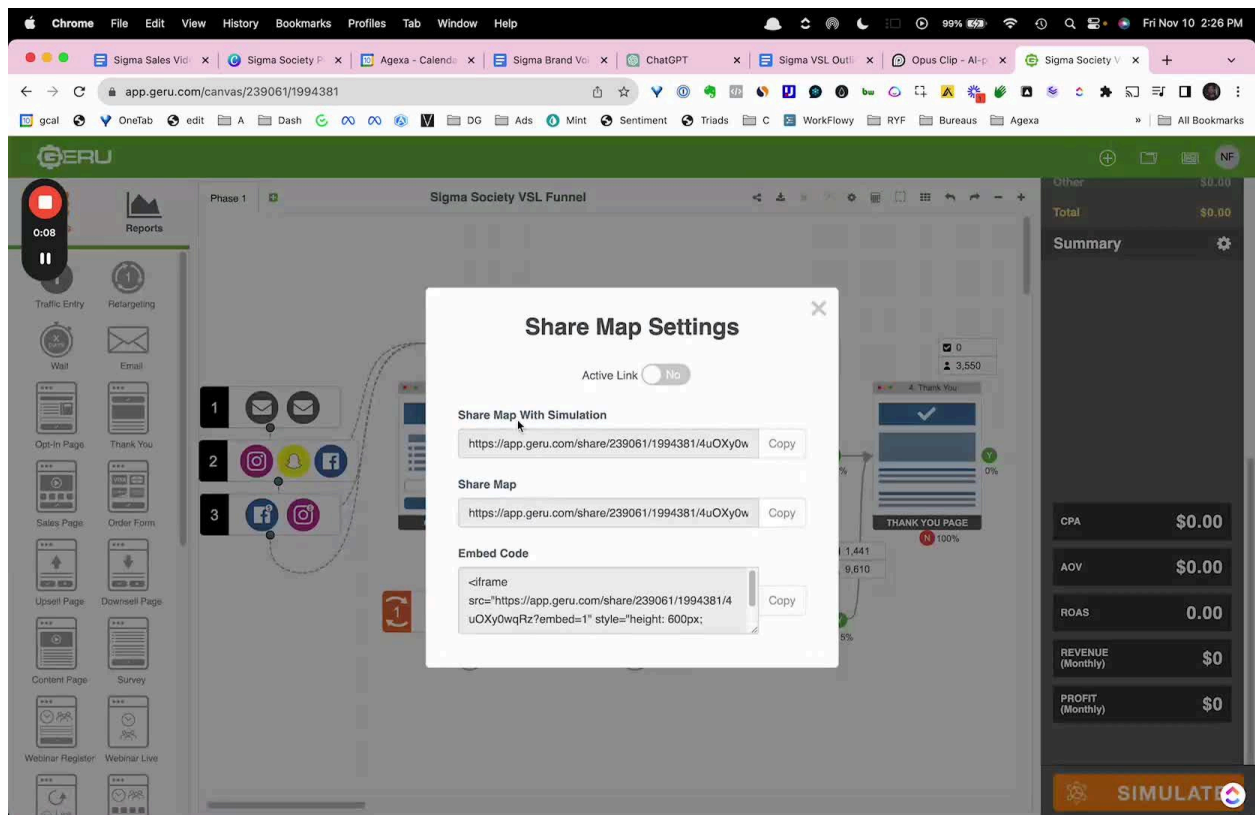


Girou Funnel Documentation

Overview

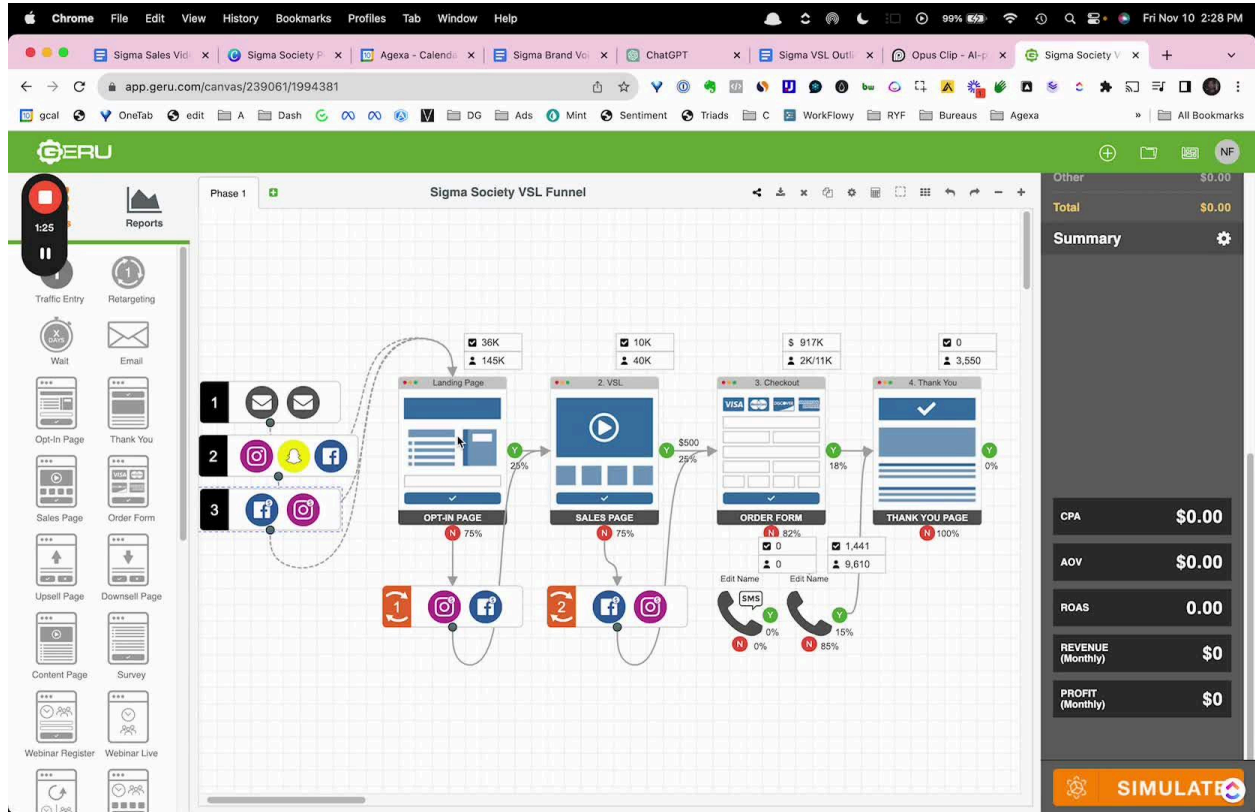
This documentation outlines the structure and flow of the Girou funnel, detailing traffic sources, conversion rates, and retargeting strategies. It provides insights into the assumptions made for estimating visitor numbers and conversion metrics for the first month of operation.

Traffic Channels Overview 0:09



- The funnel begins with various traffic channels, including:
 - **Email Sources:**
 - 16,000 emails from the Snap survey.
 - Estimated 600 visitors from the Ignite email list based on size and click-through rate.
 - **Organic Media:**
 - Estimated visitors from social media platforms (Instagram, Snap, Facebook).
 - **Paid Media:**
 - Targeting ads to a warm audience of approximately 75 million people who have interacted with Dan's content.

Landing Page Conversion Rate 1:26



- The landing page is assumed to have a **25% conversion rate**.
- This is based on typical performance metrics, where:
 - 35% is the highest observed conversion rate.
 - 25% is considered a good benchmark.
- The design inspiration for the landing page is based on a URL from Soho House.

