









SAAS FUNNEL

trustbadge.com funnel (total) live

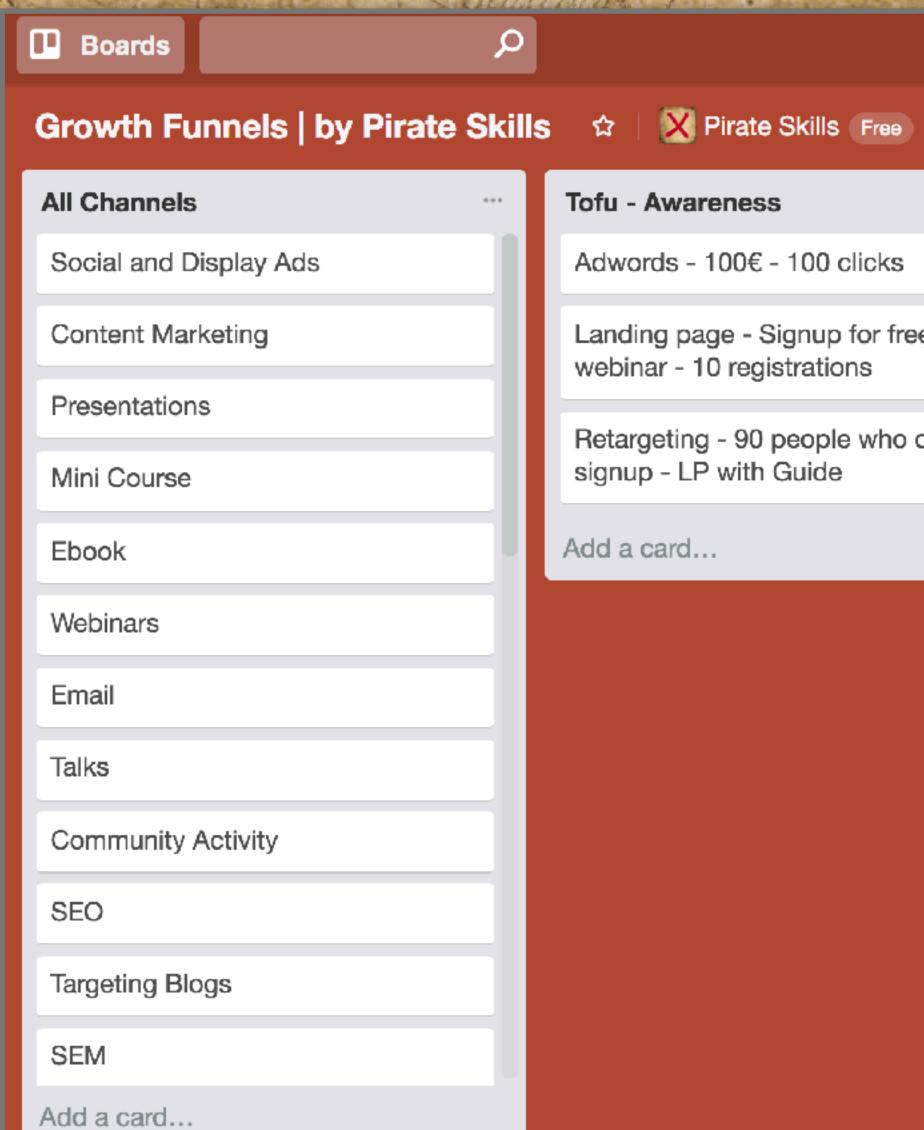
Total (Costs: AdWords + Video + FacebookAds + Prestashop)

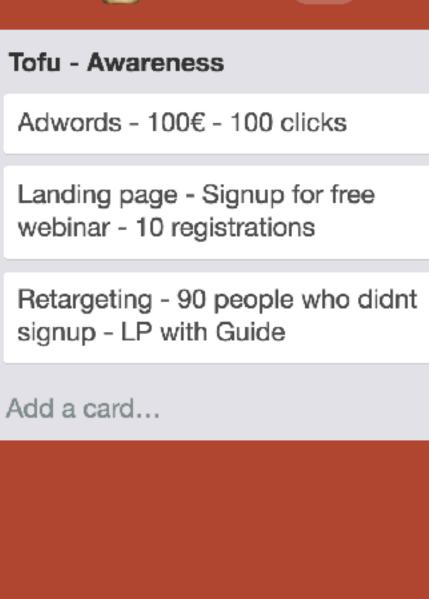
Event	Count	Conversion	Total Conversion	Cost per step	Funnel
Sessions	35311	100%		€0.33	
Sign ups	3234	9%	100.00%	€3.65	
DOI ✓	2533	78%	78.32%	€4.66	
Trustbadge √	892	35%	27.58%	€13.23	
# reviews > 0	763	86%	23.59%	€15.46	
# reviews >= 5	181	24%	5.60%	€65.18	
# reviews >= 10	115	64%	3.56%	€102.59	
Paid	25		0.77%	€471.90	

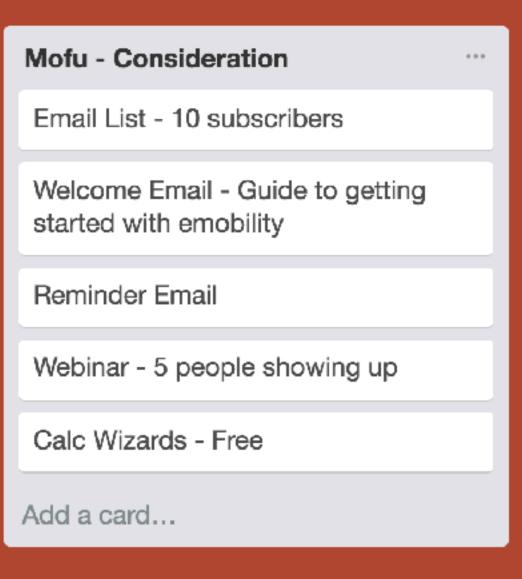
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■Trello

Public



· · · Show Menu



■ Trello







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Tofu - Awareness

Adwords - 100€ - 100 clicks

Landing page - Signup for free webinar - 10 registrations

Retargeting - 90 people who didnt signup - LP with Guide

Add a card...

Mofu - Consideration

Email List - 10 subscribers

Welcome Email - Guide to getting started with emobility

Reminder Email

Webinar - 5 people showing up

Calc Wizards - Free

Add a card...

Bofu - Conversion

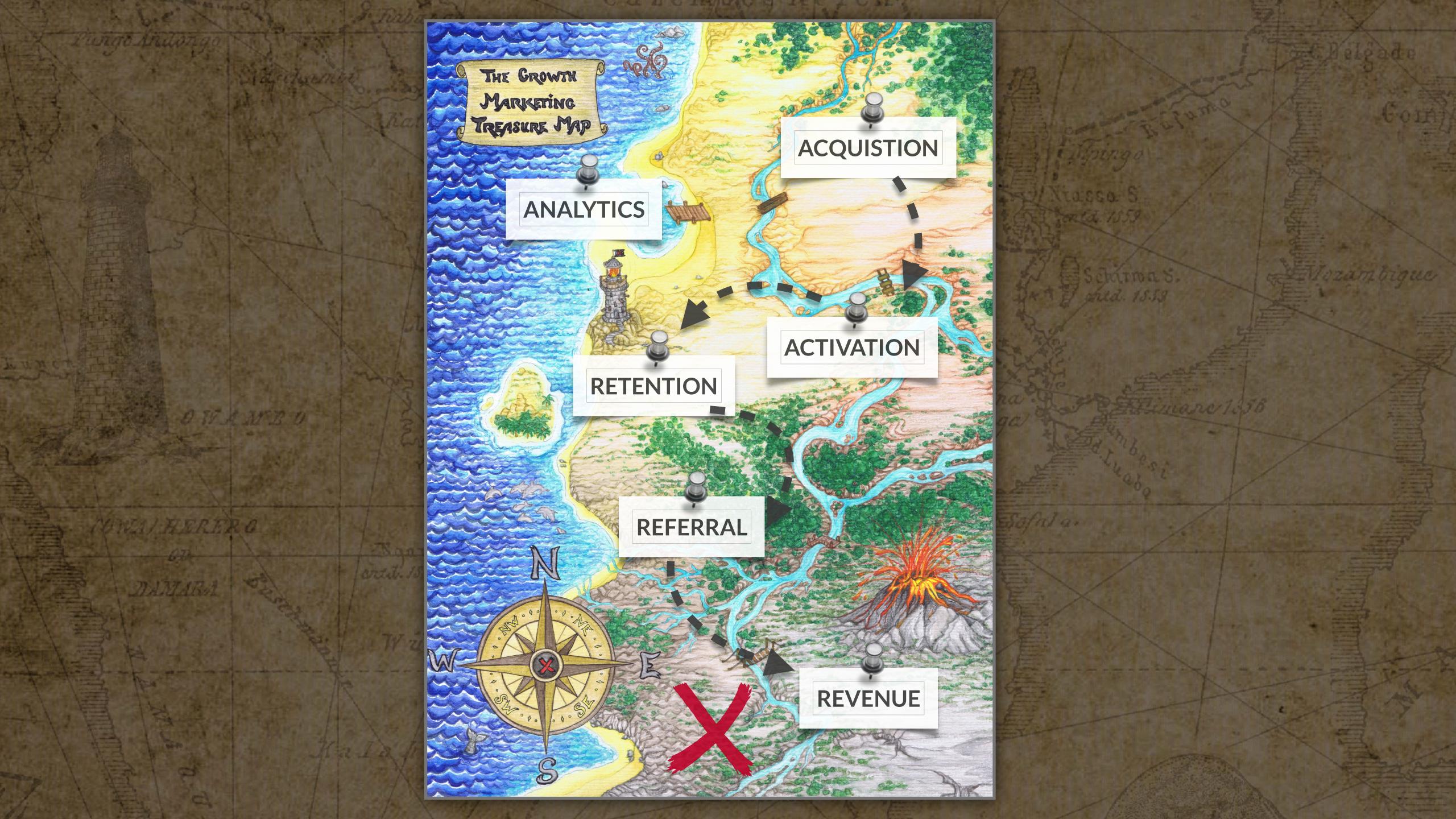
Free Consultation 1-2 - Scheduling Tool

CRM - Follow up

Close

Add a card...



