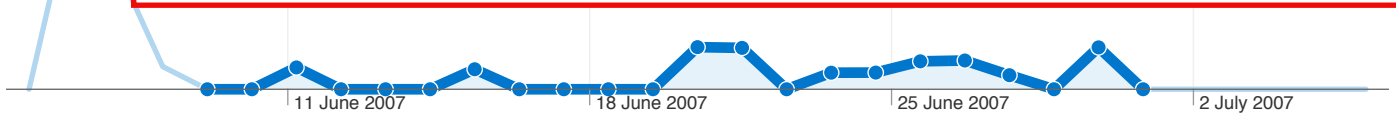


# Goal Funnel Before Optimisation

9 Jun 2007 - 30 Jun 2007

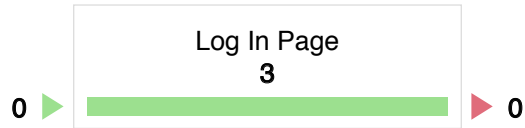
The funnel shows the path that a purchaser takes through the web site in order to make a purchase. At each stage of the funnel it is possible to see the number of users abandoning the funnel at that point, and the number of users entering it.

The objective is to maximise progression to the next stage at every stage of the sales funnel. This involves identifying any areas where funnel abandonment is higher than it ought to be, to identify reasons why and to remove those reasons.

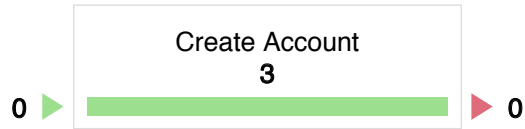


## Buy Something





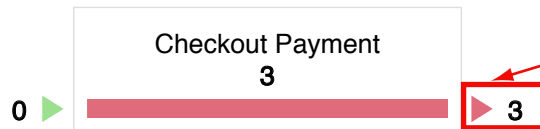
**3 (100%)**  
proceeded to Create Account



**3 (100%)**  
proceeded to Checkout Shipping



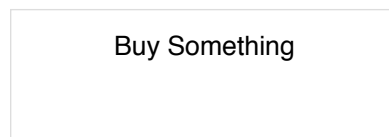
**3 (100%)**  
proceeded to Checkout Payment