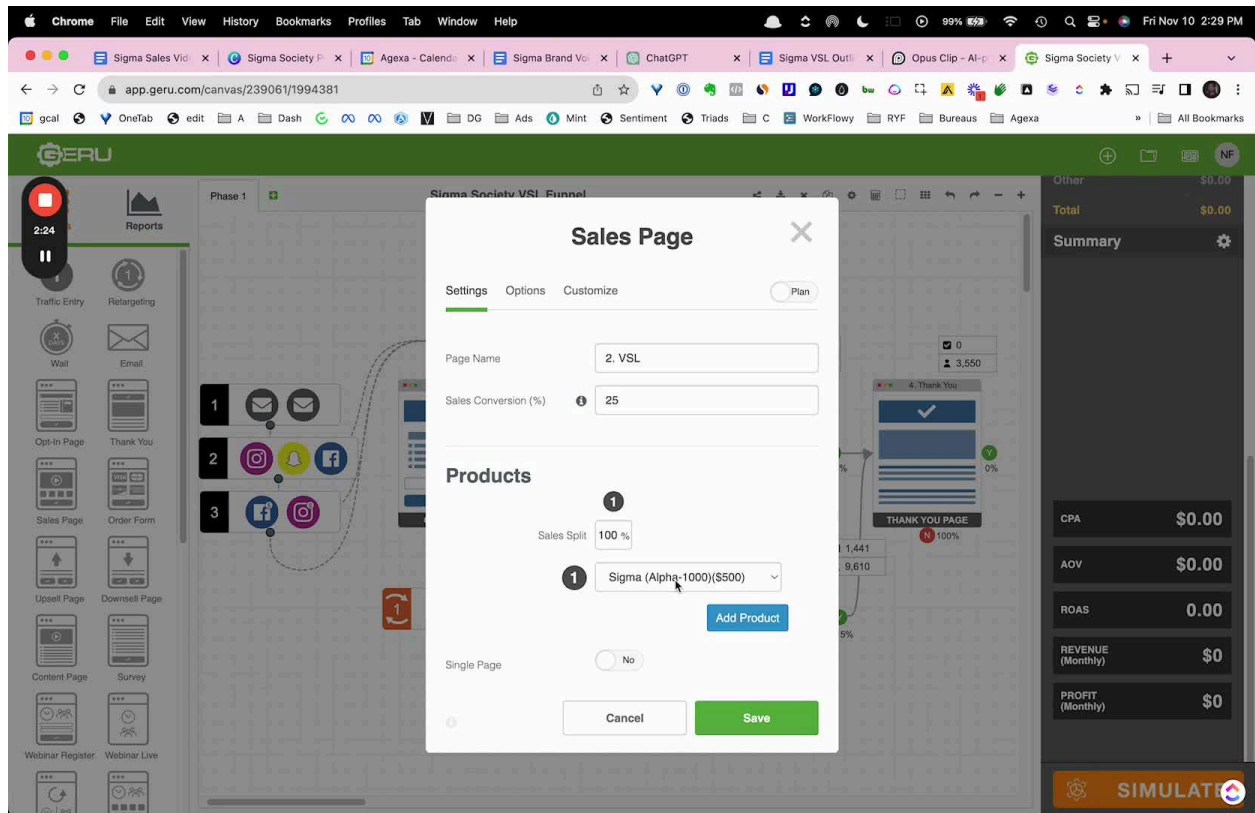
Visitor Flow and Retargeting 2:01

The screenshot shows the GERU VSL Funnel interface. A modal window titled "Retargeting 1: Traffic Sources" is open, displaying a table of retargeting campaigns. The table has four columns: Campaign Name, Source, Ratio, and Revisit Rate. Two campaigns are listed: "Retargeting" with a source of "Instagram Ads", a ratio of 80, and a revisit rate of 4; and "FB Retargeting" with a source of "Facebook Ads", a ratio of 20, and a revisit rate of 4. The interface also shows a funnel diagram on the left and a summary panel on the right with various metrics like CPA, AOV, ROAS, Revenue, and Profit.