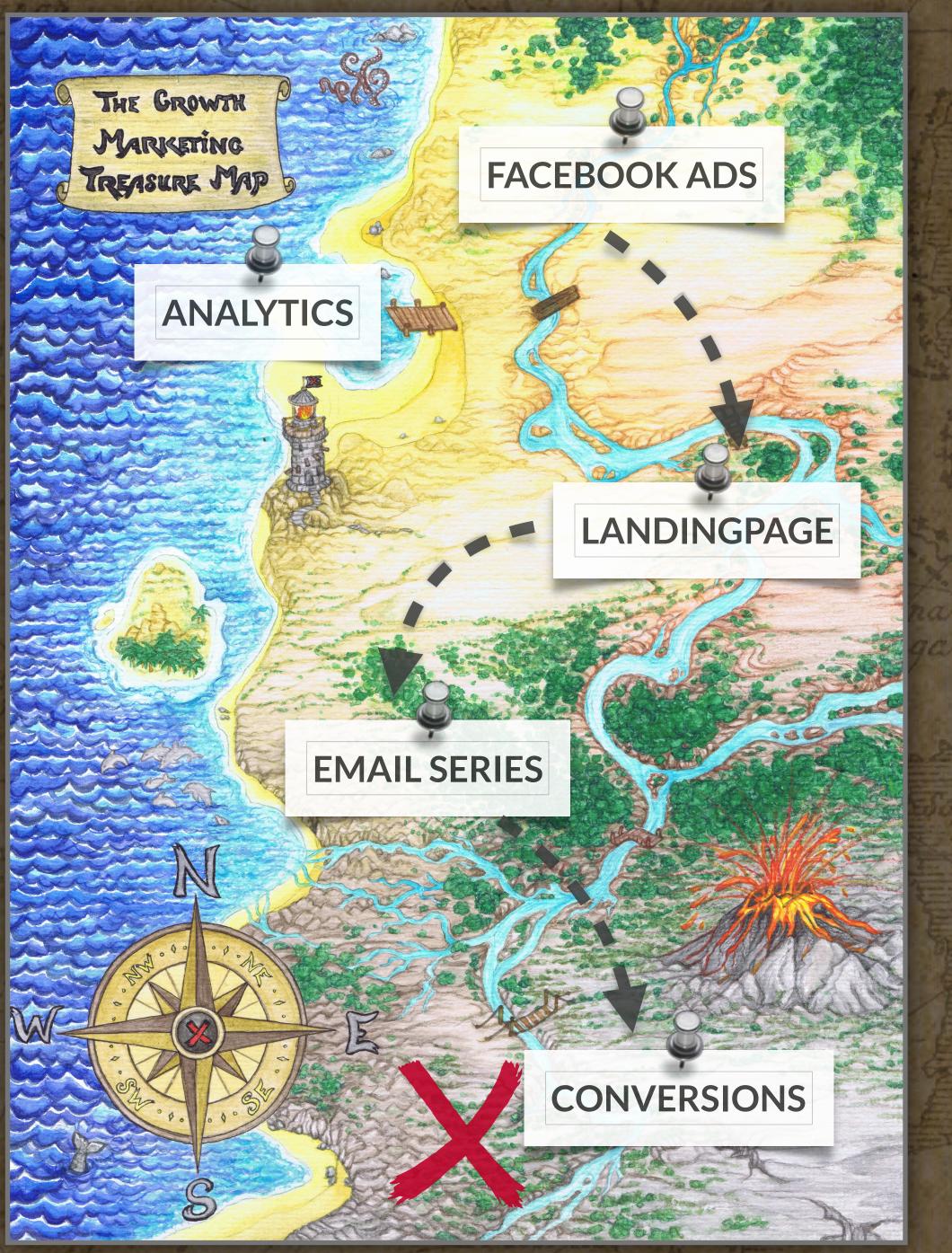


Pirate Skills

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CONAL HERERO

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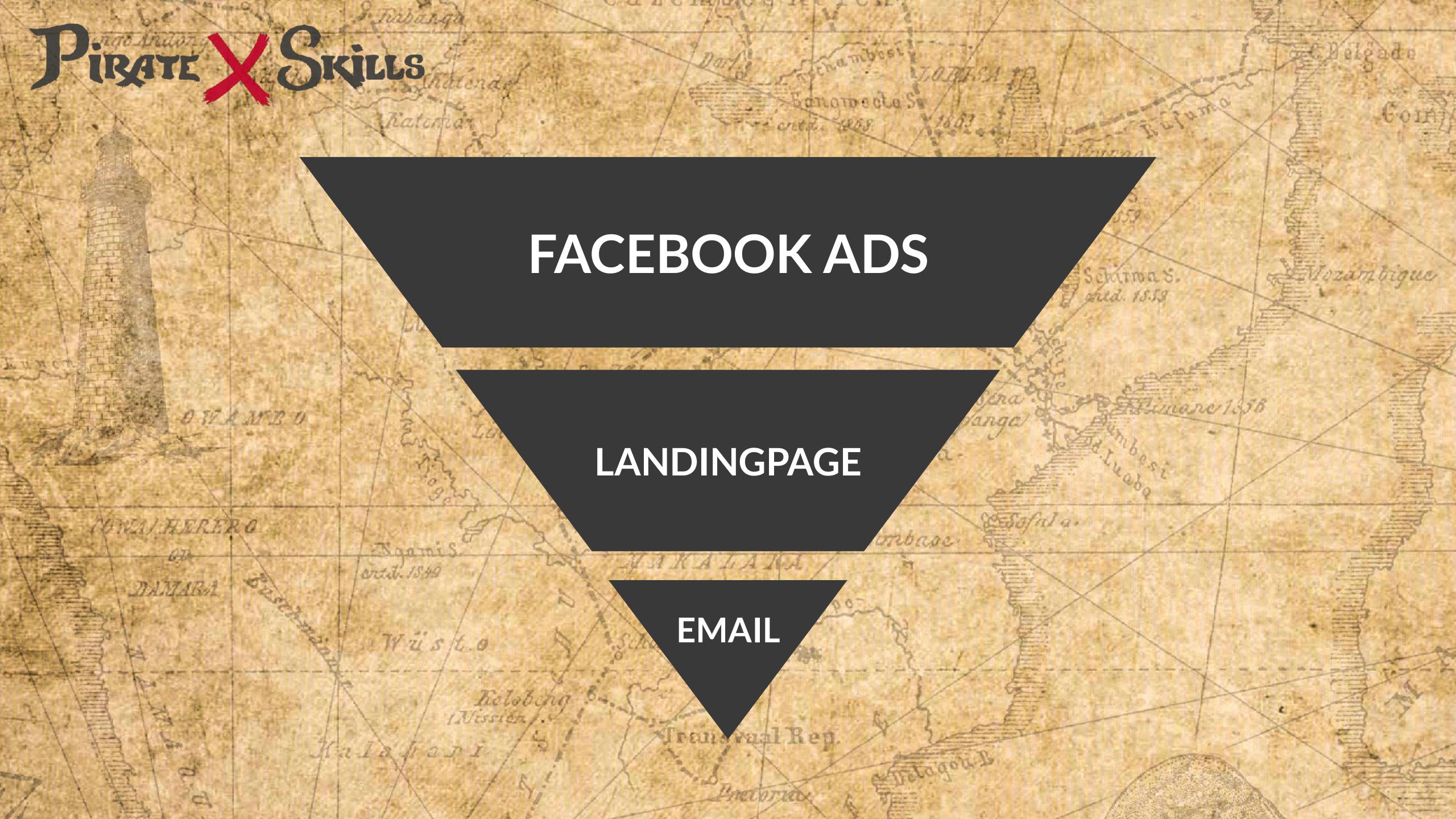




