

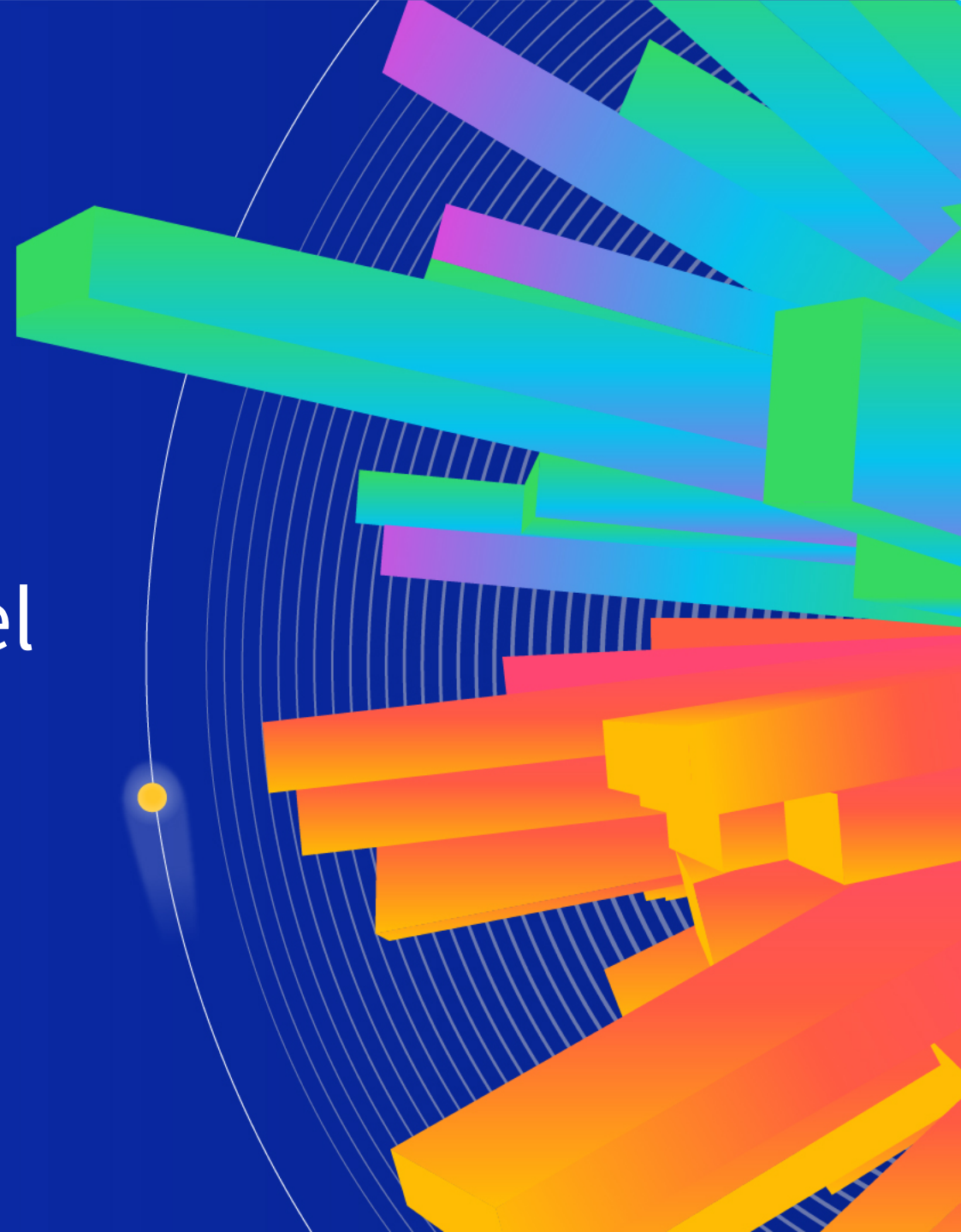
ACTIVATE **19**
The Growth Marketing Conference

