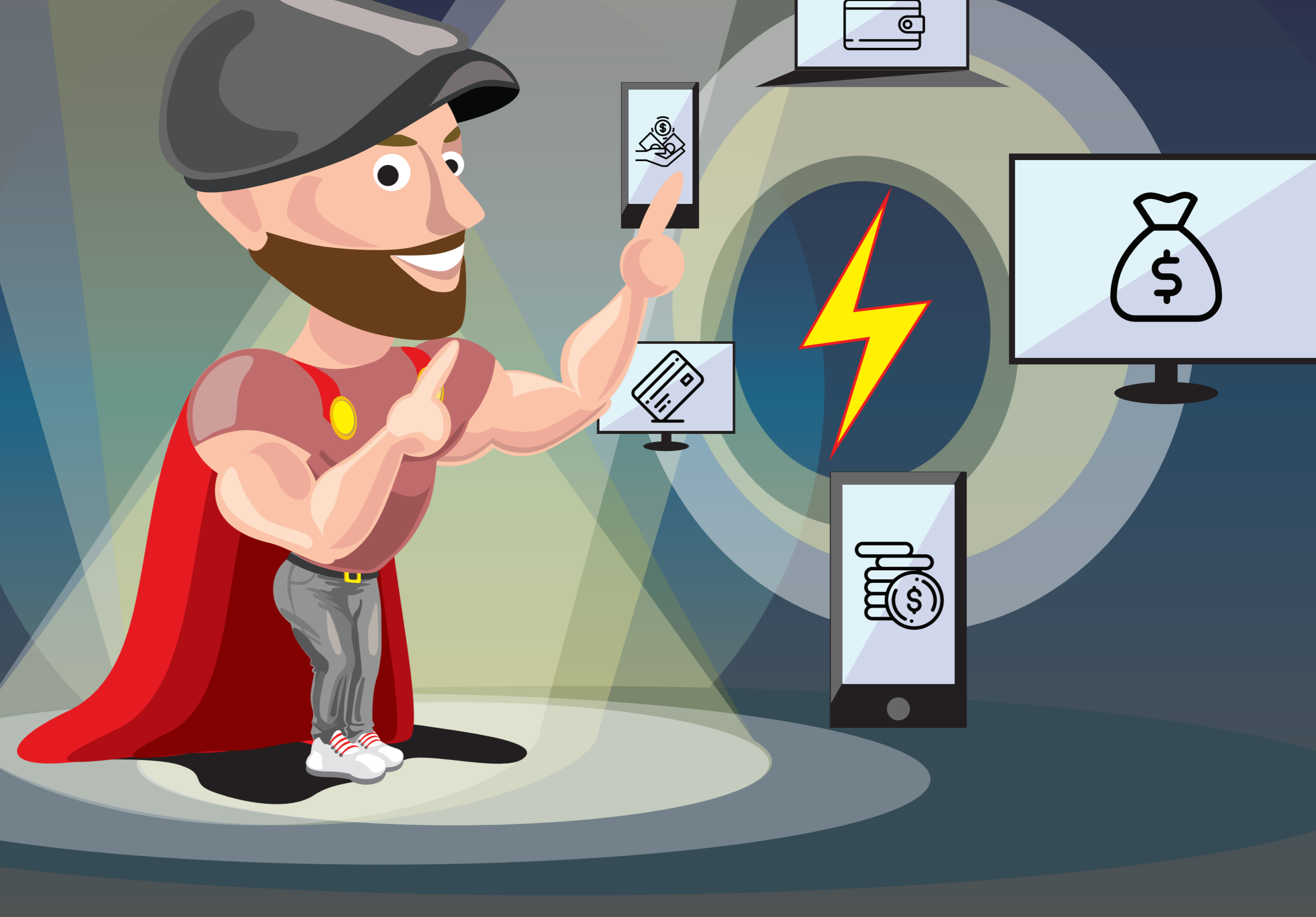


An Ode to the Sales Funnel

SUPERCHARGING Selling in eCommerce

Part 1 of 3 in our series on sales



This is how companies **NORMALLY** sell eCommerce products

- 1** A consumer is reading the news and looking at pictures of puppies and babies on Facebook.
- 2** An ad, designed to catch the consumer's attention, does just that. He clicks on the ad.
- 3** The consumer is transported to a page displaying dozens of different products. It's not particularly enticing and there's no sense of urgency. Maybe he buys, maybe he doesn't.

It's always been done this way – for better, for worse



Luckily, there's a complimentary path that **SUPERCHARGES** the process

The Sales Funnel

Ad

If you make products that consumers want, the goal is to tell them about it! Creating ads designed to invoke a response on a variety of platforms will funnel buyers to your products.



Presale Landing Page

If consumers are interested in your products, ensure they have the information they need via a customized landing page, which are specifically designed to entice and invoke a sense of urgency in the purchase journey.



Checkout Page

Consumers want to order. Great news! Help them execute and use special offers and promotions (discounts, free shipping, etc.) to increase their average product purchase amount.



Upsell

Congrats! You've got customers! Since you've already got their interest, increase their lifetime value immediately via relevant, complementary add-on(s).



Confirmation

Ensure the consumers have their appropriate order, delivery and support info. Now, watch as your products are packed, shipped and delivered!



Where is the Biggest Difference?

- 1** You're taking products to consumers, not the other way around. They don't have to work to find you.



- 2** You introduce consumers not just to one product, but other carefully selected, complementary products they didn't know existed.



The Advantages



Maximize Order Value

Upsells and other special offers boost customer's average order value and widen the gap between a customer's value and their acquisition cost.



Scale quickly

Campaigns are lean and mean, allowing for easy customization. This means optimized targeting, effective creative testing and a solid position for global expansion.



Spend Less

The sales funnel is adapted for a CPA model, where advertising fees apply only to customers that actually purchase the product.

Brought to you by



GLOBAL PERFORMANCE COMMERCE

www.dfo.global sales@dfo.global

Get in touch with Jordan

jordan@dfo.global

[connect >>](#)

