

FINAL INFLUENCE

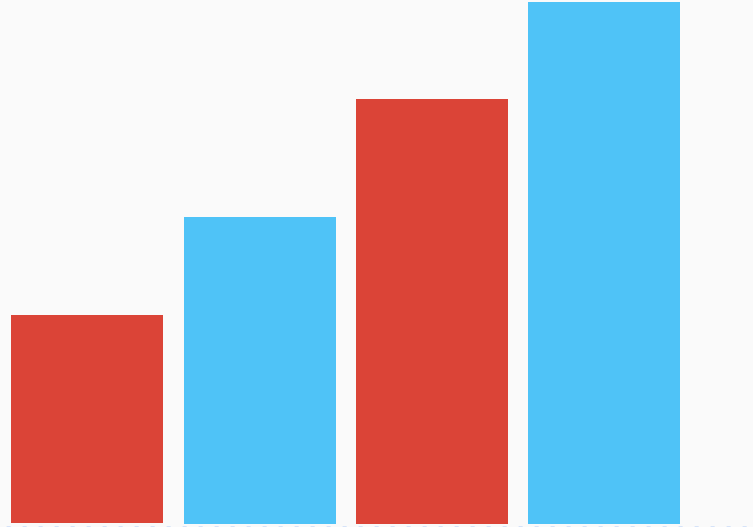
A laptop screen is shown with a dark overlay. On the screen, there is a line graph at the top with a blue line and a green line, and a pie chart below it. The pie chart has a blue section and a green section. The text 'New Visitor' and 'Returning Visitor' is visible next to the pie chart. The text '19 av.' is visible below the line graph. The text 'New Visitor' and 'Returning Visitor' is visible next to the pie chart. The text '19 av.' is visible below the line graph.

Funnel Influence:

Module 6: Tracking Metrics

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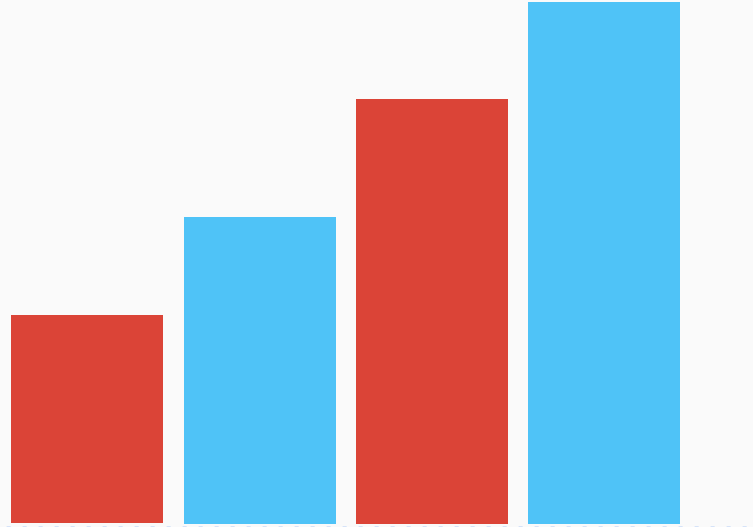
In Module 6 you'll learn:



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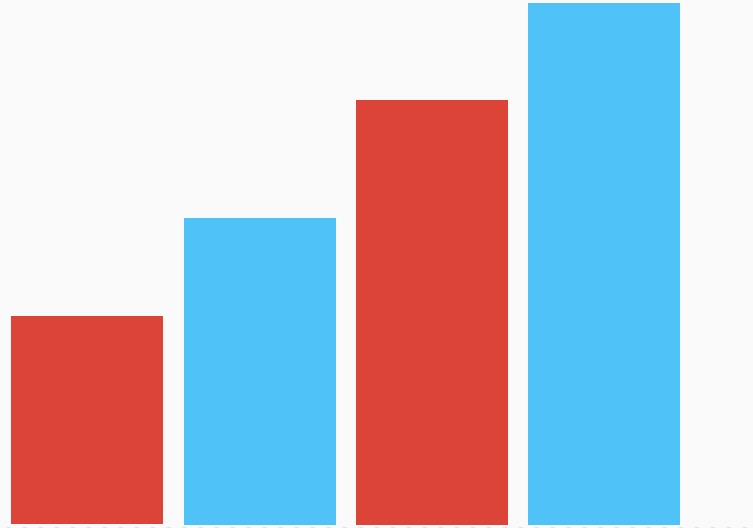
- Why metrics are crucial