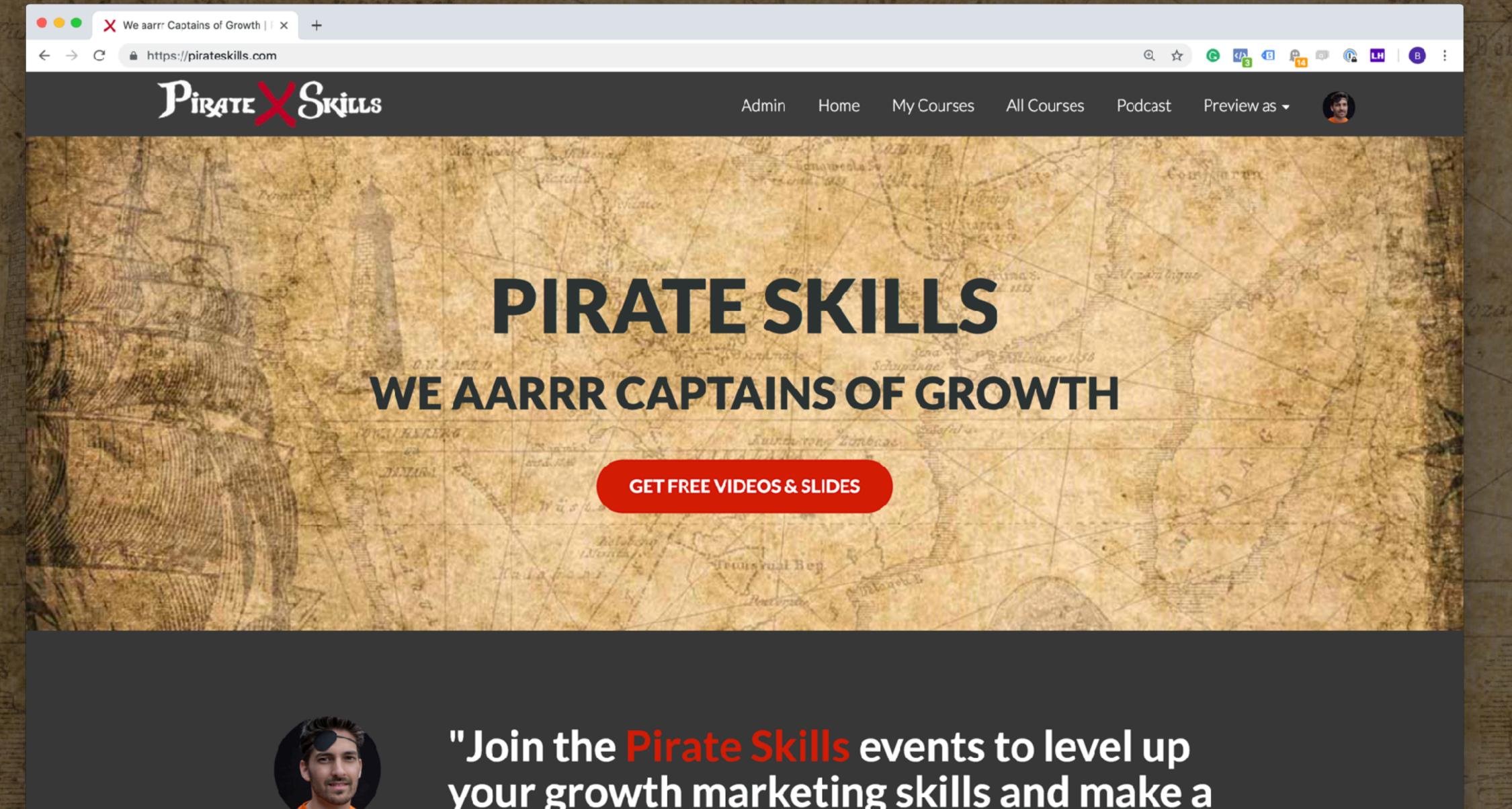
Francisto









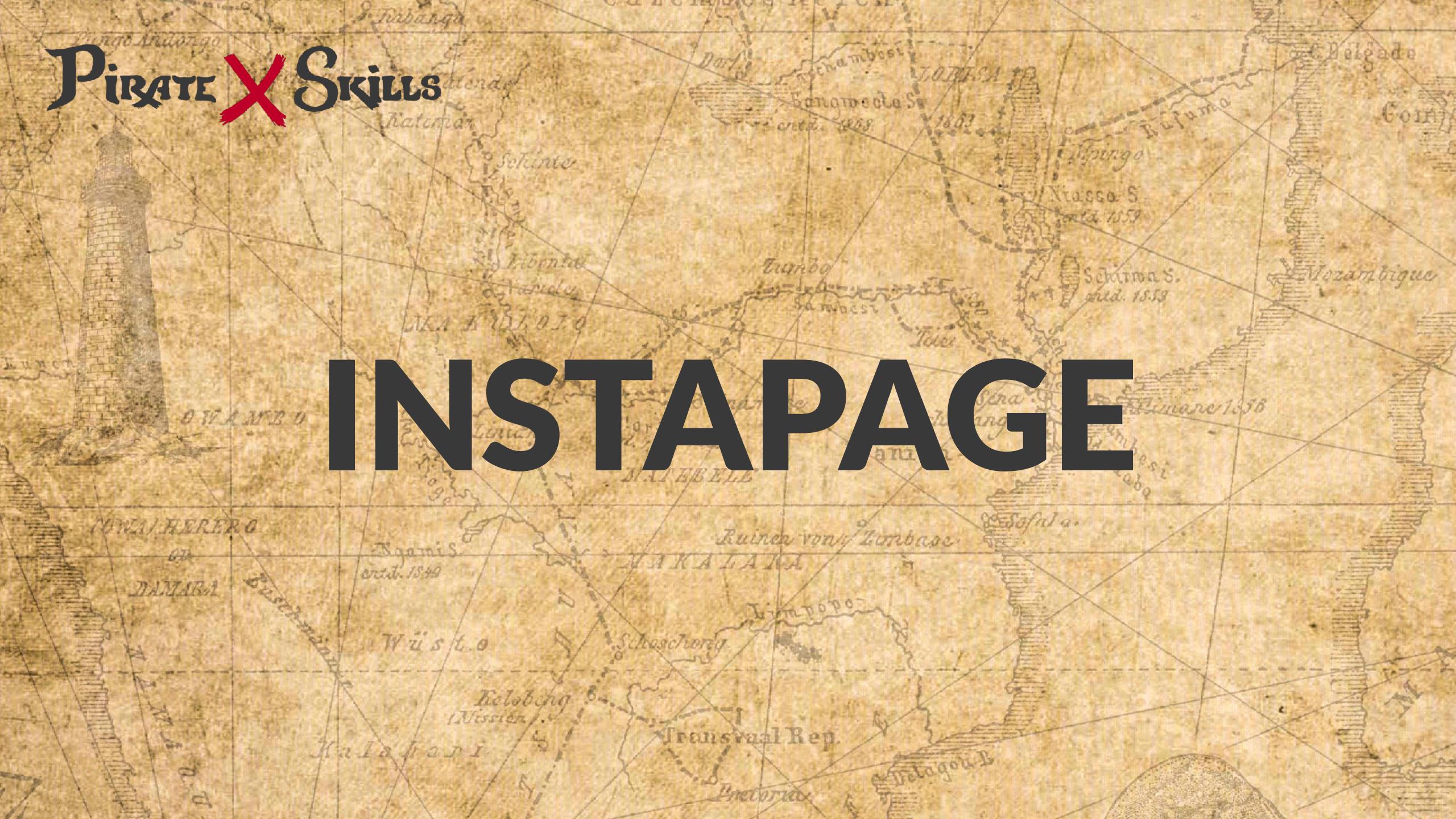


your growth marketing skills and make a bigger impact in the world."

- **Ben Sufiani** Captain









START HELPING THE WORLD USING TECHNOLOGY!

"The kit provided will allow you to build responsive dashboards that will look incredible on any screen."



Ramses Ross, Designer

Optimize your workflow and see your stats.

ONLY ONE STEP AWAY FROM A FREE ACCOUNT!

