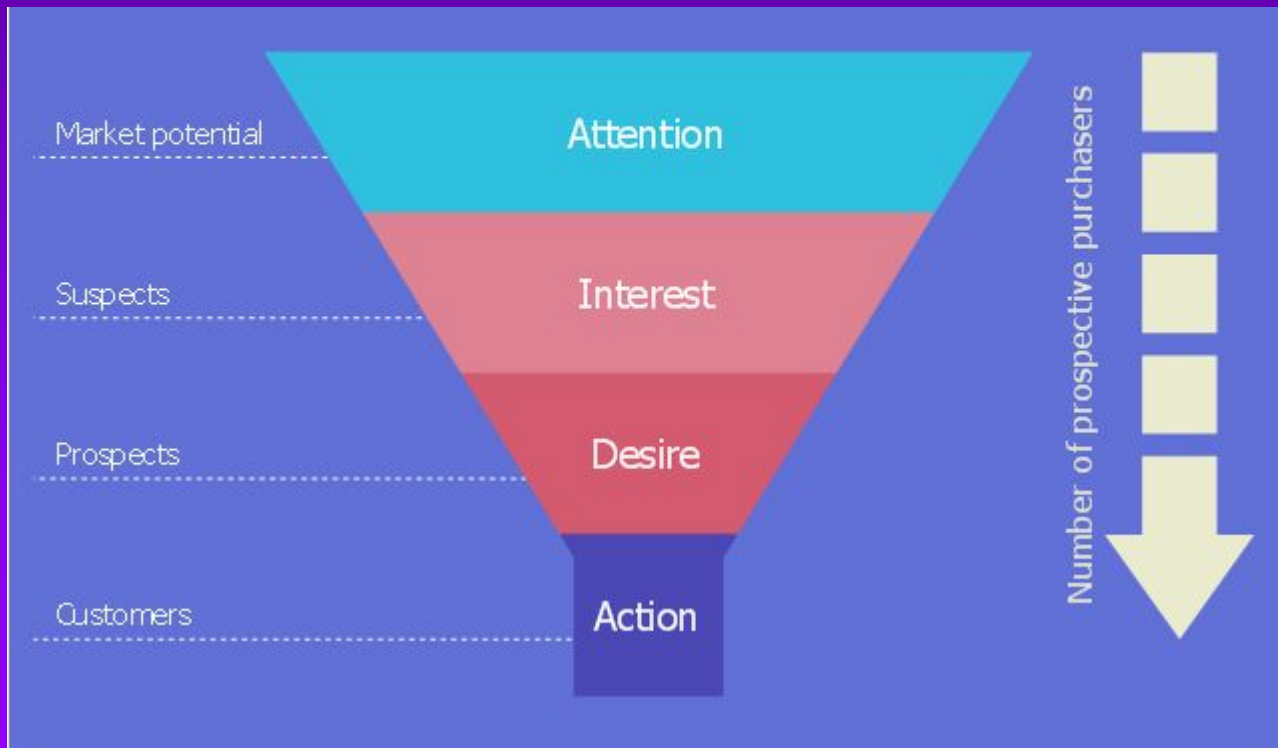
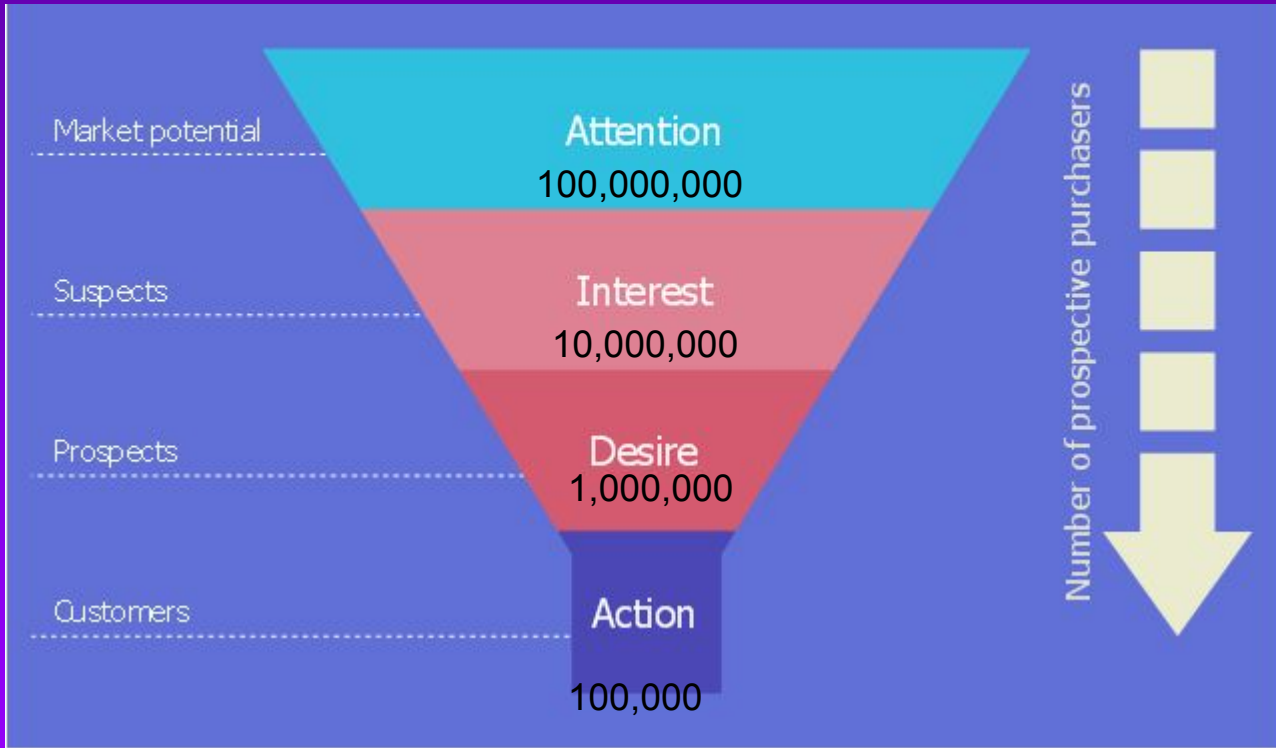