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In Module 6 you'll learn:

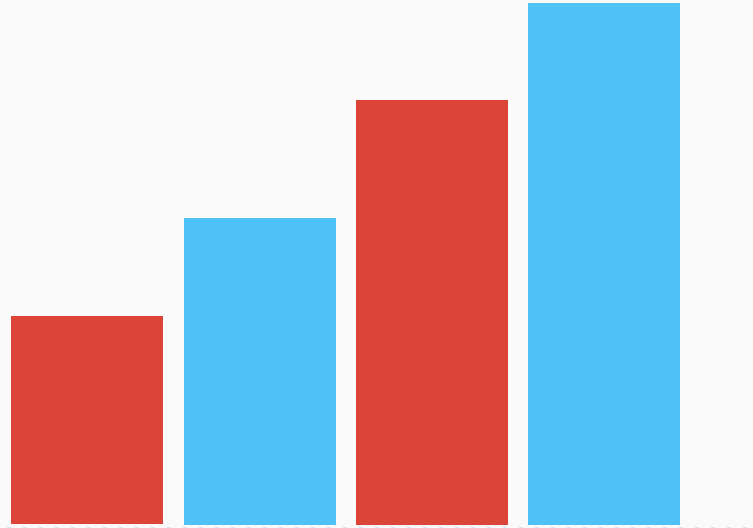
- Why metrics are crucial
- Which ones you should track



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In Module 6 you'll learn:

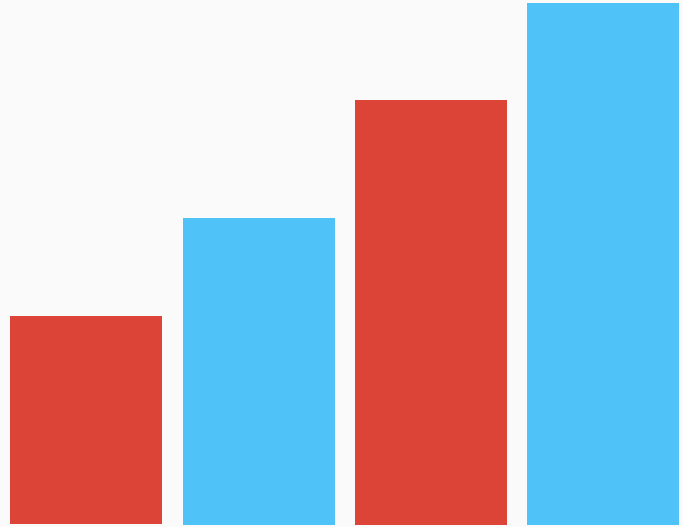
- Why metrics are crucial
- Which ones you should track
- Simple tracking tech



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In Module 6 you'll learn:

- Why metrics are crucial
- Which ones you should track
- Simple tracking tech
- How to use this data to get more leads, more sales & more profits



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Why track metrics?



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Why track metrics?

- You can't improve what you don't measure



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Why track metrics?

- You can't improve what you don't measure
- Pinpoint leaks in your bucket



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Why track metrics?

- You can't improve what you don't measure
- Pinpoint leaks in your bucket
- Insights into what people are really doing
In your funnel - not what you THINK or
HOPE they're doing...



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The 5 Metrics Crucial To Your Success:



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The 5 Metrics Crucial To Your Success:

1. Value Per Lead



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The 5 Metrics Crucial To Your Success:

1. Value Per Lead = revenue/signups



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The 5 Metrics Crucial To Your Success:

1. Value Per Lead = $\text{revenue} / \text{signups}$
2. Lifetime Customer Value



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The 5 Metrics Crucial To Your Success:

1. Value Per Lead = $\text{revenue} / \text{signups}$
2. Lifetime Customer Value = total revenue



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The 5 Metrics Crucial To Your Success:

1. Value Per Lead = $\text{revenue} / \text{signups}$
2. Lifetime Customer Value = total revenue
3. Return on Ad Spend



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The 5 Metrics Crucial To Your Success:

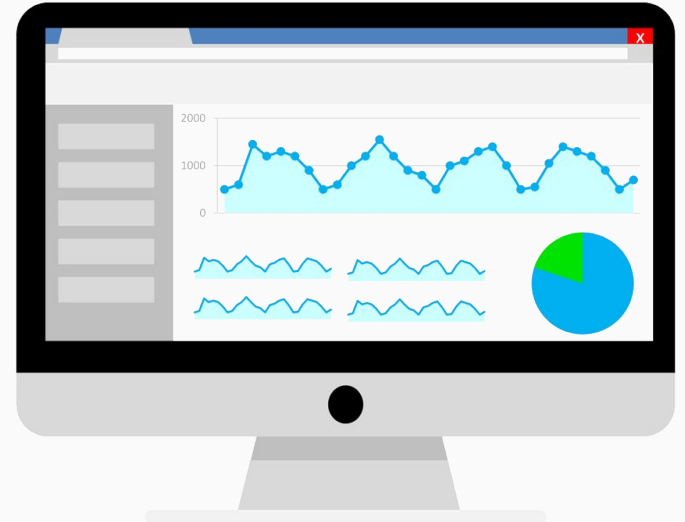
1. Value Per Lead = $\text{revenue} / \text{signups}$
2. Lifetime Customer Value = total revenue
3. Return on Ad Spend = $\text{revenue from paid ads} / \text{ad spend}$



Funnel Influence

The 5 Metrics Crucial To Your Success:

1. Value Per Lead = $\text{revenue} / \text{signups}$
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3. Return on Ad Spend = $\text{revenue from paid ads} / \text{ad spend}$
4. LP Signup Rate



Funnel Influence

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5. Cost Per Lead



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4. LP Signup Rate = $\text{signups} / \text{visitors}$
5. Cost Per Lead = $\text{ad spend} / \text{signups}$



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5 other important metrics:



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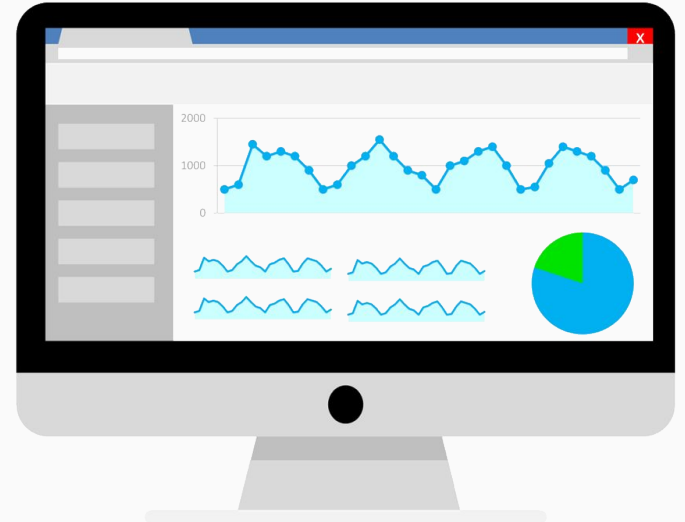
- Sales page conversion rate



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5 other important metrics:

- Sales page conversion rate
- Email open rate



Funnel Influence

5 other important metrics:

- Sales page conversion rate
- Email open rate
- Email click-to-open rate



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5 other important metrics:

- Sales page conversion rate
- Email open rate
- Email click-to-open rate
- Refund rate



Funnel Influence

5 other important metrics:

- Sales page conversion rate
- Email open rate
- Email click-to-open rate
- Refund rate
- Upsell take rate