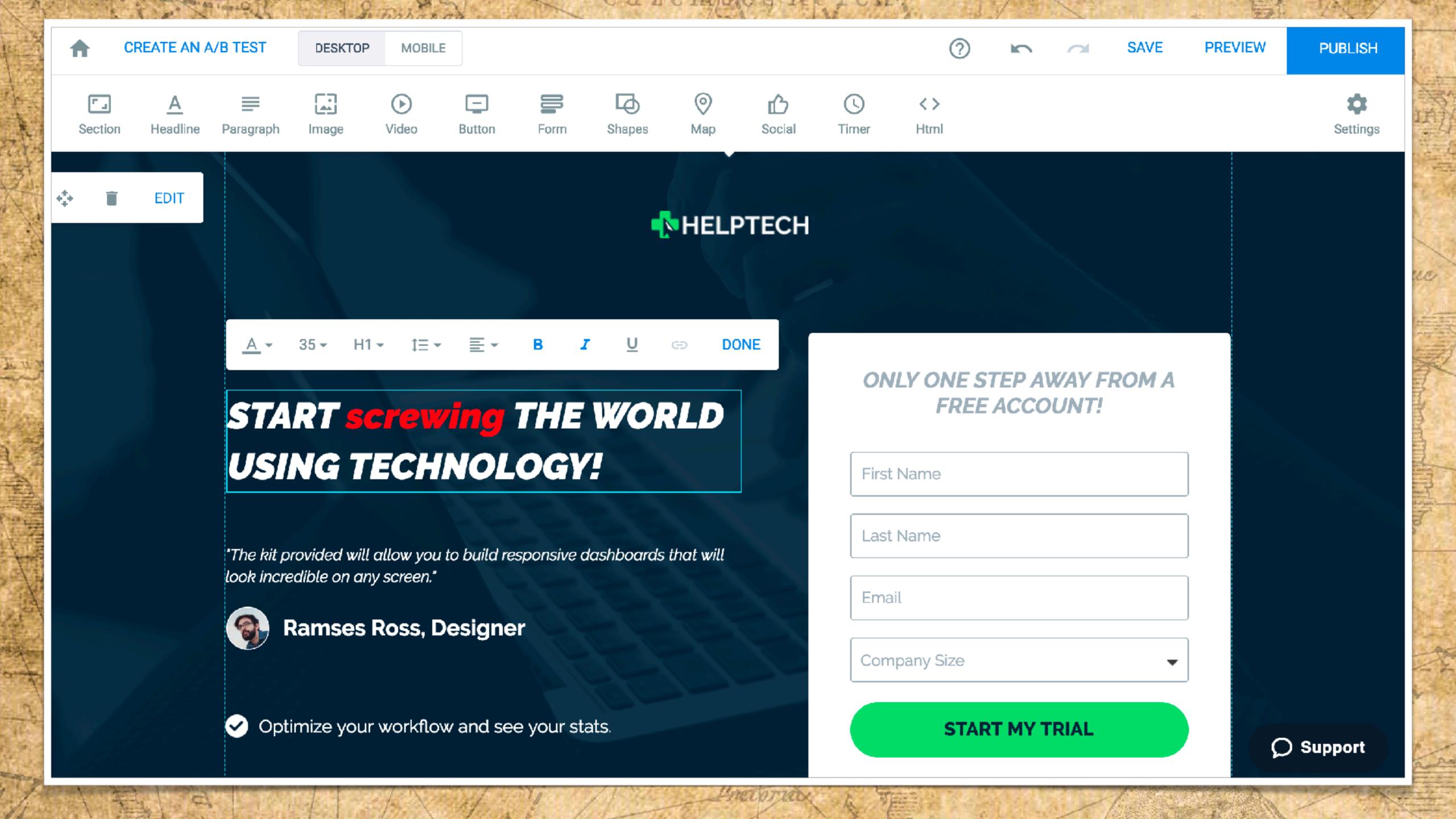
First Name

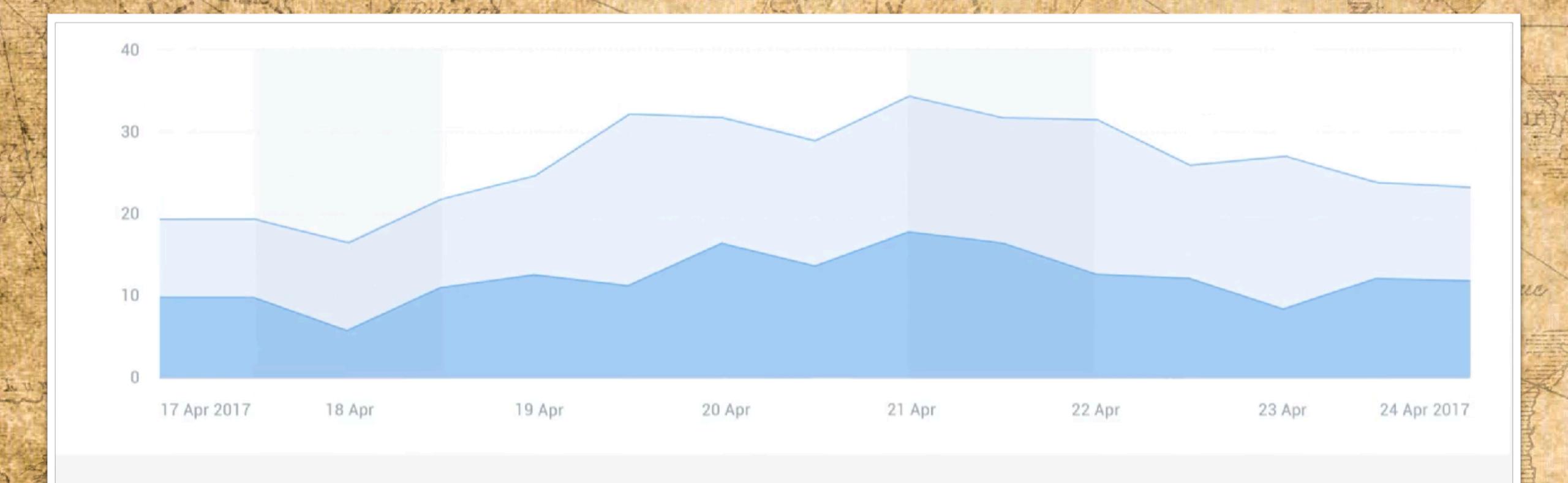
Last Name

Email

Company Size

START MY TRIAL

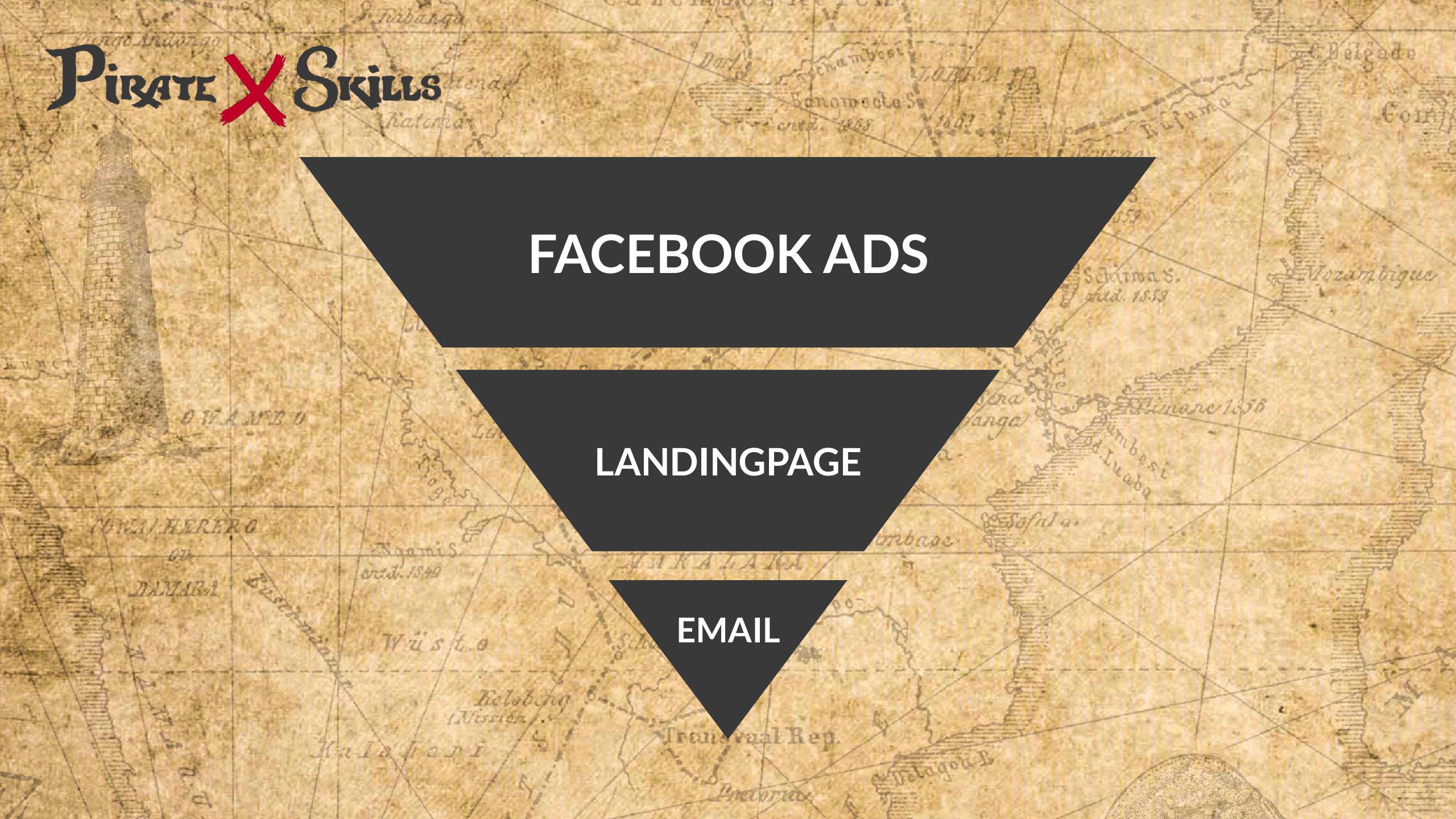


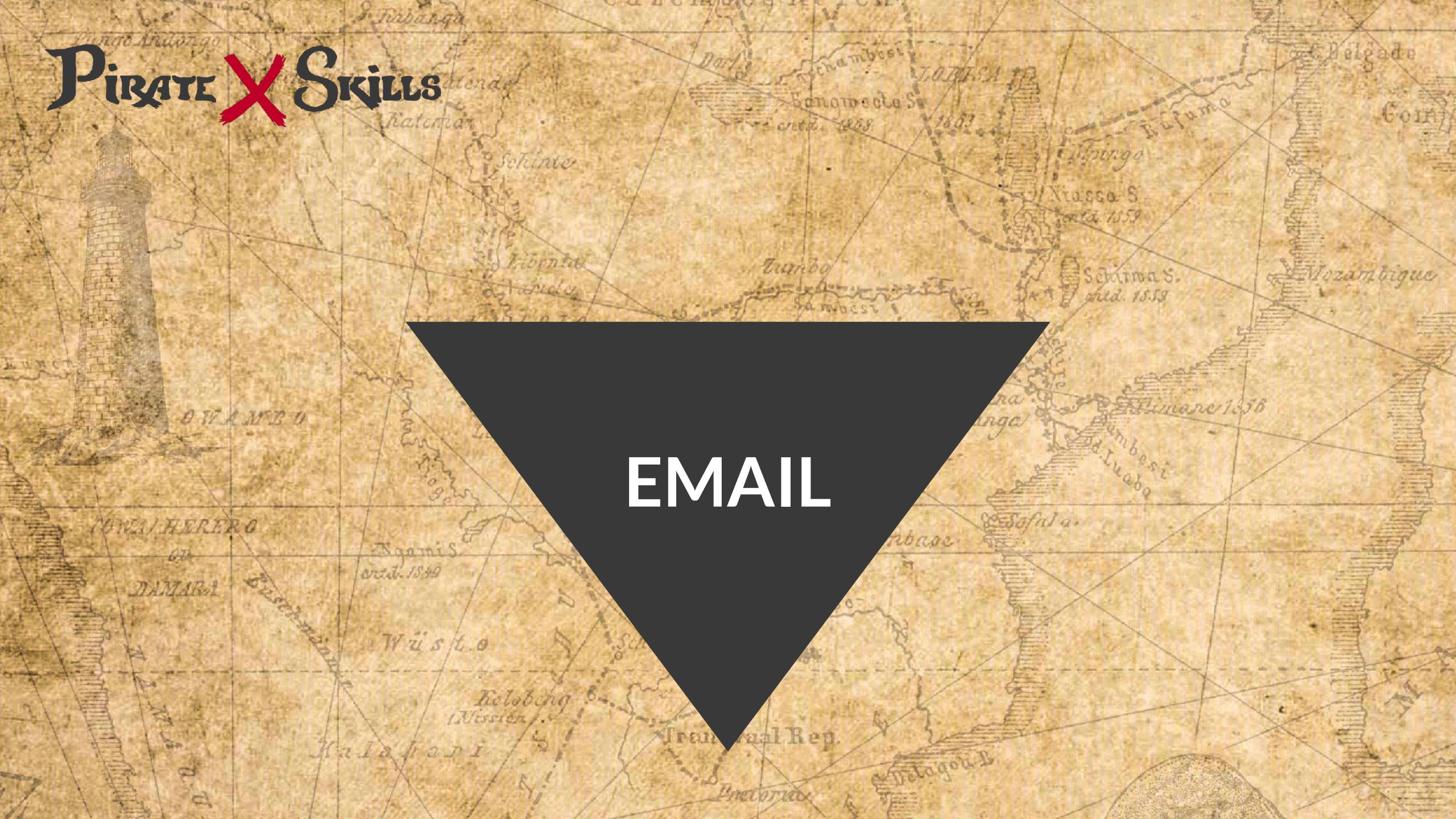


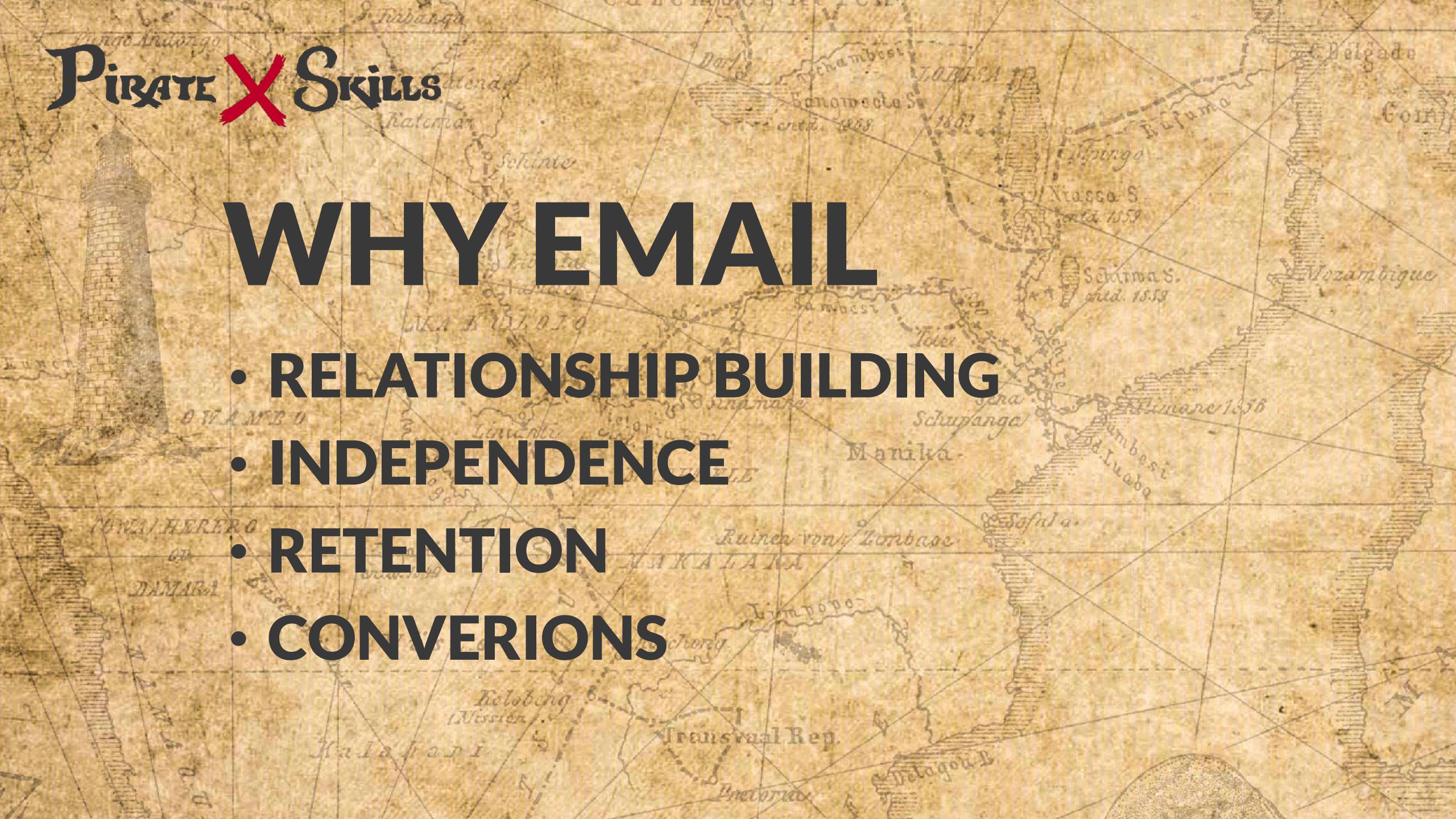
Data Overview

	Conv. Rate	Improvement	Conversions	Visitors	Traffic Split	
✓ Variation A	21.88%	BASELINE	26,706	5,845	50%	***
✓ Variation B	24%	10%	25,923	6,222	50%	***