Growth Strategies to Build a Deadly Conversion Funnel

Matthew Erley
VP of Growth, Havenly

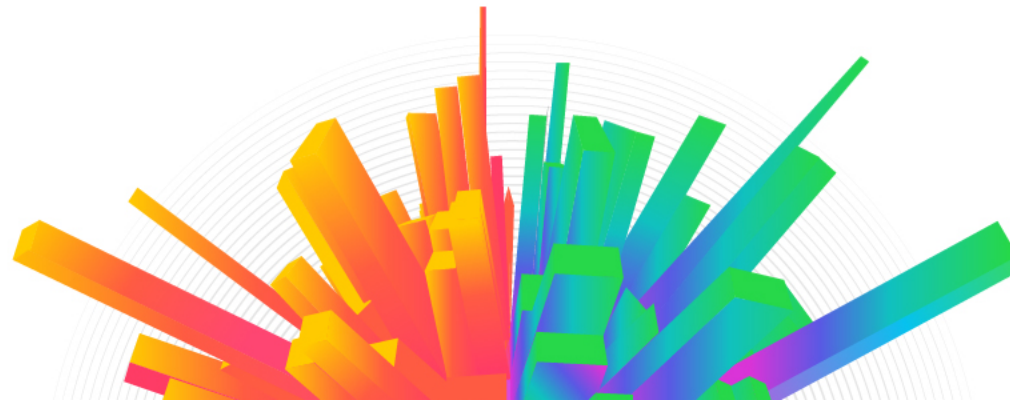


Presented by:  *iterable*



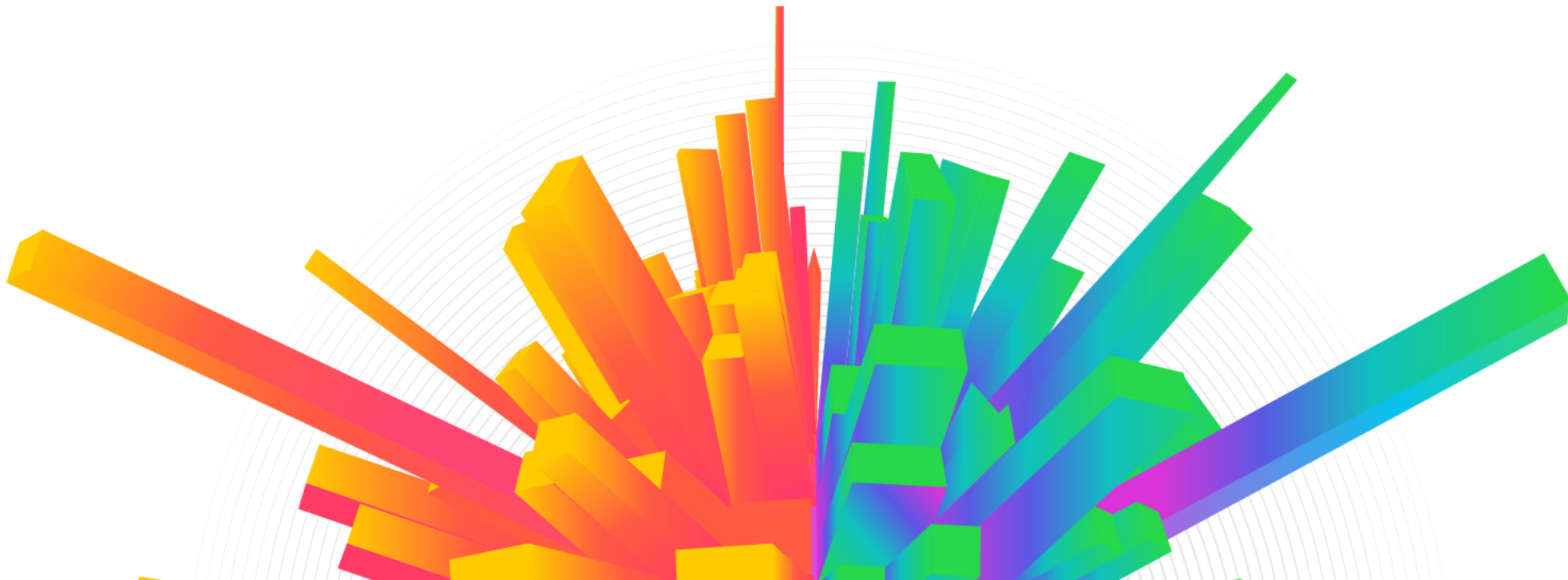
Our Agenda

1. How has acquisition changed?
2. The modern way to think about the funnel
3. Conversion best practices



How has tech/startup growth changed in the last 5 years?

Hint: It's not as straightforward as it used to be!

