

# Funnel Reviews

# WHAT WE WILL DISCUSS...

- Review Top Performing Sales Funnels
- Steps In Sales Funnel
- Why It Works
- What Makes It Unique
- Where It Can Be Better

# CrazyEgg.com

- What Is CrazyEgg.com?
- Heat Map Tracking
- How User Interact With Your Site

# CrazyEgg.com - Steps In The Funnel

- Traffic from Referrals, Organic, Blog and Ads
- Homepage
- Pricing
- Checkout

# CrazyEgg.com - Why It Works

- Smart Funnel - Remembers where you exited the site
- 30 day trial to start
- Very direct funnel

# CrazyEgg.com - What Makes It Unique

- Original Design
- First step - 2 choices
- Exit Pop

# Groupon.com

- What Is Groupon.com?
- Offers exclusive deals mainly based on your location
- For a set time - usually measured in days

# Groupon.com - Steps In The Funnel

- Traffic coming from ads, direct, referrals, affiliates and organic
- Homepage - Location based
- Internal View - Related deals
- Checkout



# Groupon.com - Why It Works

- People love deals
- Brand recognition
- Email Follow Up
- Reviews
- Related deals

# Groupon.com - What Makes It Unique

- Relies on Email List
- Can give almost no information upfront - simple concept = deals

# Groupon.com - Where It Can Be Better

- Gone from “Deal of the Day” to a sprawling clearinghouse
  - Removes the ‘scarcity’
- Boring design/layout

# Grasshopper.com

- What Is grasshopper.com?
- Virtual Phone Systems

# Grasshopper.com - Step In The Funnel

- Traffic from PR, blog and ads
- Homepage
- How It Works - Combined features
- Pricing
- Checkout

# Grasshopper.com - Why It Works

- Excellent PR
- Testing and changes implemented often
- Clear communications
- Explicit summary of cost

# Grasshopper.com - What Makes It Unique

- Original character design
- Social Proof
- Simplicity of Product

# Grasshopper.com - Where It Could Be Better

- More practical appeal to logic



# Basecamp.com

- What Is basecamp.com?
- Simple task management system
- Was 37 signals - simplicity
- Very popular with the start-up crowd

# Basecamp.com - Steps In The Funnel

- Traffic from a wide variety of sources: blog, PR, Organic, referrals
- Homepage
- 60-day free trial

# Basecamp.com - Why It Works

- Tons of social proof - Decade
- Leader in cloud-based Project Management software
- Very simple sign up process

# Basecamp.com - What Makes It Unique

- Fun and minimalistic
- Very low risk
- Social Proof
- Value is front loaded with 60 day free trial

# Basecamp.com - Where It Could Be Better

- Consider converting from cartoon drawing to real people.  
Makes it more personal

# Mixergy.com

- What Is mixergy.com
- Entrepreneurs teach and tell their startup stories

# Mixergy.com - Steps In The Funnel

- Traffic from email list, organic, social media and referrals
- Homepage
- Content list
- Premium content
- Pricing
- Checkout - pop up

# Mixergy.com - Why it Works

- Transparent
- Tons of Value
- Aggressive email list building



# Mixergy.com - What Makes It Unique

- Blog based
- Library model

# Mixergy.com - Where It Could Be Better

- Pricing packages
- Minimal number of credit card fields - comfort level