Campaign Name	Source	Ratio	Revisit Rate
Retargeting	Instagram Ads	80	4
FB Retargeting	Facebook Ads	20	4

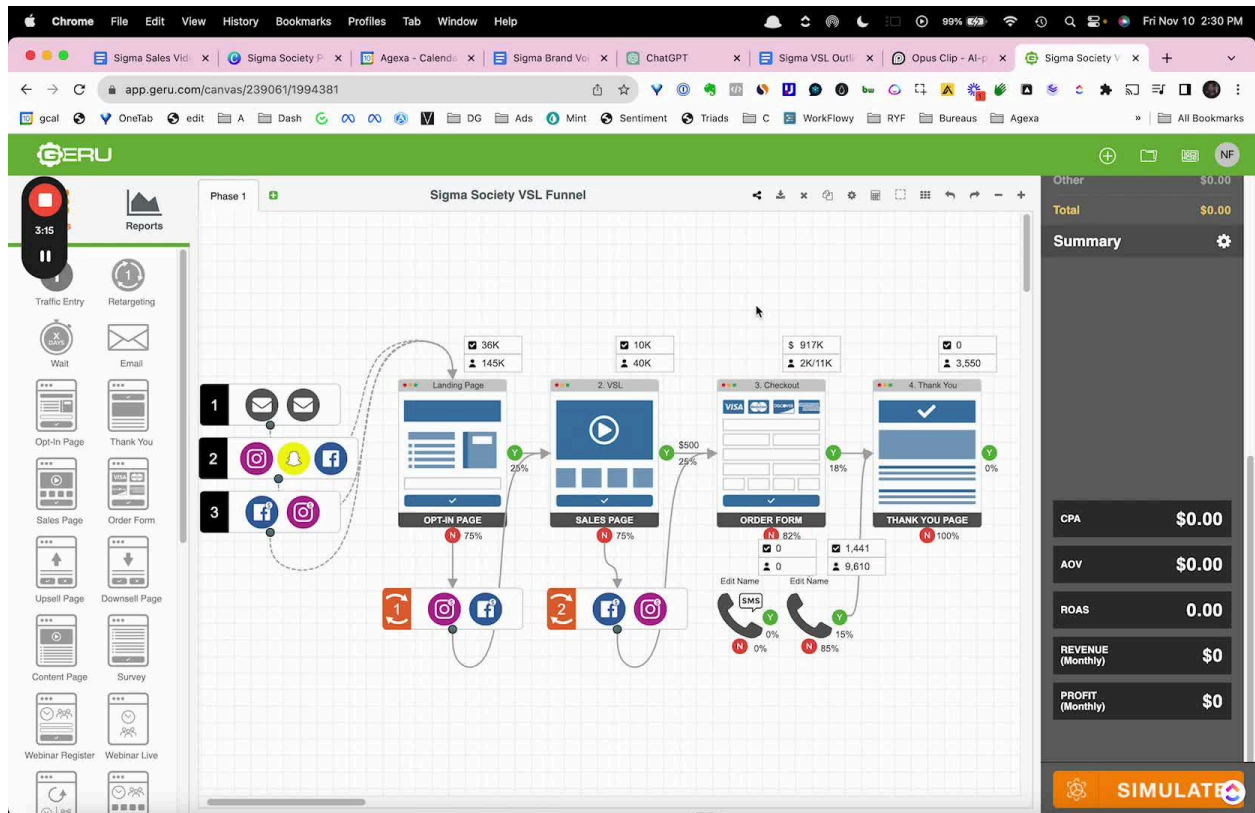
- After the landing page, 25% of visitors are expected to advance to the next stage, while 75% will not.
- Retargeting strategies include:
 - Using email to bring visitors back.
 - Retargeting ads on Instagram and Facebook based on web visits.