# Understanding your Marketing Funnel



**Rule 1: Upper funnel's volume  
must exceed those of lower  
funnel**



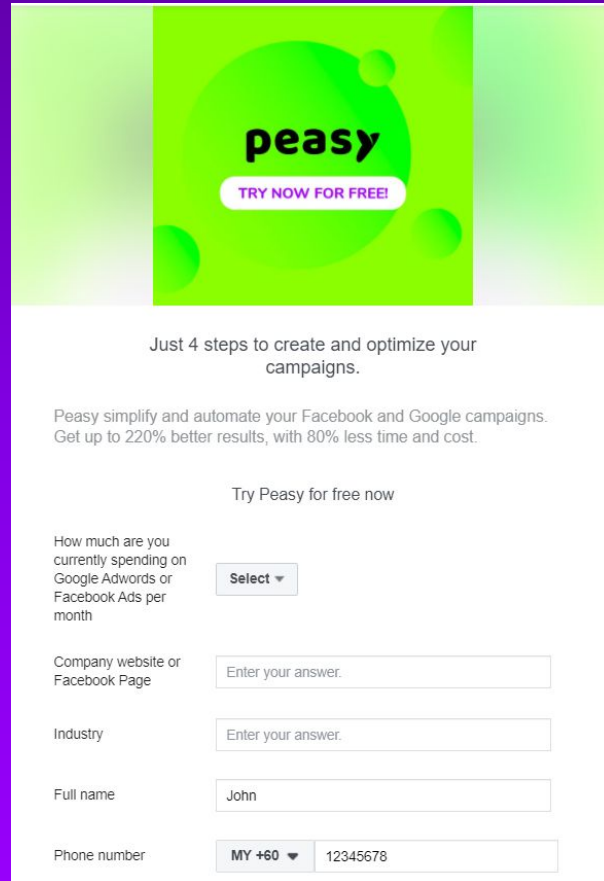
	Developer A	Developer B
Awareness	<ul style="list-style-type: none"><li>● 1,000,000 population</li><li>● 200,000 video view</li></ul>	<ul style="list-style-type: none"><li>● 1,000,000 population</li><li>● 10,000 video view</li></ul>
Interest	<ul style="list-style-type: none"><li>● 10,000 website traffic</li><li>● 200,000 engagement</li></ul>	<ul style="list-style-type: none"><li>● 100 website traffic</li></ul>
Decision	<ul style="list-style-type: none"><li>● 1,000 registration</li></ul>	<ul style="list-style-type: none"><li>● 10 registration</li></ul>
Purchase	<ul style="list-style-type: none"><li>● 200 bookings</li></ul>	<ul style="list-style-type: none"><li>● 3 bookings</li></ul>
Conclusion	Lead and Booking campaigns	Reach and Traffic campaigns