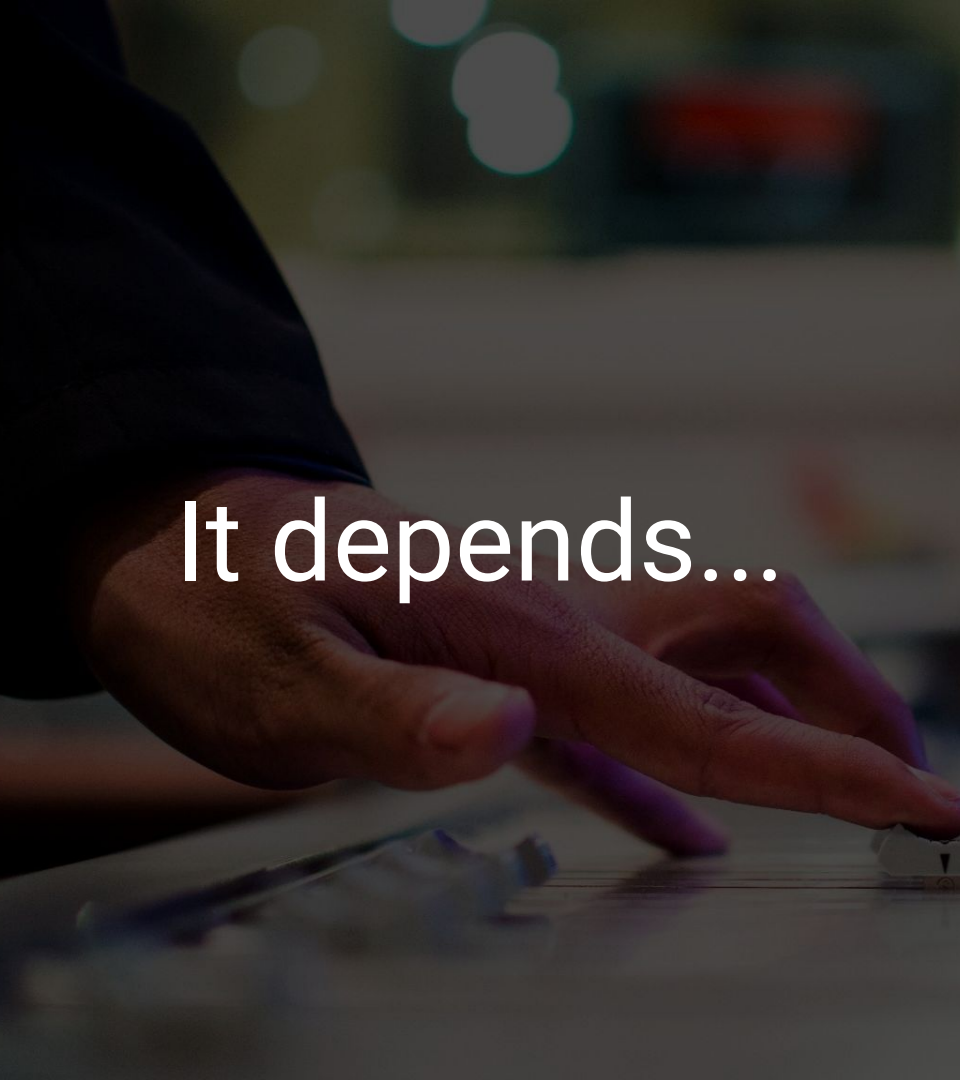
A close-up, low-angle shot of a person's hands playing a stringed instrument, likely a guitar. The hands are positioned over the strings, with fingers pressing down. The background is heavily blurred, showing out-of-focus lights and shapes, suggesting an indoor setting with ambient lighting. The overall tone is artistic and moody.

But...