VSL Page and Product Offering 2:25



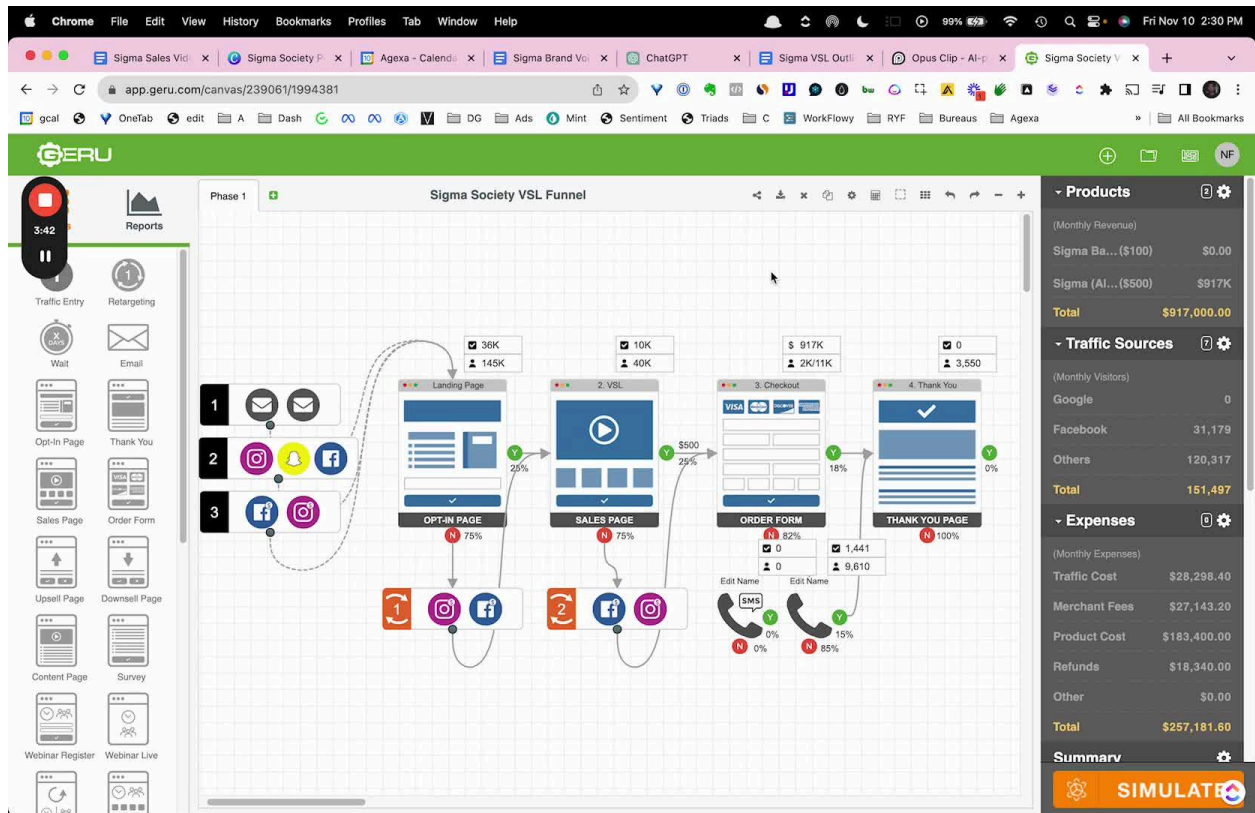
- The next step is the Video Sales Letter (VSL) page, with a 25% throughput rate.
- The product being sold is priced between **\$500 and \$600**.
- Again, 25% of visitors are expected to advance to the checkout page.

Checkout Page Conversion Rate 3:16



- The checkout page is assumed to have an **18% checkout rate**.
- This rate can vary based on factors such as:
 - Product offerings.
 - Financing options.
- Retargeting strategies for visitors who do not complete the checkout include:
 - SMS and phone calls to encourage completion.
 - Direct credit card processing over the phone if necessary.

Simulation and Adjustments 3:43



- The funnel allows for simulation of traffic estimates and conversion rates.
- Users can adjust estimates (e.g., increasing Instagram clicks to 35,000) and rerun simulations to see updated results.
- The current model is for phase one, with potential for deeper analysis in phase two based on further input from Jonathan and Harvey.

<https://loom.com/share/6397740f1c034bbcb41ae1abf95a28d9>