## Rule 2: Break Into Campaign Funnel

# Example 1

## Facebook Lead Form

peasy



The image shows a Facebook lead form for Peasy. At the top is a green header with the Peasy logo and a 'TRY NOW FOR FREE' button. Below the header is a white section with the text 'Just 4 steps to create and optimize your campaigns.' and 'Peasy simplify and automate your Facebook and Google campaigns. Get up to 220% better results, with 80% less time and cost.' The form fields are: 'Try Peasy for free now', 'How much are you currently spending on Google Adwords or Facebook Ads per month' (with a 'Select' dropdown), 'Company website or Facebook Page' (text input), 'Industry' (text input), 'Full name' (text input with 'John' entered), and 'Phone number' (with a country code dropdown set to 'MY +60' and a text input containing '12345678').

peasy

TRY NOW FOR FREE

Just 4 steps to create and optimize your campaigns.

Peasy simplify and automate your Facebook and Google campaigns. Get up to 220% better results, with 80% less time and cost.

Try Peasy for free now

How much are you currently spending on Google Adwords or Facebook Ads per month

Select ▾

Company website or Facebook Page

Enter your answer.

Industry

Enter your answer.

Full name

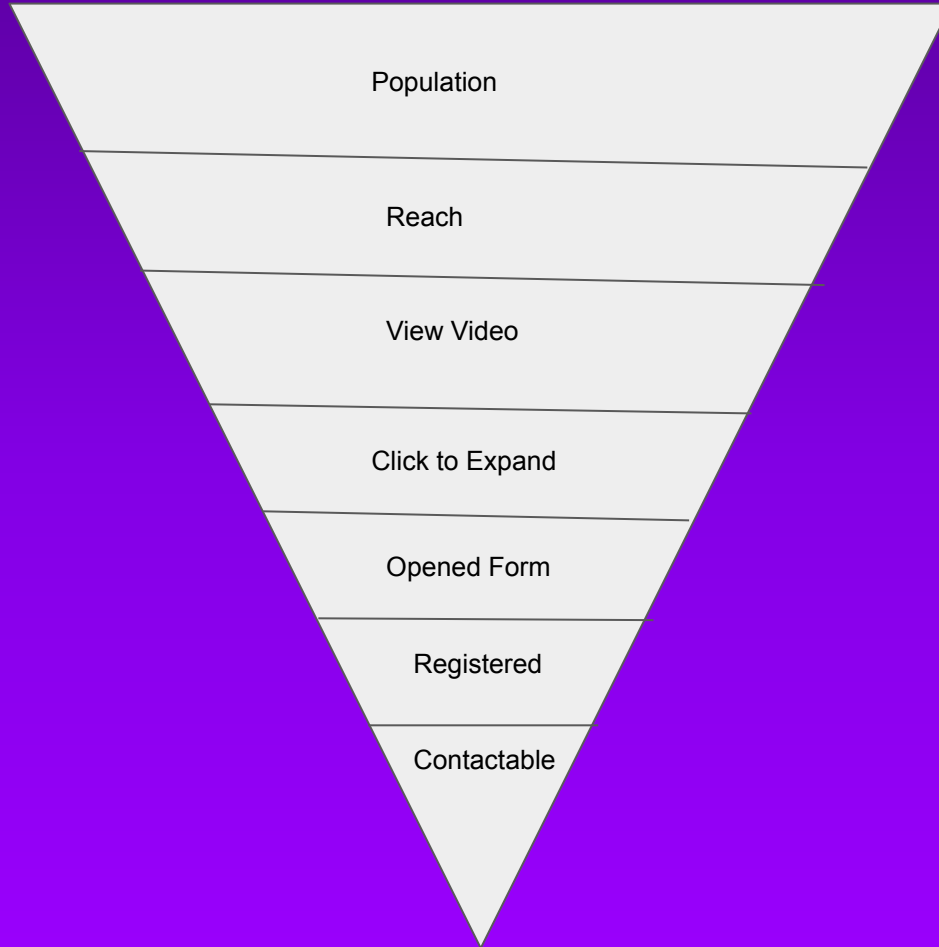
John

Phone number

MY +60 ▾ 12345678

# Example 1

## Facebook Lead Form





# Example 2

## Website Lead Form

peasy

**peasy** Product Pricing Partnership SME Company Login

### 1. Create and manage your Facebook & Google campaign from 1 centralized dashboard.

Setup and manage your Facebook & Google campaigns from Peasy. Let Peasy recommend your media plan, setup the campaign structures, distribute and control budget across all channels.