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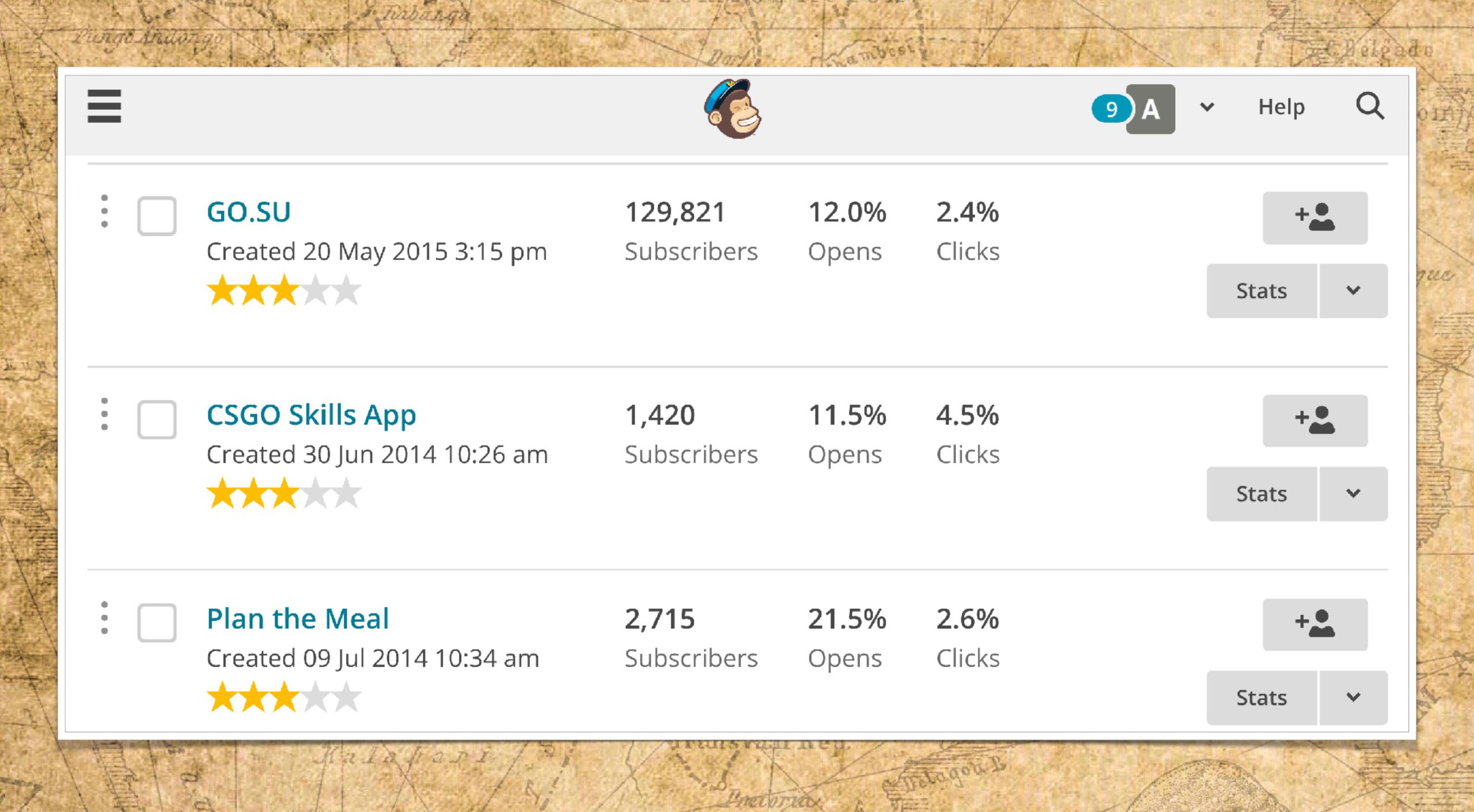


