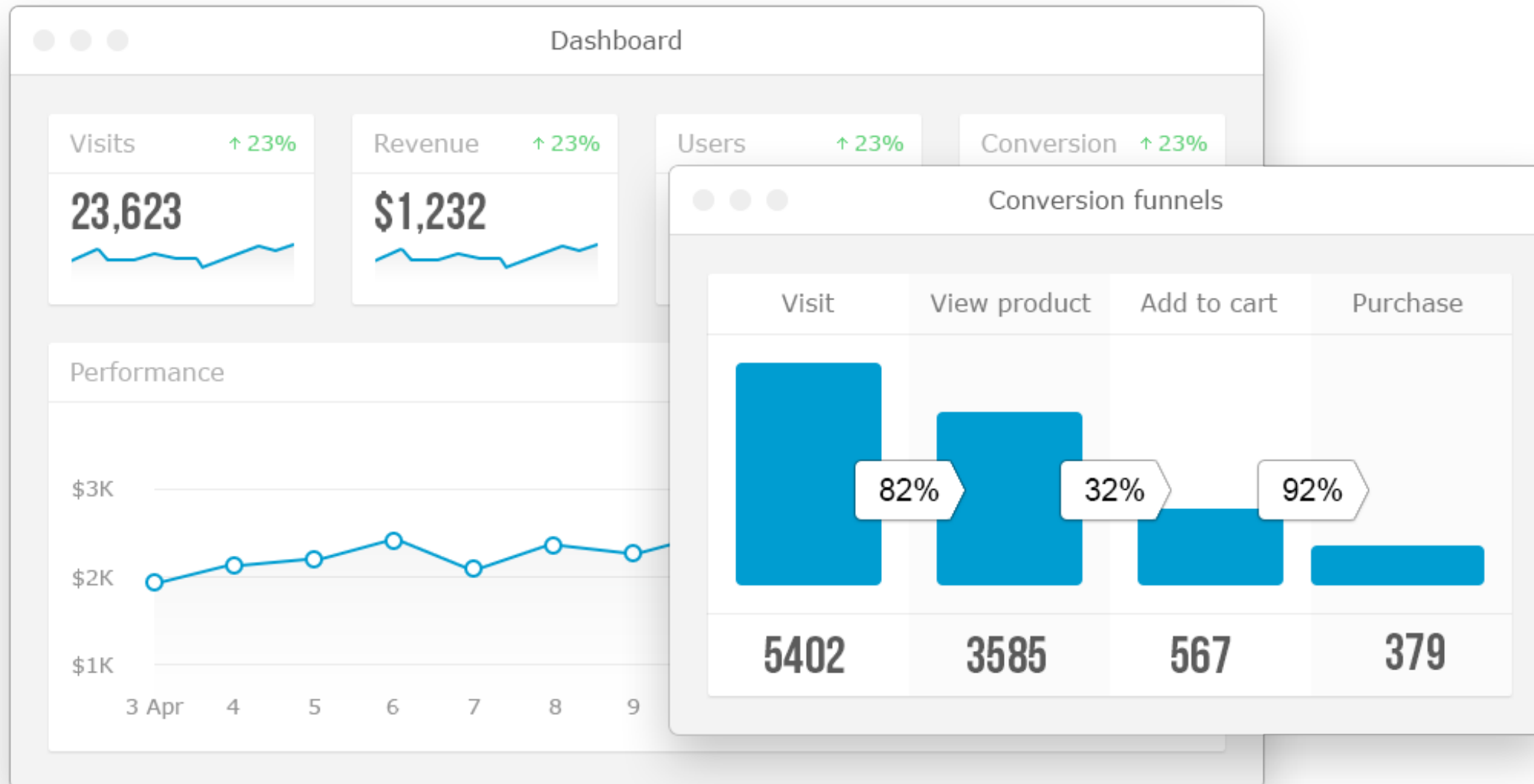


Metriilo

Guide to Create Your Own eCommerce Conversion Funnel



What is a Conversion Funnel?

A conversion funnel is defined by marketers to help clarify the path that web store visitors take before completing the purchase.