**Your Full Name \***  
e.g Andrew Smith

**Industry \***  
Select one...

**Phone number \***  
e.g 987654321

**Business email \***  
e.g Name@businessname.com

**Business website \***  
http://

**Currency \***  
Select one...

**Media spend \***  
Select one...

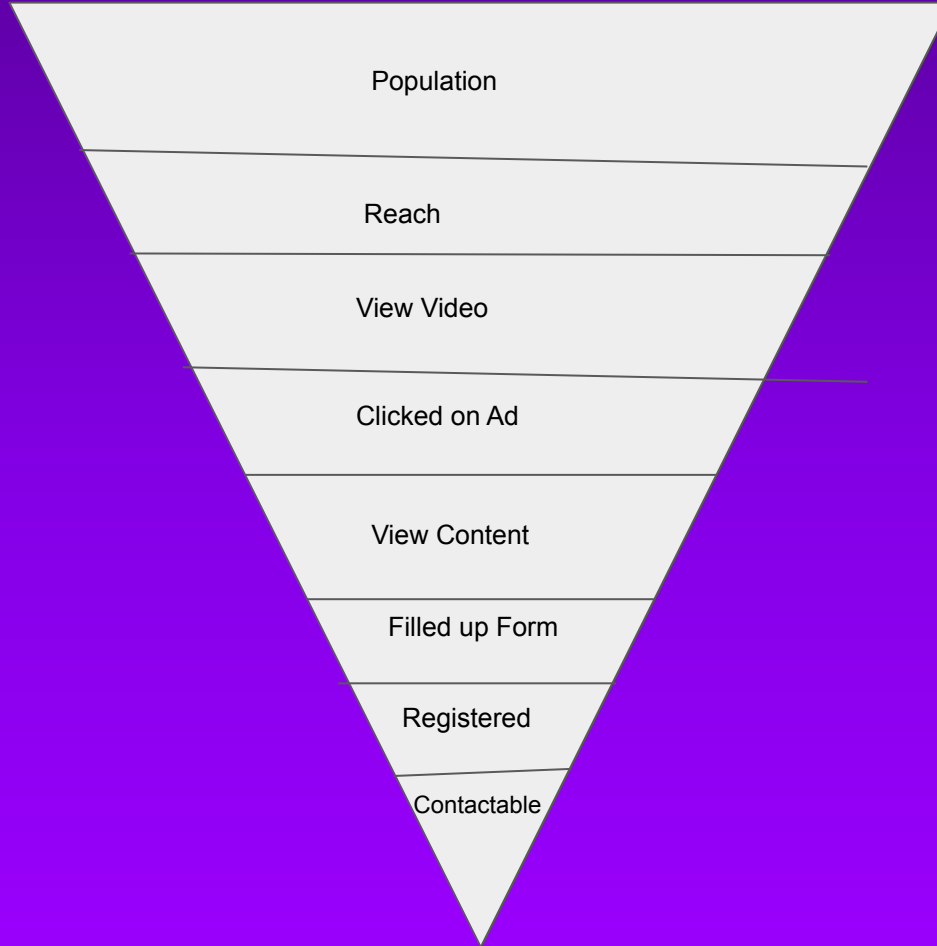