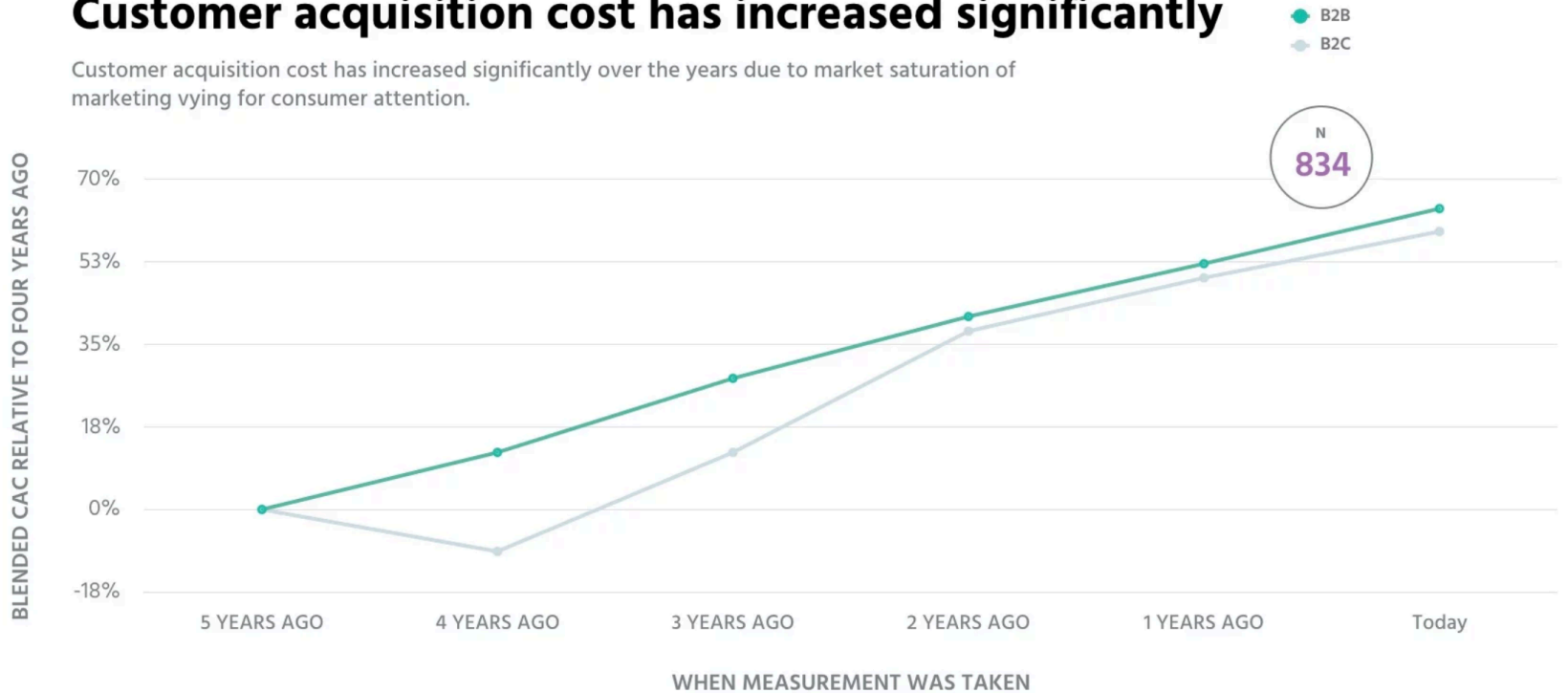




UNIT ECONOMICS AREN'T WHAT THEY USED TO BE

Customer acquisition cost has increased significantly


Customer acquisition cost has increased significantly over the years due to market saturation of marketing vying for consumer attention.



CLICK TO SHARE 

N = 834 companies

SOURCE: 2018 CAC STUDY

Brought to you by 

Anyone else received this email?



[Redacted name]

to me ▾

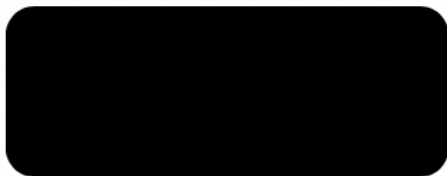
Hi Matt,

Dave here from [Redacted]. We are working with other ecommerce clients just like Havenly to accelerate top of funnel growth and I know we can help you. We've seen average CPA decreases of 48%+ through our proprietary social bidding and optimization tool. You will be blown away.

Let's talk!

