

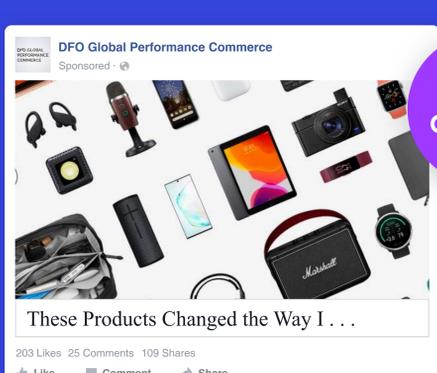
Our CPA-Style Sales Funnel

Platforms such as Google, Facebook, and Taboola offer agencies such as DFO advertisement real estate for purchase.



Monthly retainers
Mark-up
Other silly fees

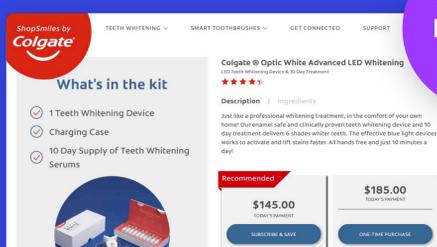
The ad space is paid for **by DFO. We don't charge a monthly retainer fee or markup.** We pay the platform on a per impression or per click basis. Pricing is subject to fluctuations.



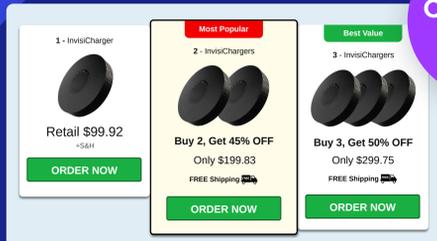
Static and video ads, jointly developed by DFO and the client, are used to engage with consumers. **They are designed to push consumers through to the point of sale, not just further a branded message or brand awareness.** When complete, ads are placed on the media platform and serve as the first interaction between a brand and the consumer.



This is where consumers land after clicking on the ad. **This is DFO-created sales content that educates the consumer on the client's value proposition.** Consumers are now enticed to click a call-to-action, furthering the sales process.



This page is structured around a product or service the client is selling. **The previous content drove consumers here with the intent to purchase, so they are already motivated to proceed to the checkout page.**



This specific checkout page was designed by the client **but built with our input.** We use our years of direct response feedback to optimize the sales funnel and improve consumer experience. Here, consumers enter their payment information and complete their purchase.

In our performance funnel, this is the only place where DFO gets paid

Before this all starts, we agree together on a set price that you'll pay us for each result (e.g. sale) that we drive.

Traffic Platforms



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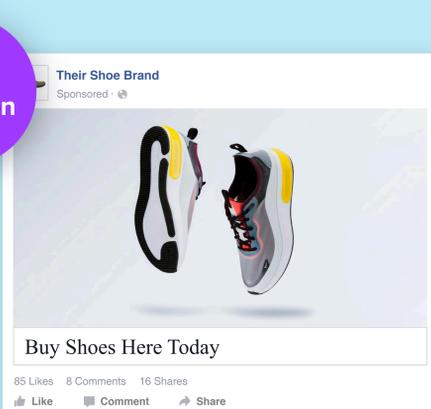
Buying Media



The ad space is paid for **by the client via a monthly agency retainer (not to mention a markup fee).**

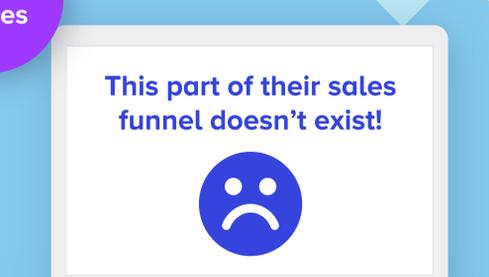
The agency pays the platform on a per impression or per click basis. Pricing is subject to fluctuations.

Ad Creation

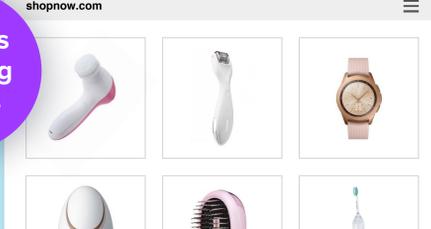


Static and video ads, jointly developed by the agency and the client, are used to engage with consumers. **They are typically beholden to a branded message or awareness concept and aren't designed to encourage sales.** When complete, ads are placed on the media platform and serve as the first interaction between a brand and the consumer.

Landing Pages

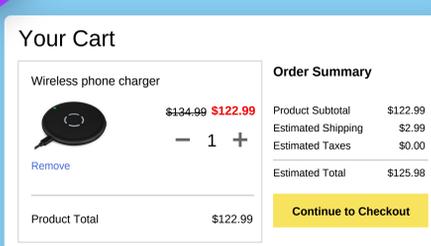


Client's Landing Pages



This is where consumers land if they've clicked on the ad. This is often the front-page of the client's website or a sub-page offering a product or service. **Since there's no content here to continue pushing them through the sales funnel, this is where fall-off most often occurs.**

Checkout Pages



This is the last part of the funnel. It includes information and payment capture real estate, but **nothing in terms of improving and optimizing to ensure a sale is made.**

Upsell



There's no better time to encourage the purchase of additional products under your umbrella than at the point-of-sale. Let us help guide the customer journey and identify your next "hero" product with real consumer data and feedback.



Remarketing



These efforts are still tied to our CPA-style strategy. They are designed to encourage the consumer to continue engaging with the brand. **It's also a strategy to help change the client's mindset from average order value (AOV) to lifetime value (LTV).**