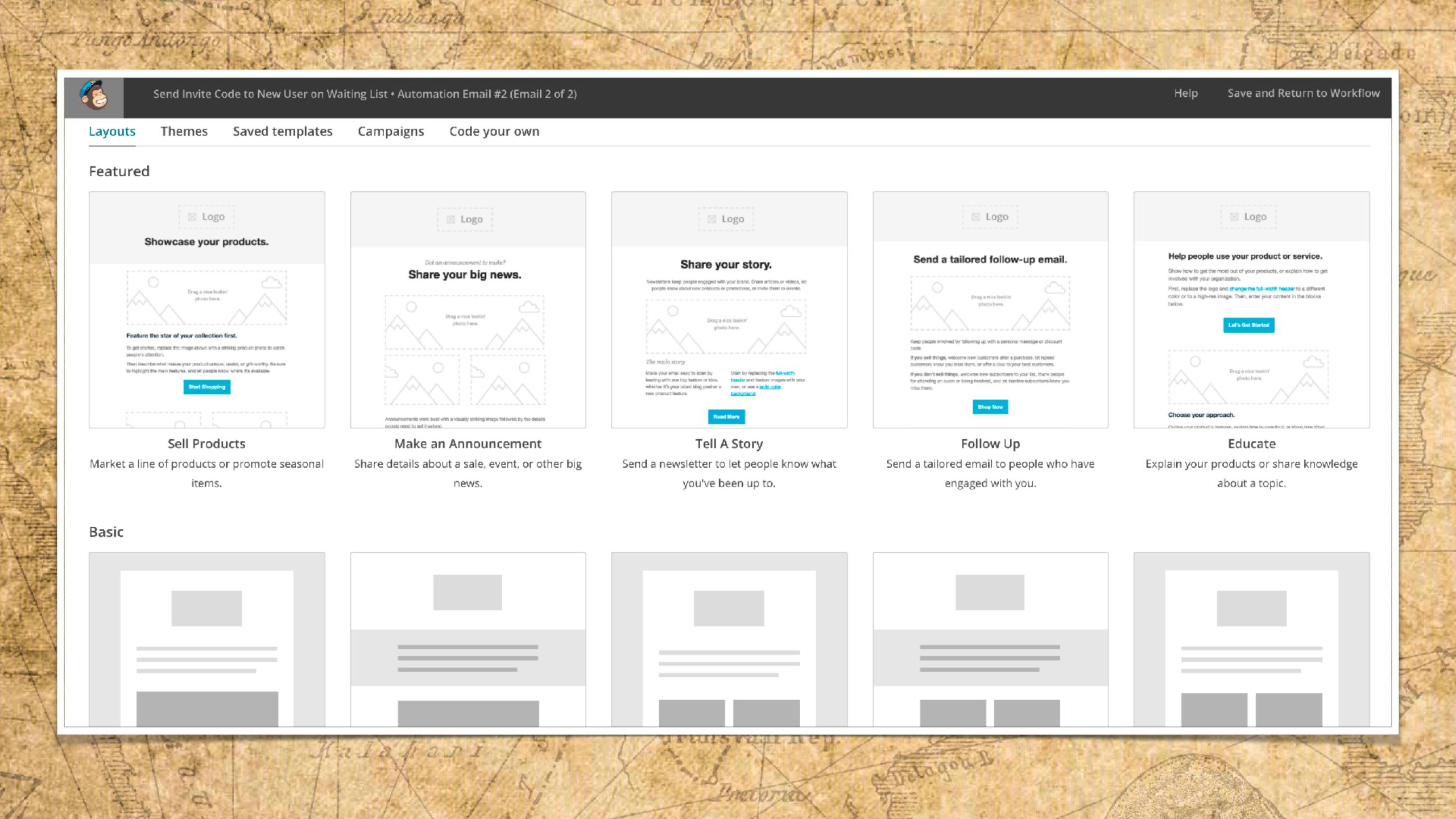


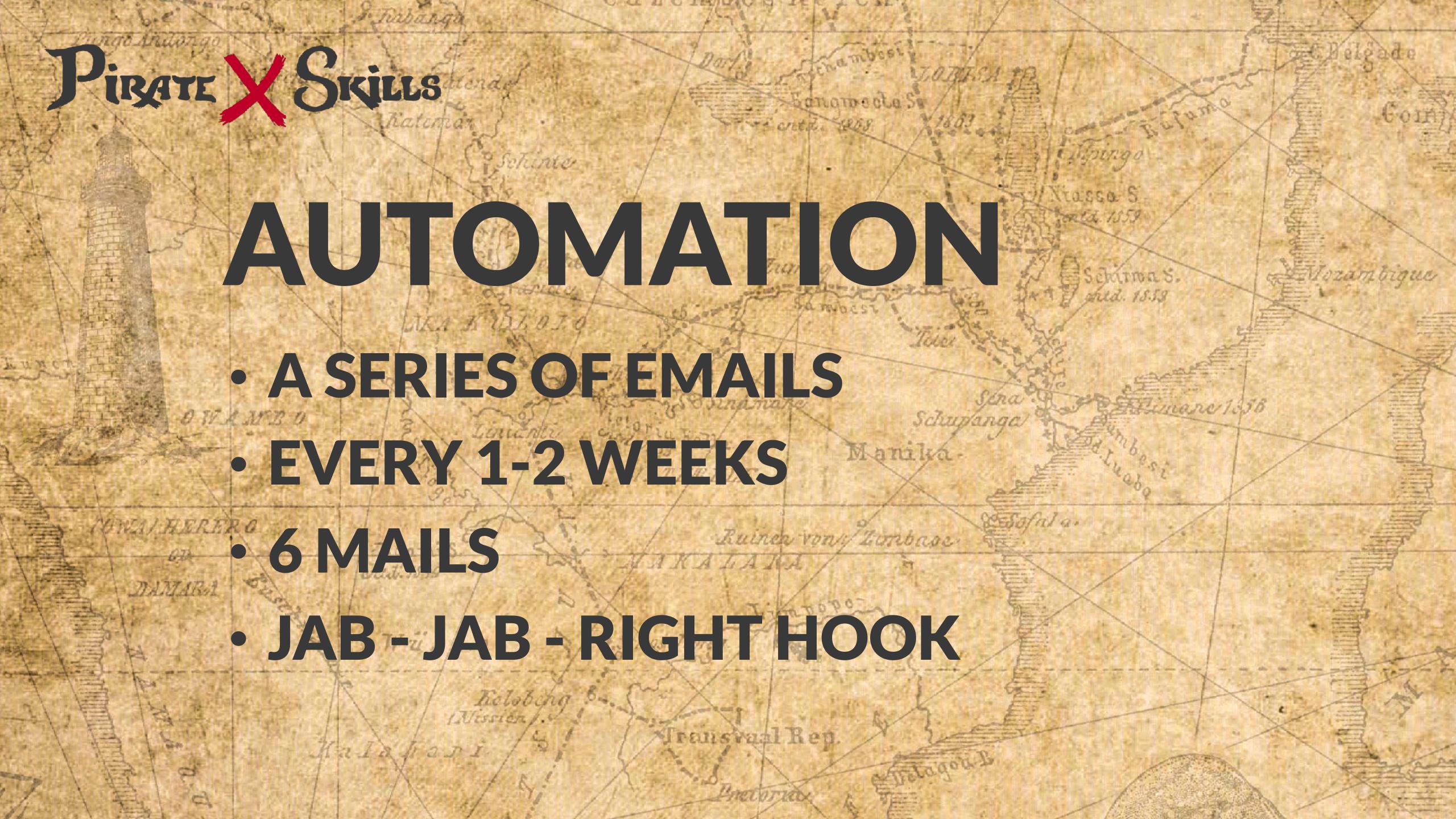


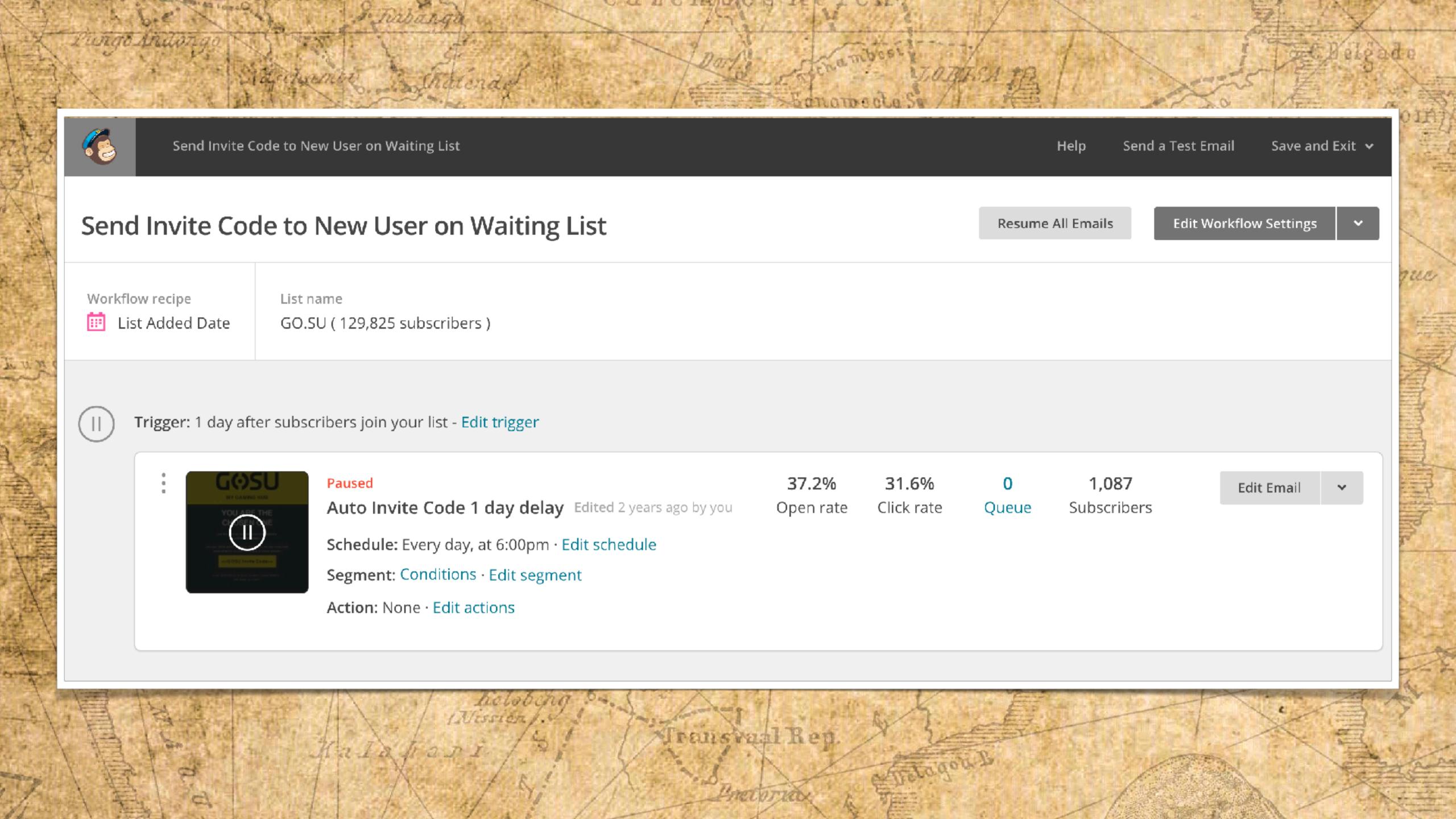


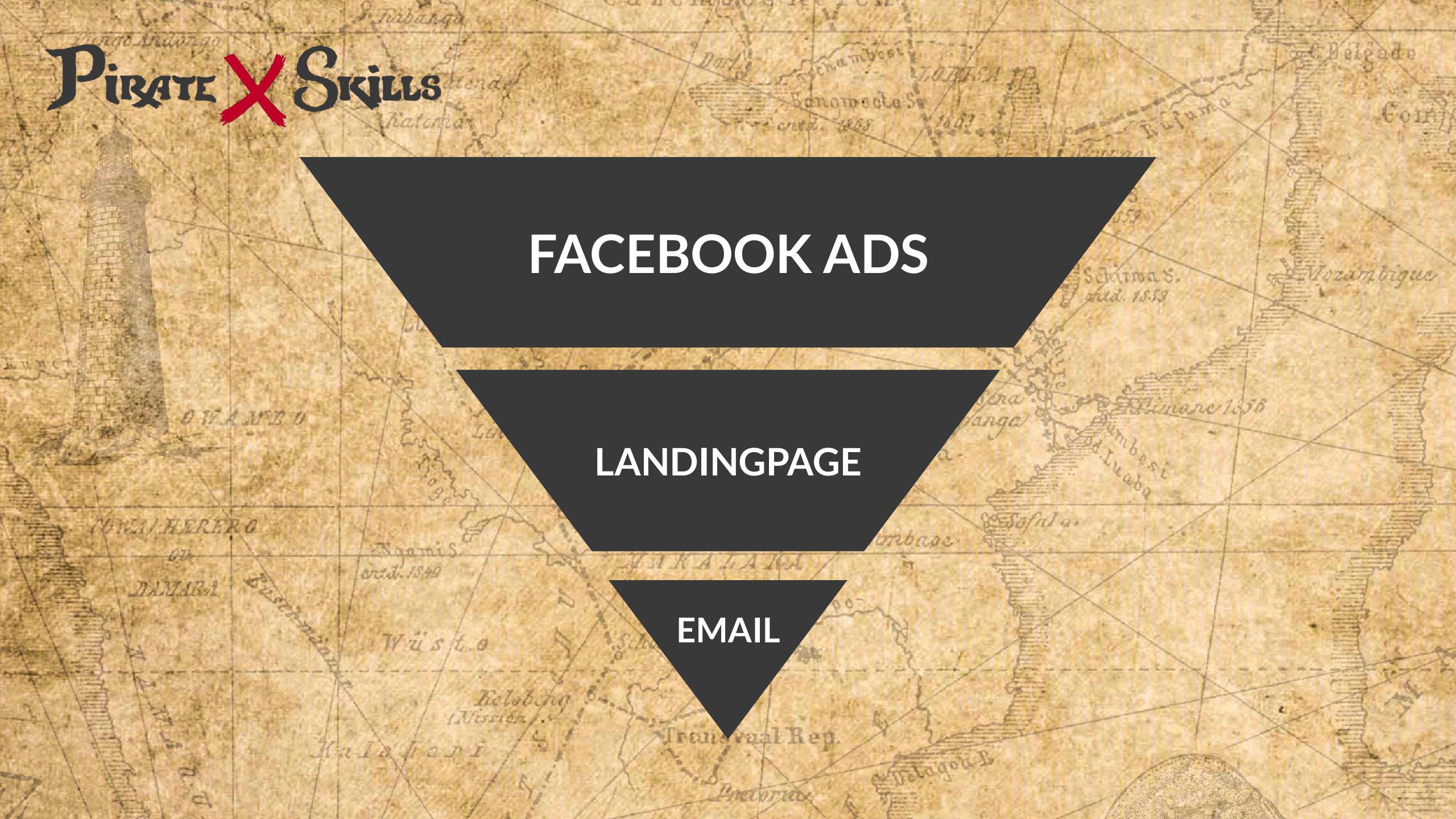


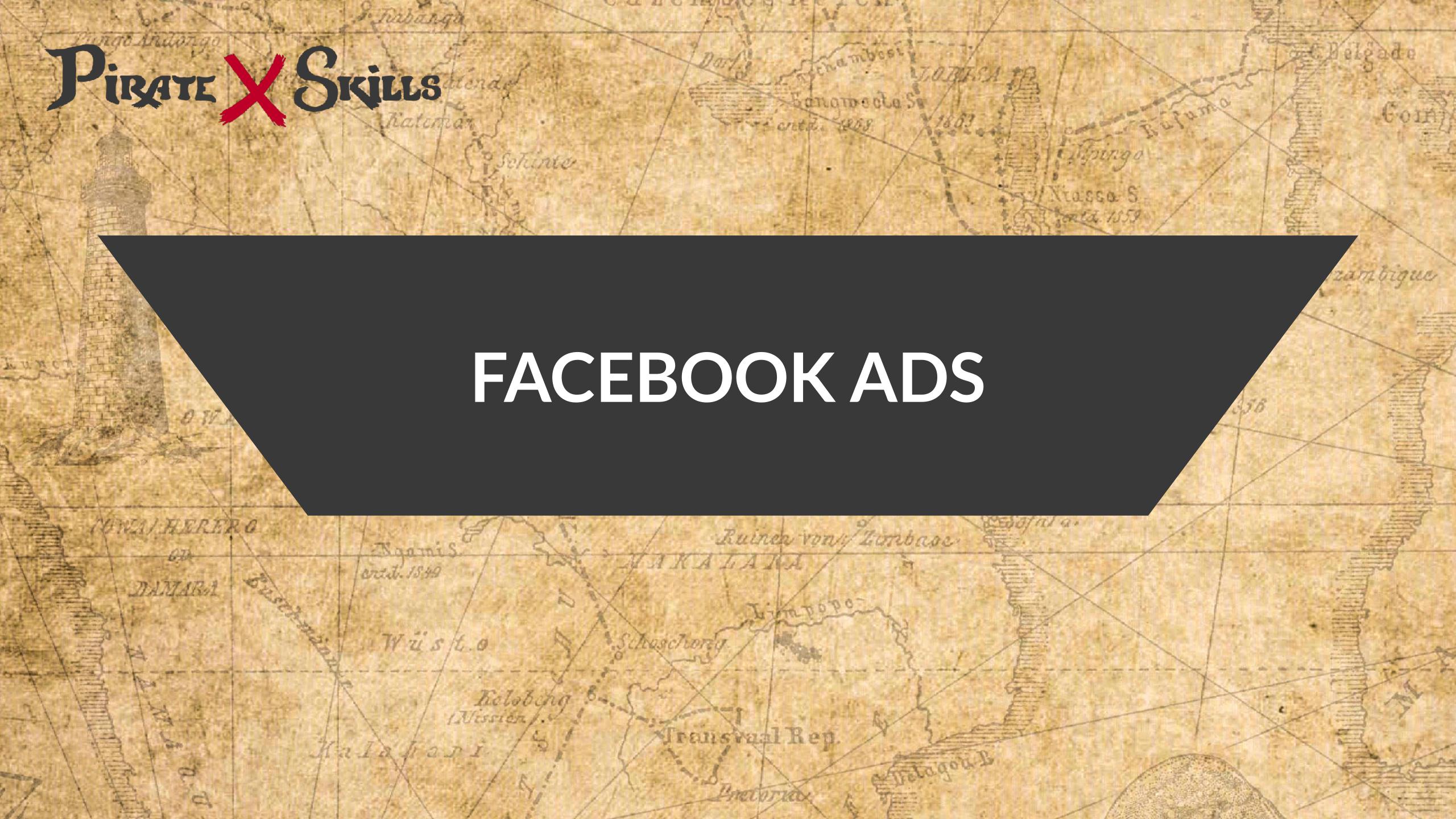




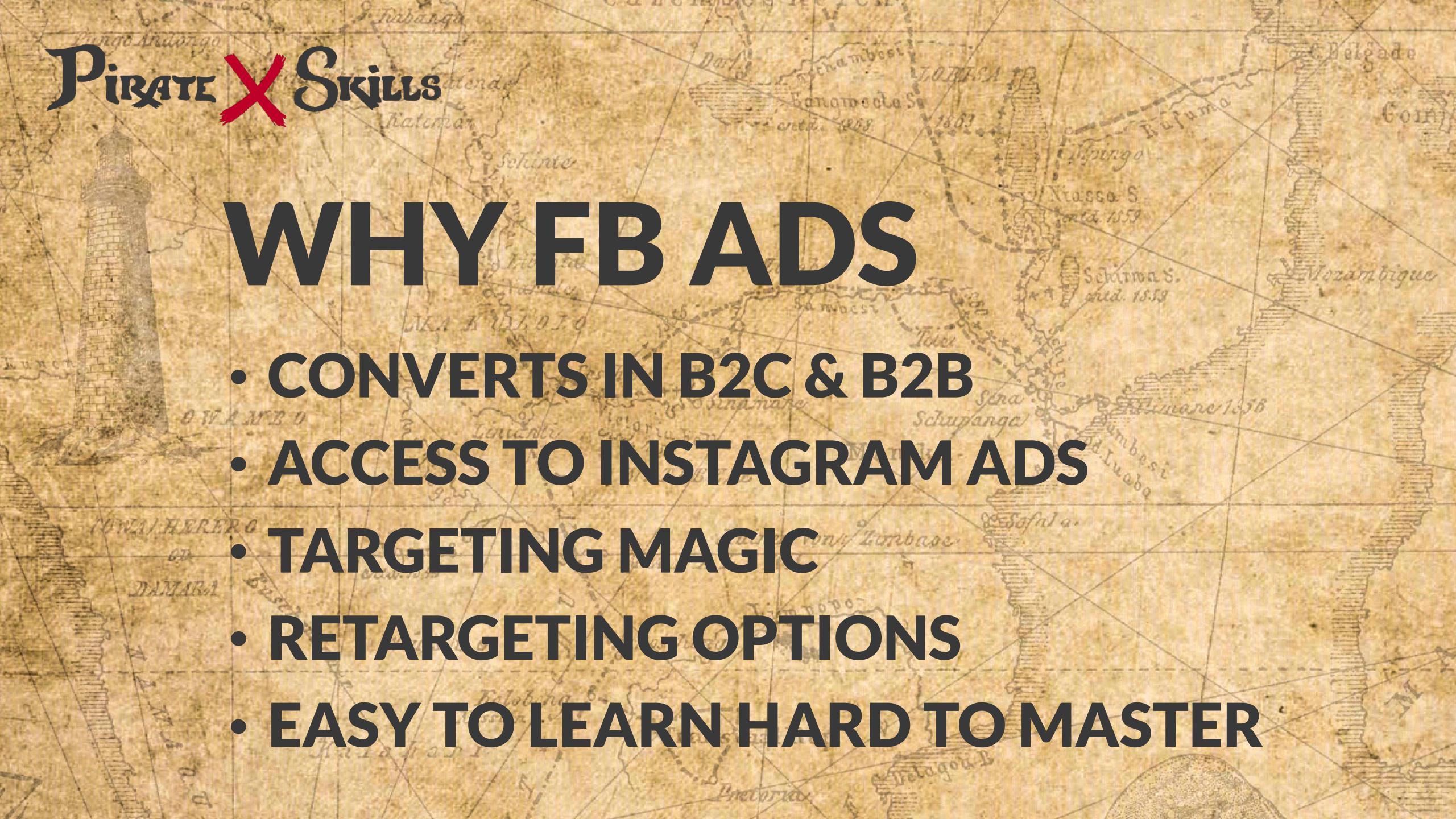












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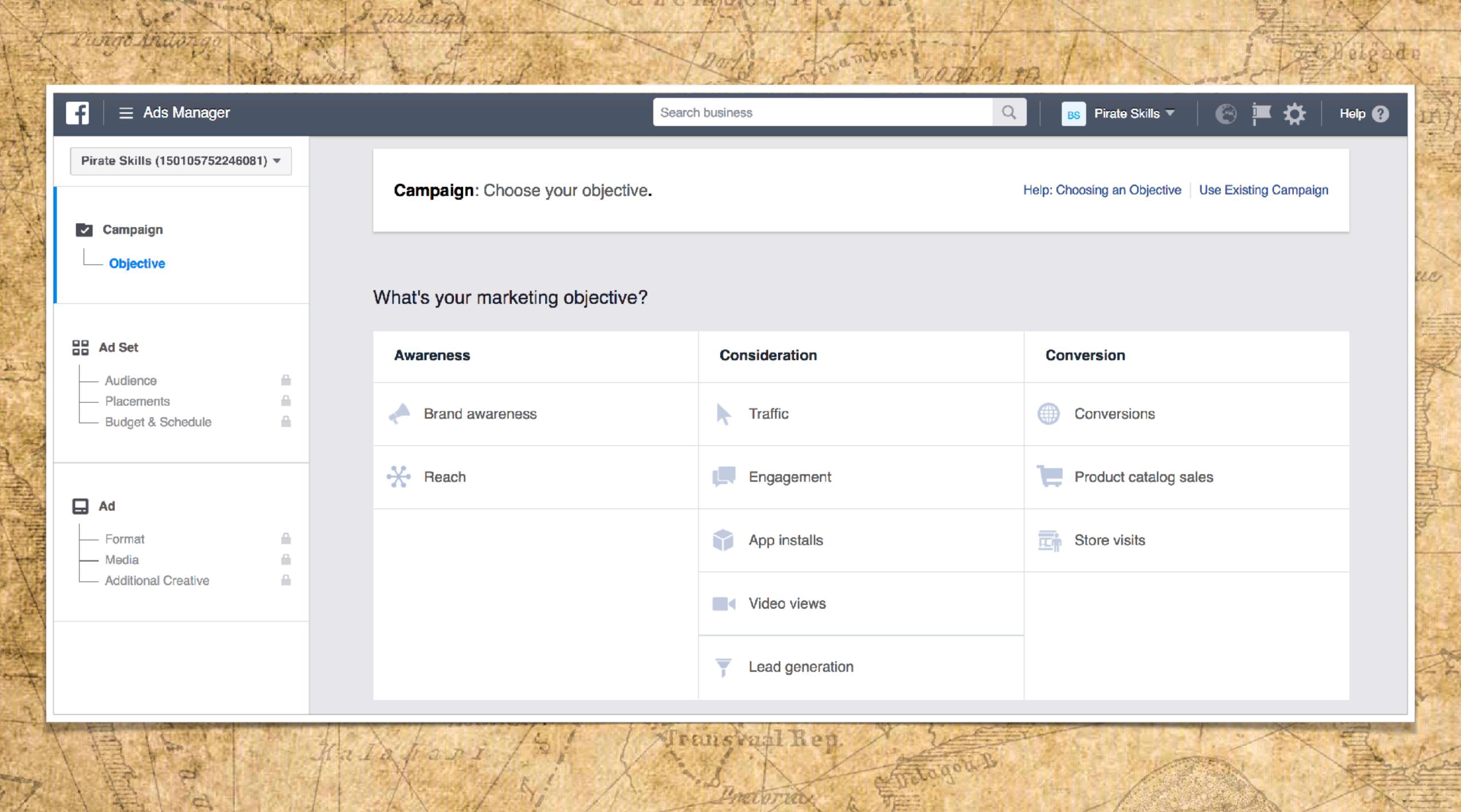
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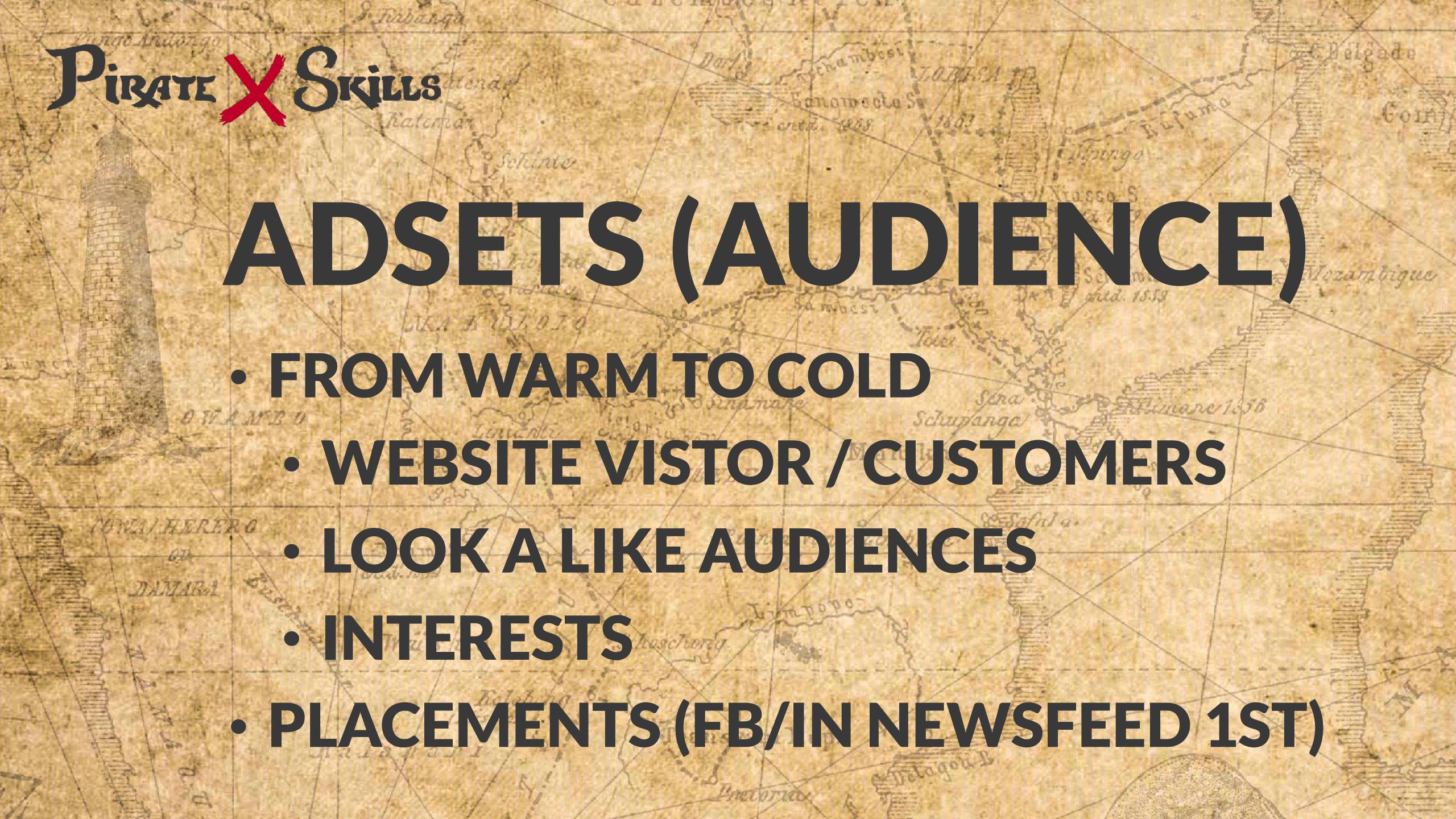
Impressions ①	Reach 🕣	Results ①	Cost per ①	Clicks (All)	CTR (🕖	CPC (AII) 📵	CPM (Co 🕖	Link Clicks 🕖	CPC (Co	CTR (🕖	Mobile 🕖 🔻	Cost per 🕖
1,293,879	655,606	24,912 Post Engag	€0.14 Per Post En	63,112	4.88%	€0.05	€2.63	11,017	€0.31	0.85%	4,321	€0.79
1,135,630	521,463	13,726 Post Engag	€0.21 Per Post En	47,845	4.21%	€0.06	€2.59	7,648	€0.38	0.67%	3,373	€0.87
741,374	388,175	13,605 Post Engag	€0.14 Per Post En	38,664	5.22%	€0.05	€2.58	6,031	€0.32	0.81%	2,125	€0.90
786,347	493,587	14,614 Post Engag	€0.13 Per Post En	36,901	4.69%	€0.05	€2.40	6,290	€0.30	0.80%	1,944	€0.97
705,058	371,512	6,765 Post Engag	€0.21 Per Post En	22,673	3.22%	€0.06	€2.02	3,274	€0.44	0.46%	1,384	€1.03