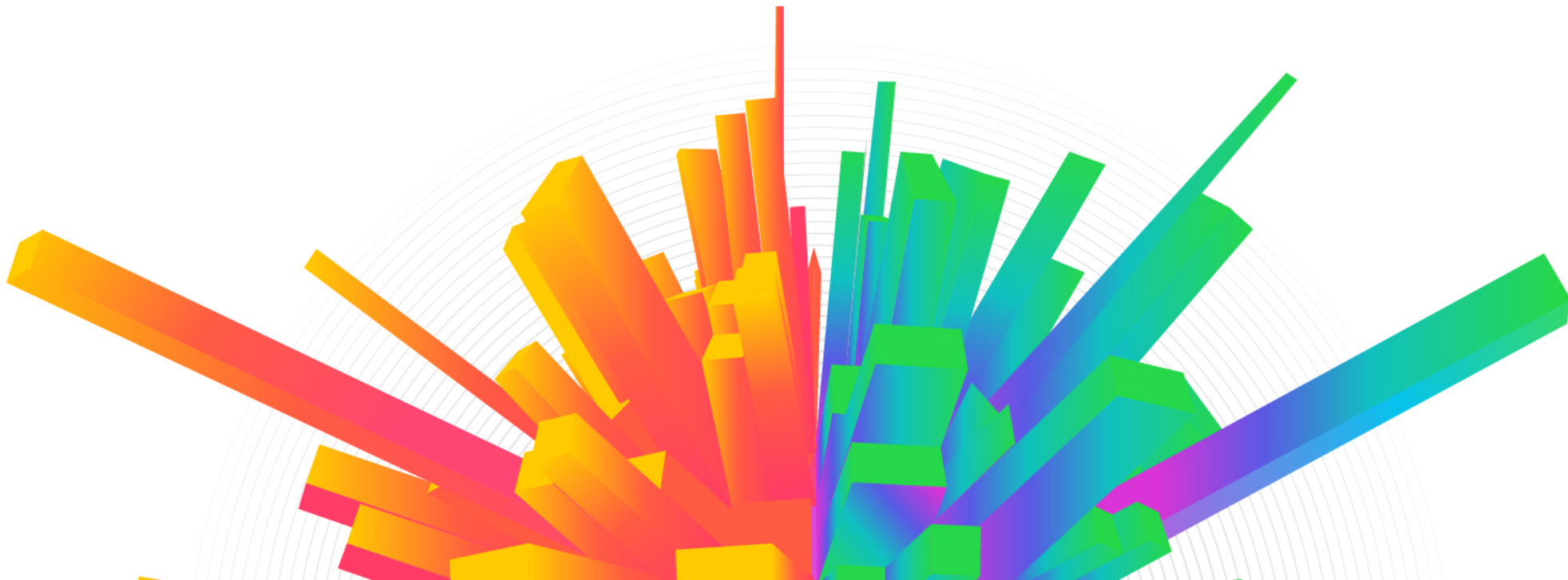
Dave

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Social acquisition arbitrage is over – It's time to rethink the funnel