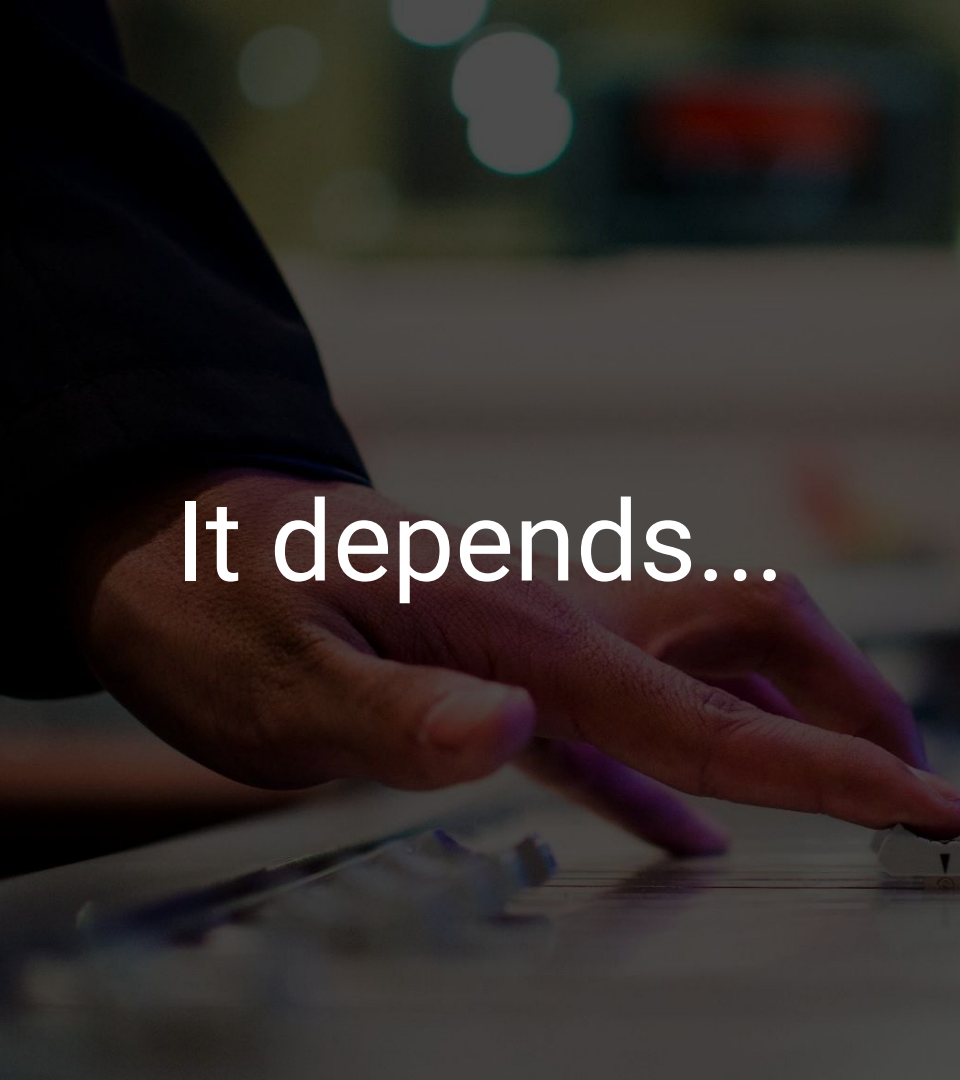
A close-up photograph of a person's hand holding a pen, poised to write on a document. The background is blurred, showing some indistinct shapes and colors. The text 'But...' is overlaid on the image in a large, white, sans-serif font.

But...

Do I really need to track
ALL those numbers?

A close-up photograph of a person's hands playing a stringed instrument, likely a guitar. The hands are positioned over the strings, with fingers pressing down. The background is out of focus, showing bokeh lights in shades of green and blue. The overall lighting is dim, creating a moody atmosphere.

It depends...

A close-up, low-angle shot of a person's hands playing a stringed instrument, likely a guitar. The hands are positioned over the fretboard, with fingers pressing down on the strings. The background is heavily blurred, showing out-of-focus lights and shapes, suggesting an indoor setting with ambient lighting. The overall tone is artistic and focused on the tactile interaction with the instrument.

It depends...

Whether you want to
SCALE or if you're happy to
stay a small player

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I know half of my advertising is wasted - I
just wish I knew which half

John Wannamaker, pioneering entrepreneur

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Next steps:



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Next steps:

1. Make a list of metrics to track

- Value per lead, Lifetime customer value, Signup rate



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Next steps:

1. Make a list of metrics to track
 - Value per lead, Lifetime customer value, Signup rate
2. Sign up for some free apps
 - Google Analytics, HotJar, ConversionFly



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Next steps:

1. Make a list of metrics to track
 - Value per lead, Lifetime customer value, Signup rate
 2. Sign up for some free apps
 - Google Analytics, HotJar, ConversionFly
 3. Set up GA and start watching the results!
 - Monitor signup rate & conversion rate
-

Next Up:

Next Up:

Module 7: Innovation

- *How to double, 10x, 100x your results*
- *New & exciting touch points*
- *Using leverage to get big results from small numbers in a basic funnel*