**Try Now**

Peasy improves your CPA campaign performance easily

peasy Ask me question Javin Watch later Share

# Example 2

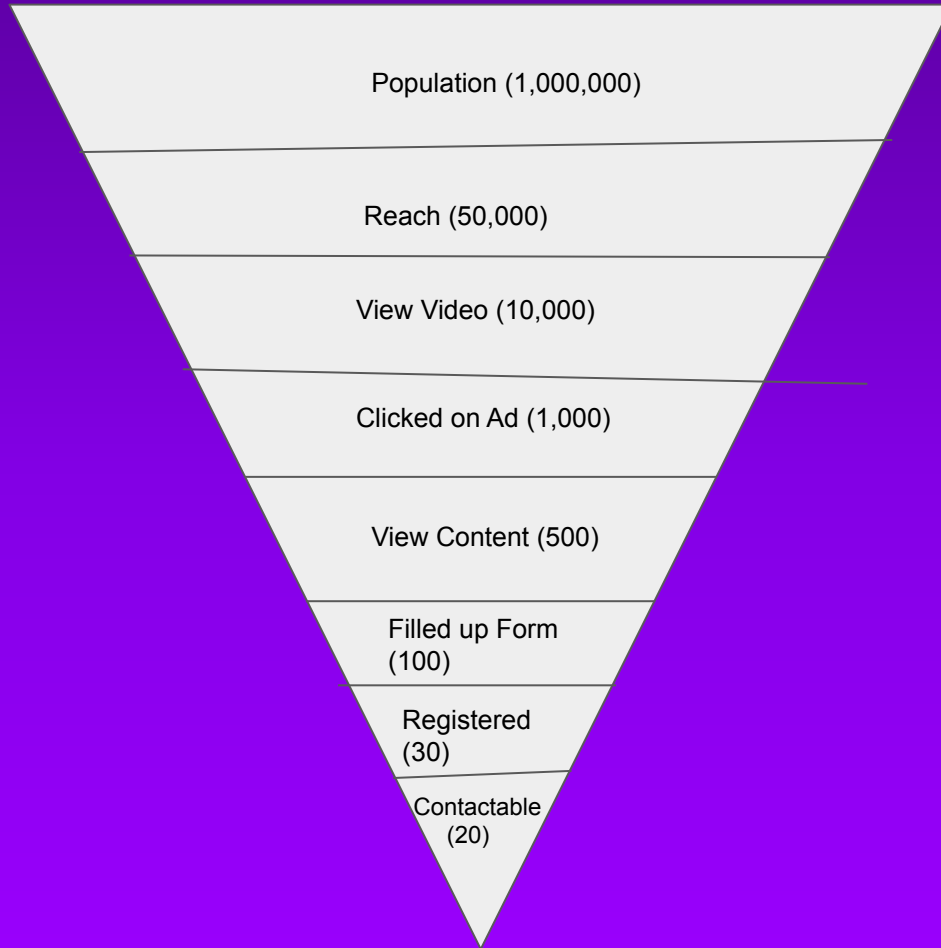
Website Lead Form



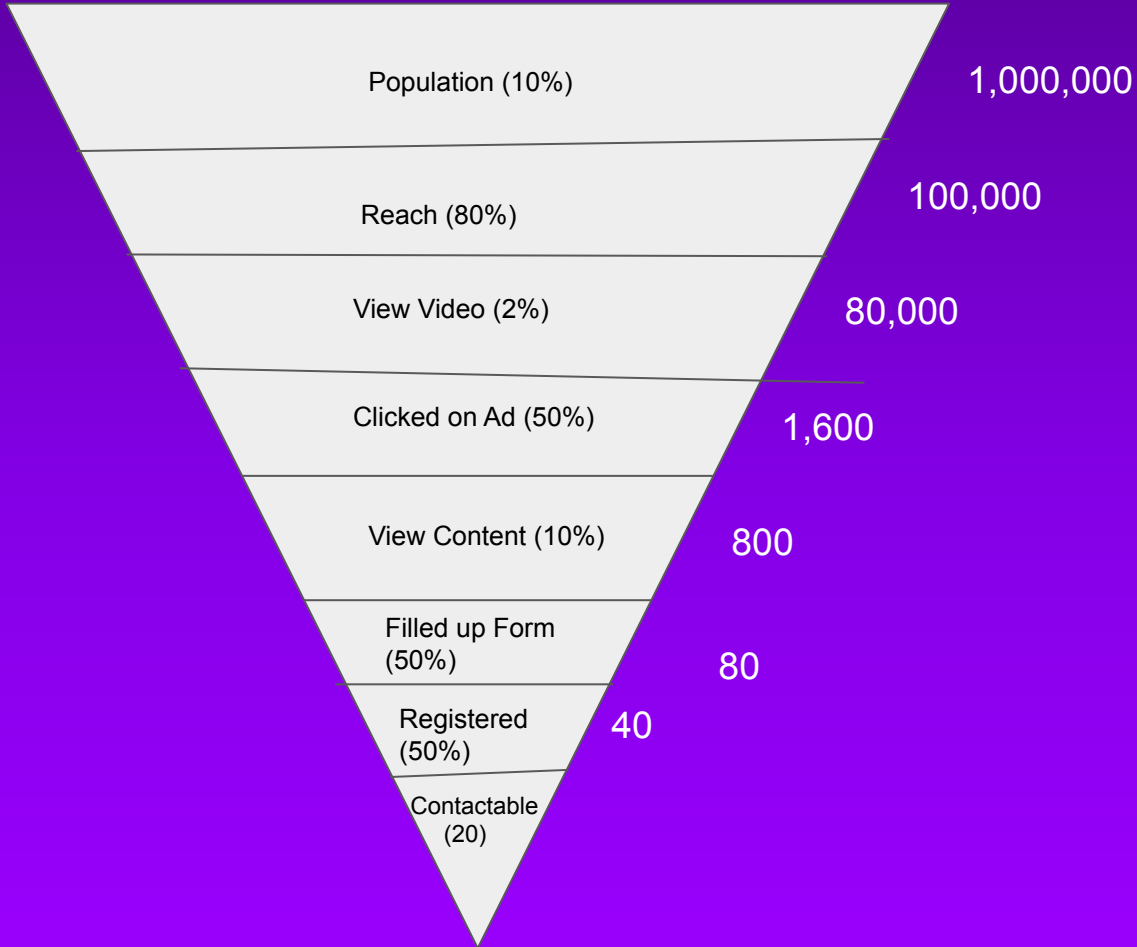
## Rule 3: Know where to get your metric

**Rule 4: Each Campaign can have  
only 1 Objective**

**Rule 2: Upper funnel must  
always have greater volume**



**Rule 5: Get the average  
conversion rate to specify your  
target**





**Rule 6: More steps = more leakages but stronger intent**

Population

Reach

View Video

Clicked on Ad

View Content

Filled up Form

Registered

Contactable

Population

Reach

View Video

Click to Expand

Opened Form

Registered

Contactable