312,394	219,228	8,528 Post Engag	€0.11 Per Post En	18,484	5.92%	€0.05	€3.08	3,223	€0.30	1.03%	980	€0.98
293,464	216,728	11,387 Post Engag	€0.07 Per Post En	16,017	5.46%	€0.05	€2.66	2,593	€0.30	0.88%	761	€1.02
264,561	96,555	3,524 Post Engag	€0.17 Per Post En	10,620	4.01%	€0.06	€2.33	1,527	€0.40	0.58%	563	€1.09
133,671	82,429	2,230 Post Engag	€0.23 Per Post En	7,614	5.70%	€0.07	€3.86	1,318	€0.39	0.99%	504	€1.02
123,171	99,976	2,090 Post Engag	€0.21 Per Post En	7,540	6.12%	€0.06	€3.59	1,319	€0.34	1.07%	485	€0.91
186,174	140,146	5,928 Post Engag	€0.07 Per Post En	9,482	5.09%	€0.04	€2.20	1,778	€0.23	0.96%	417	€0.98
159,163	70,740	1,473 Post Engag	€0.26 Per Post En	4,711	2.96%	€0.08	€2.43	736	€0.52	0.46%	311	€1.24
76,275	67,012	3,081 Post Engag	€0.08 Per Post En	4,580	6.00%	€0.05	€3.09	864	€0.27	1.13%	258	€0.91
85,023	68,225	2,018 Post Engag	€0.13 Per Post En	4,462	5.25%	€0.06	€3.01	680	€0.38	0.80%	214	€1.20
79,995	70,589	2,039 Post Engag	€0.13 Per Post En	4,400	5.50%	€0.06	€3.25	743	€0.35	0.93%	210	€1.24
129,271	97,085	2,355 Post Engag	€0.15 Per Post En	9,649	7.46%	€0.04	€2.71	1,388	€0.25	1.07%	196	€1.79