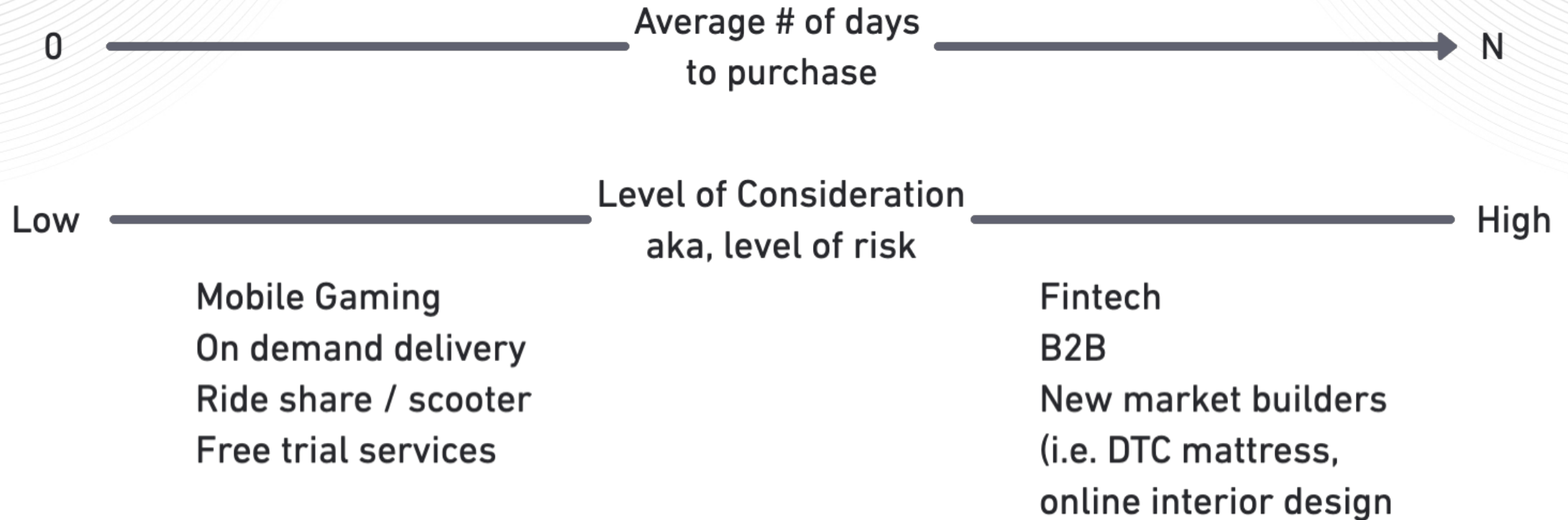


A Brief Intro to Havenly

- Online interior design service that makes decorating fun, easy, and affordable.
- 100,000+ designs completed for happy clients.
- Design packages from \$19 to \$169
- Full ecommerce ordering from hundreds of furniture brands



