

# CONVERSION MACHINE

## **MODULE 3** Data Analysis & Hypothesis

**VIDEO 13** Transcript  
Sales Funnel

# Sales Funnel

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Hey everyone and welcome.

In this video you are going to learn how to analyse and improve your sales funnel.

As you learned in module 1 video 3 'Terminology' your sales funnel is the path your visitors take through your website from your landing page (the page they first arrive on when visiting your website) to your conversion page (where they buy or sign up or subscribe).

The value of analysing your sales funnel is to understand where visitors are leaving your website from.

You can measure the funnel exits at each step in your sales funnel using quantitative data from Google Analytics. This will teach you where visitors are leaving from.

You can then compare this information and learning with qualitative data points that teach you why visitors are leaving, such as user testing or website and exit intent surveys.

You can then mix both information sources for hypothesis and test ideas and try to reduce the number of funnel exits and in turn improve your sales funnel and profits.

Think of it as a river of potential profit that flows from your visitors to you, every stream that lets water out of the river means that less money flows into your company.

You can learn from quantitative data sources including Google Analytics where those leaks are and use qualitative data sources like user testing or website and exit intent surveys to learn why they exist and how to fix them and redirect the water and potential profit towards you.

For example:

If you are an ecommerce store your sales funnel might look something like this in

# Sales Funnel

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You can see the different steps in the sales funnel, typically an ecommerce websites sales funnel doesn't include steps before the cart as there are many ways a visitor can reach this page.

From a single product page or archive or even the homepage.

Within Google Analytics your sales funnel is represented by three different reports:

- Funnel Visualization
- Goal Flow

These reports have different uses and represent the data you have collected in your account in different ways.