Lines or vale

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Custom Audiences (1) INCLUDE people who are in at least ONE of the following

Lookalike

Lookalike (DE, 3%) - Pirate Skills 30d

Add Custom Audiences or Lookalike Audiences

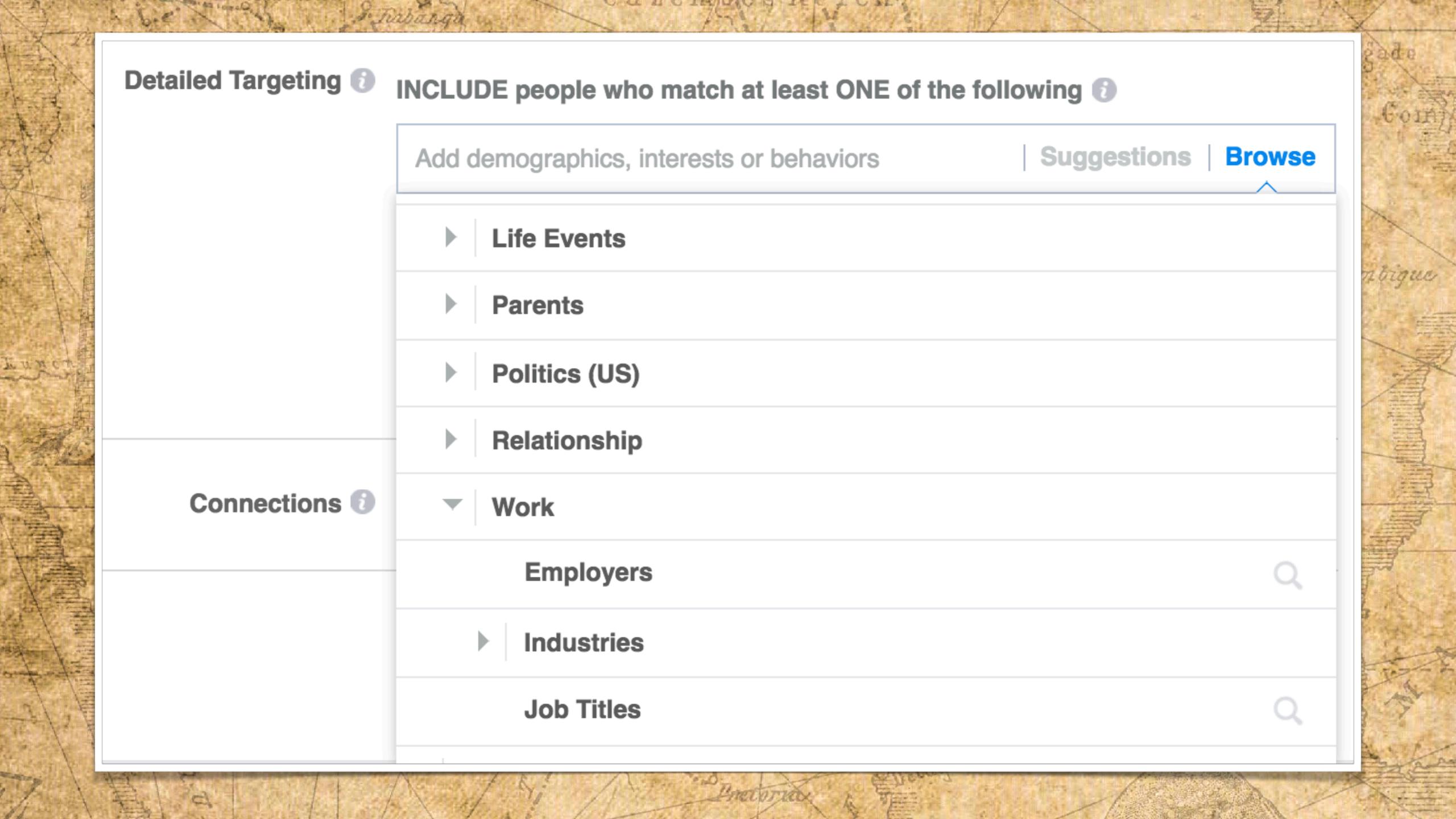
EXCLUDE people who are in at least ONE of the following

Website

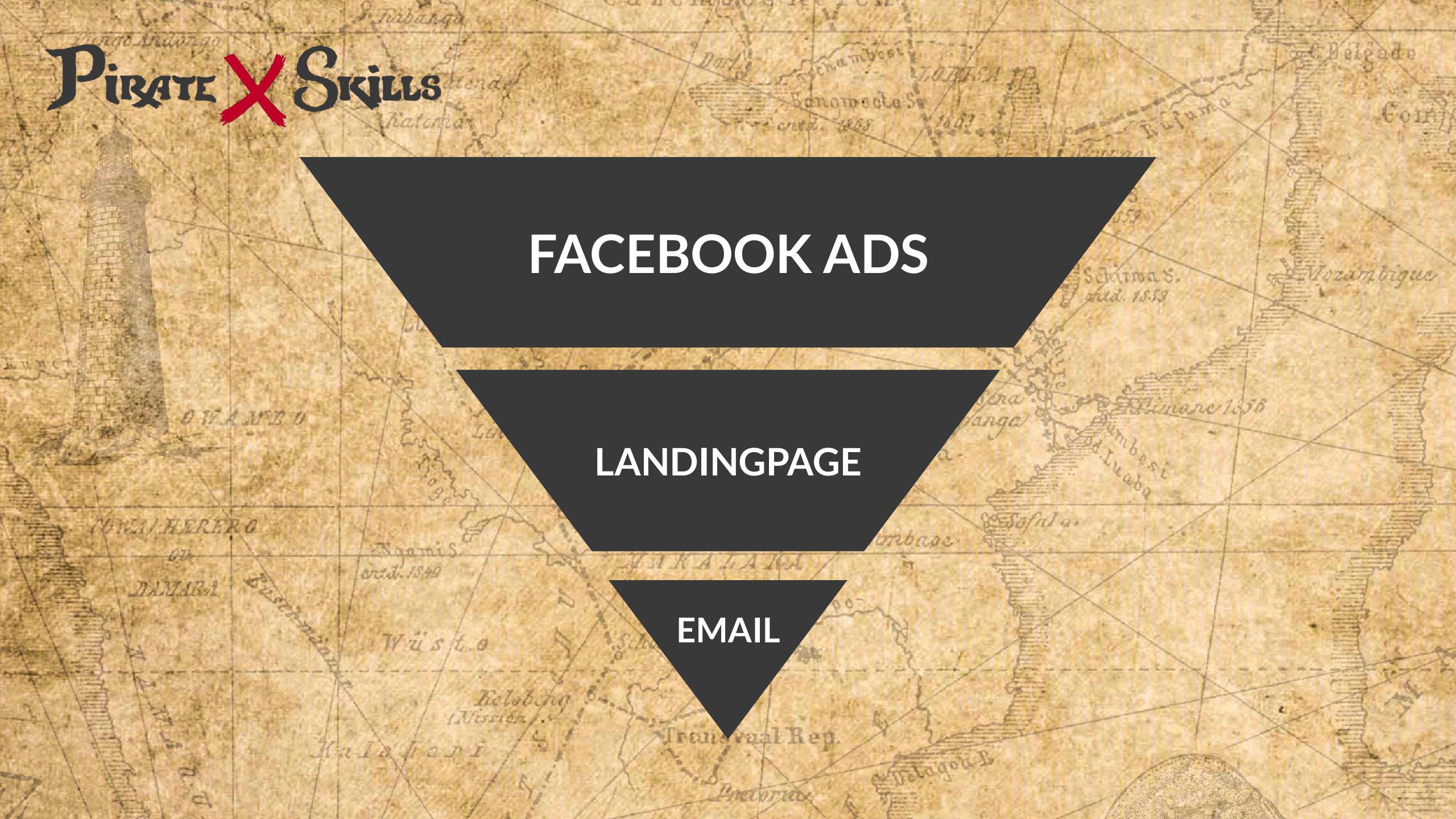
Pirate Skills old - Purchase - 180d

Add Custom Audiences or Lookalike Audiences

Create New -







Pirate Skills

DWAMBO

CONAL HERERO

DAMARA





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ACTIVATION

RETENTION

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REFERRAL

REVENUE