The Consideration Spectrum



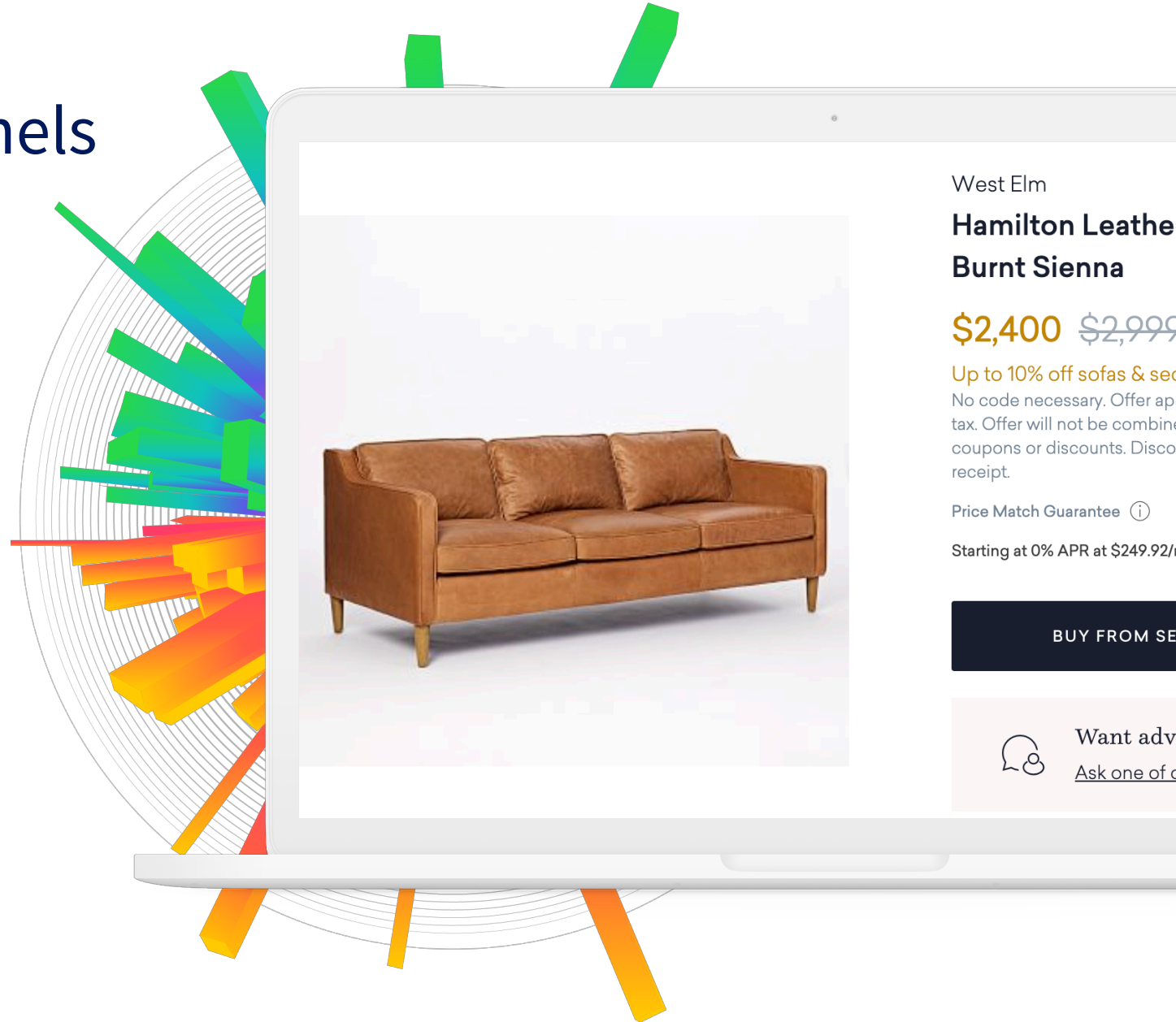
Low Consideration Funnels

- Very literal and straightforward understanding of the product/service
- More of an acquisition retention game than conversion.
- Top of funnel volume focus – expecting higher churn

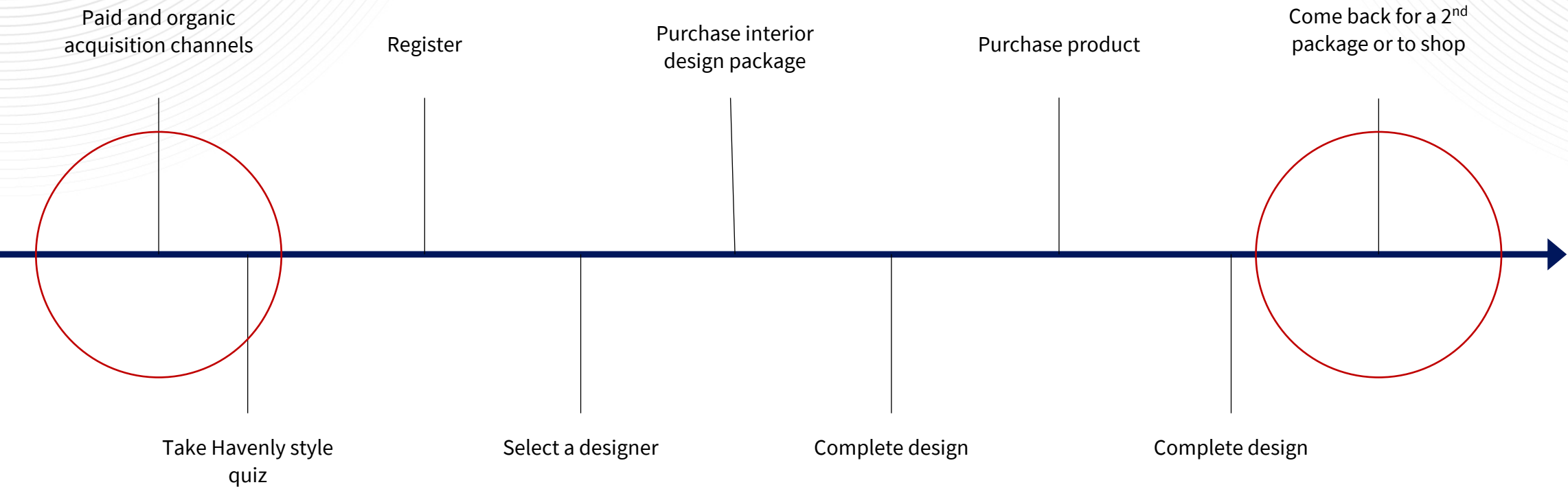


High Consideration Funnels

- Tend to see more drop off within the funnel
- Lots of research, returning, questioning, etc.
- Tactics: reviews, happiness guarantee / returns, testimonials, remarketing, welcome series, etc.