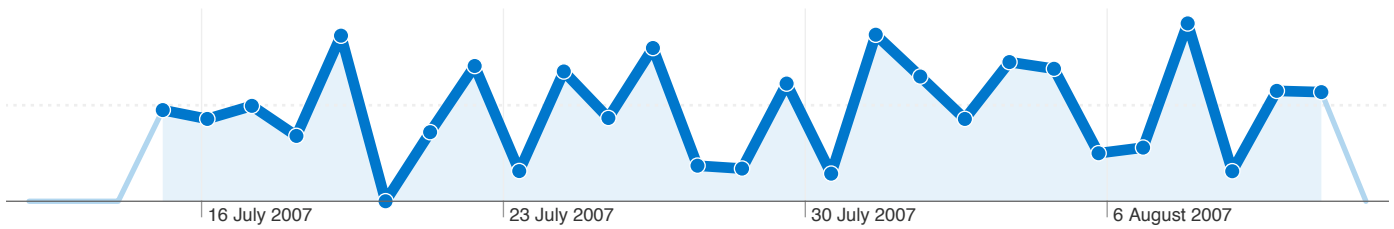
**0 (0%)**  
proceeded to Buy Something

(exit)	2
/logoff.php	1

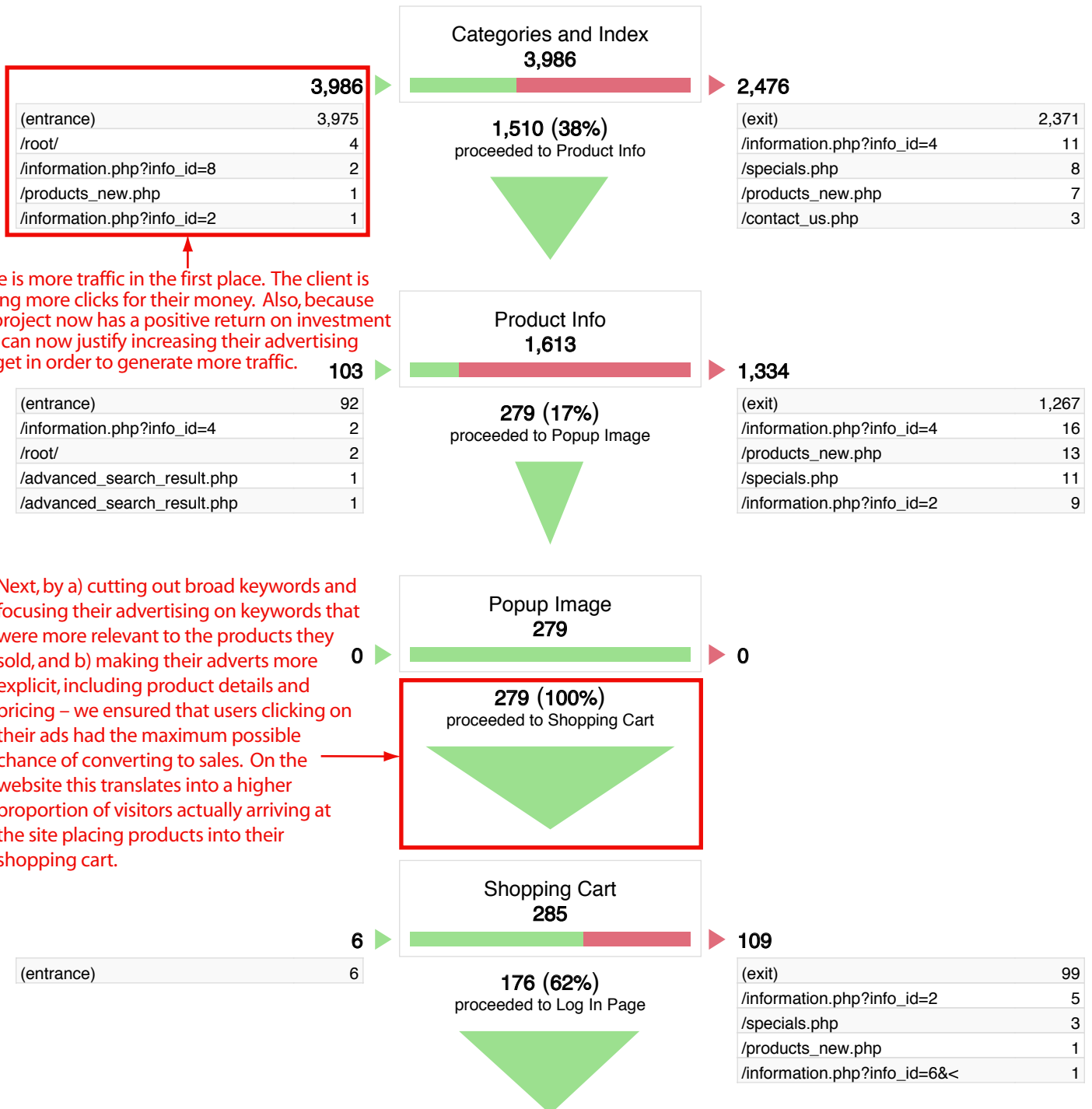
Funnel abandonment too high

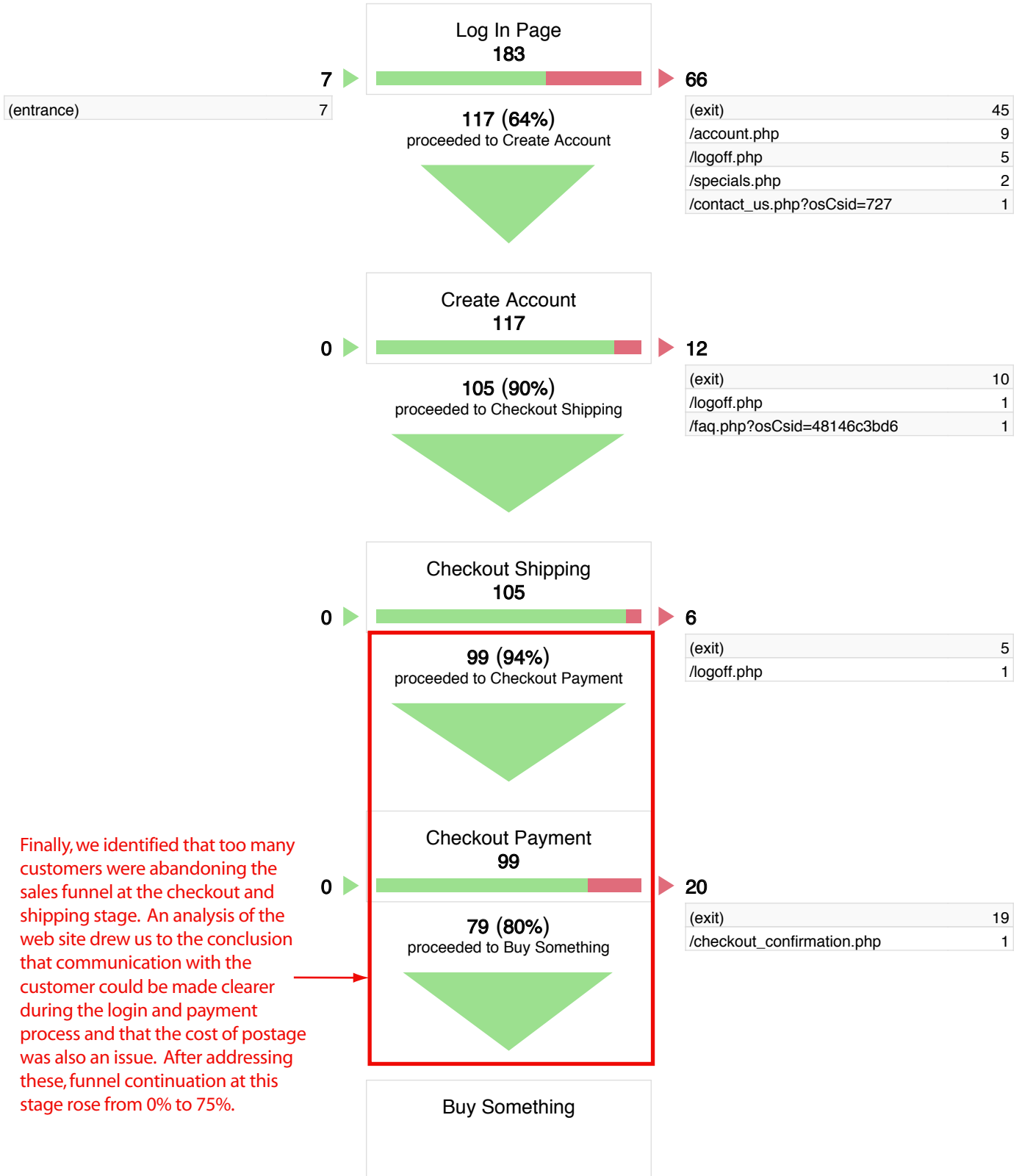


# Goal Funnel after optimisation by AdStorm 15 Jul 2007 - 10 Aug 2007



## Buy Something





Finally, we identified that too many customers were abandoning the sales funnel at the checkout and shipping stage. An analysis of the web site drew us to the conclusion that communication with the customer could be made clearer during the login and payment process and that the cost of postage was also an issue. After addressing these, funnel continuation at this stage rose from 0% to 75%.