Action step 1: Acquisition

- ▶ At this step, you want to attract target audience was big as possible to your website (top of the funnel). You need to get the best possible understanding of your audience in order to know where to find it.

Let's answer a few questions (why don't you print this & fill in your answers?)

- ▶ Think of your current clients and try to describe them:
- ▶ Who's your competitors' target group?
- ▶ What methods of acquisition do they use for acquiring their customers?
- ▶ Do you think that there are unmet needs in your competitors stores?
- ▶ Do you have any competitive advantages?



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Action step 2: Activation

- ▶ Get the attention of your target group!
- ▶ Solve some of their problems with your website, prove that you know them well and you think alike. You want to check once again the answers of the previous questions.
- ▶ To improve the overall picture, go and check forums like Quora or Reddit or look into Q&A sites like Yahoo and get a list with questions from people you consider as potential customers.

The bigger the list, the better the insights (write them down!):

- ▶ 1.
- ▶ 2.
- ▶ 3.
- ▶ 4.
- ▶ 5.
- ▶ 6.
- ▶ 7.



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Action step 3: Conversion Funnel Objectives (Steps)

- ▶ Your final objective is the sale.
- ▶ You might want to break down your process from getting visitors to sale into smaller steps like view product, add to cart, newsletter signup, etc.

Write down the most important steps:

- ▶ 1.
- ▶ 2.
- ▶ 3.
- ▶ 4.
- ▶ 5.
- ▶ 6.
- ▶ 7.



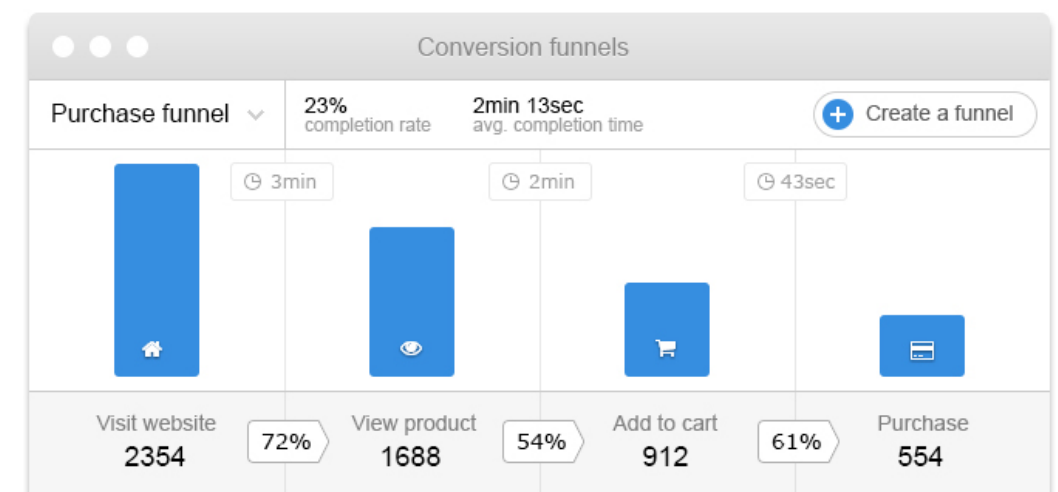
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Action step 4: Building the funnel

- ▶ Based on the different objectives and the final goal, you will now have to set your own funnel.
- ▶ Example:
Visited landing page->viewed a product->added to cart->started checkout->purchased
- ▶ Set your funnel, you might have more than one. Picture the process your customers take prior creating their first purchase.

Draw your own funnel here:



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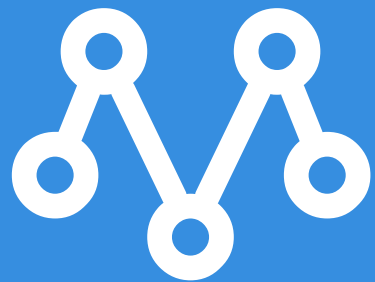
Action step 5: Evaluation

- ▶ Now you have to determine what conversion rates would you like to get from each of the funnels generated above:
- ▶ **Conversion goal 1:**
- ▶ **Conversion goal 2:**
- ▶ **Conversion goal 3:**



Enjoy Conversion Funnels

Thank you!



Metrilo