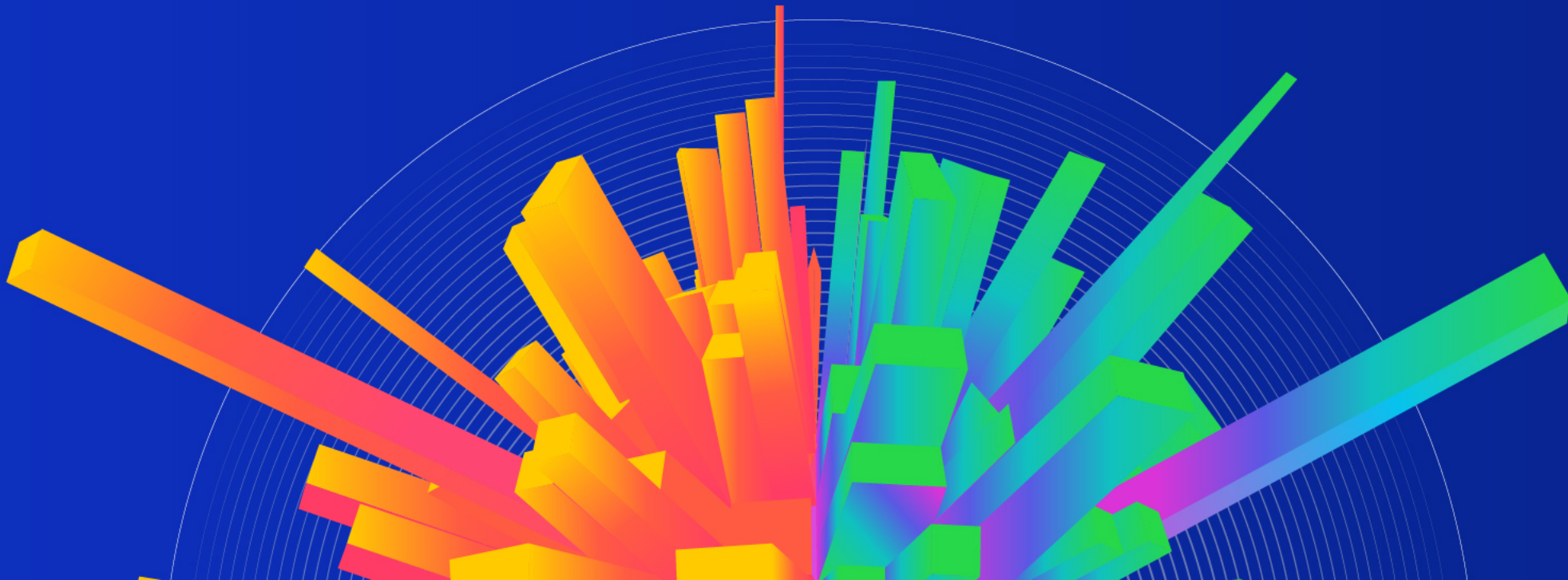


I'll show you my funnel if you show me yours



We need to focus more on sustainable conversion

Conversion Best Practices



Consultative Sales (aka Conversion Specialist)

- Automation can only get you so far (you need real people)
- How can you better support your customer's needs?
- Blend marketing, CX, and sales
- What else can consumer companies learn from B2B (and vice versa)?

30%

Our conversion specialist test group conversion increase as compared to our non-touched customer flow

Assisted eCommerce – to drive conversion!

- First learn about your customer and then you can sell
- Builds one of the most defensible customer relationships
- You can overinvest in the customers that matter the most

Home / Interior Designers



Select Brady

TAKING ON NEW PROJECTS NEXT WEEK

Brady

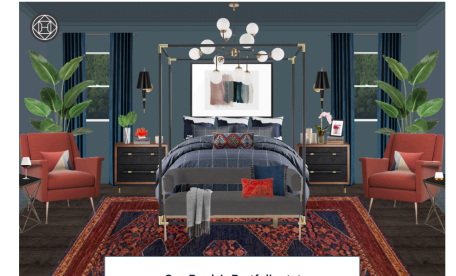


Favorite Styles [Modern](#) [Industrial](#) [Rustic](#)

Location Denver, Colorado

Designs 1499 designs since April 2018

Originally from Philadelphia, I relocated to the Rocky Mountains to feed my love of skiing, hiking, & camping. Growing up in Pennsylvania influenced my appreciation of classic and traditional design. Coupling that with my career experience in contemporary and modern design, my work focuses on warmth & balance and innovative use of space!

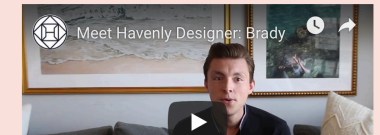


See Brady's Portfolio

About Brady

Design Aesthetic

I love to blend design styles to create something unique and inviting. Adding a contemporary finish to a classic piece of furniture or spicing up a modern space with a bold pop of color will always yield something innovative and exciting!



Meet Havenly Designer: Brady

Be a painkiller, not a vitamin

- Build a need state rather than waiting for one
- Try before you buy - Providing value before you ask for payment creates trust
- You may be viewed as a vitamin, but you can still become a pain killer

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YOUR STYLE IS

Classic

WITH A TOUCH OF

Transitional

Livable luxury. Soft lines, rich wood, luxurious fabrics, and ornate furnishings elevate your space into a classy but super comfortable place. Classic meets contemporary but remixed. You love traditional design mixed with clean lines and modern elements, creating a space that's elegant but totally you.

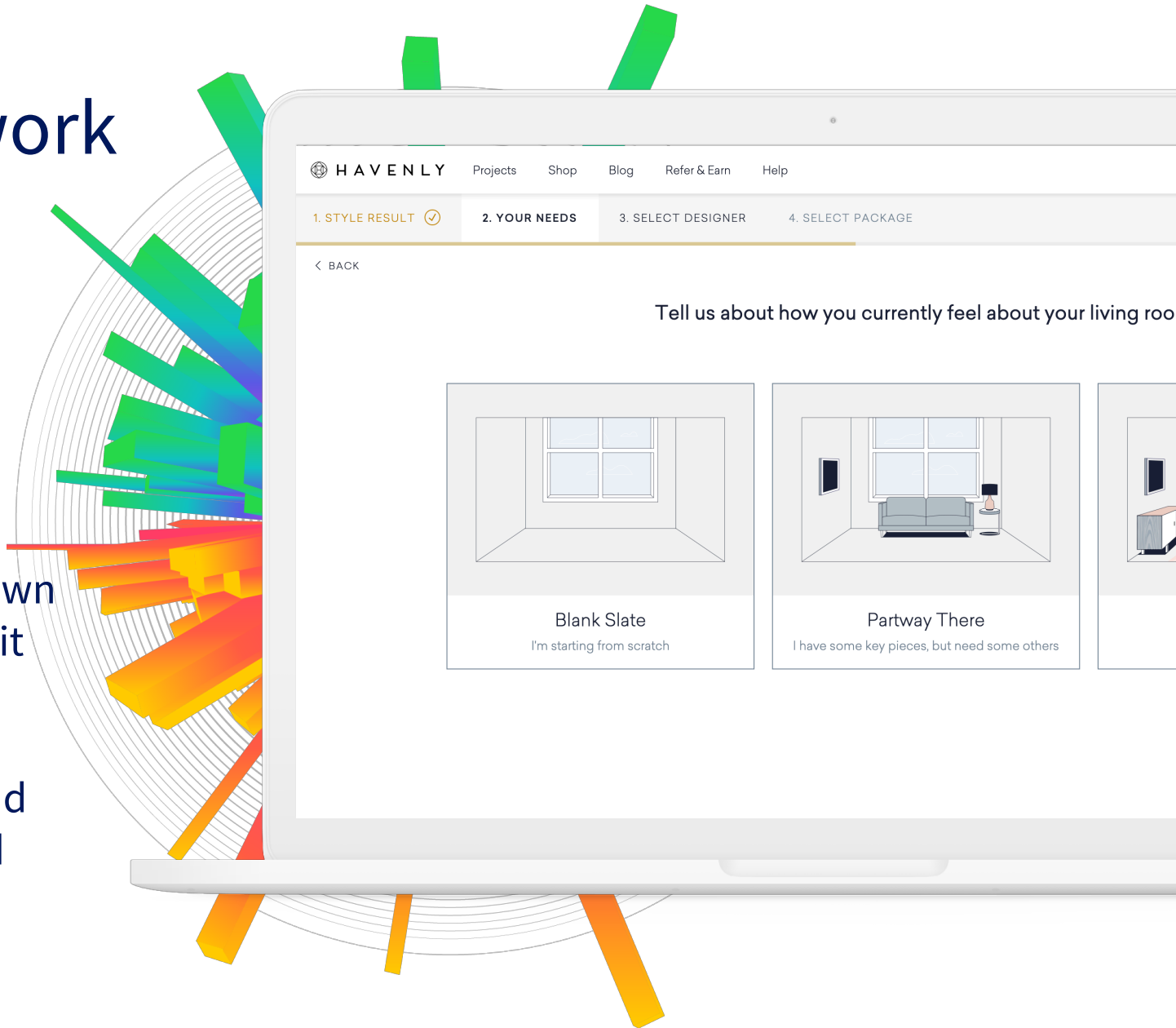
SHARE YOUR STYLE



FIND YOUR DESIGNER MATCH

Low conversion can work

- Promotions should be late in the funnel
- Designed friction is helpful
- You can focus on optimizing your own funnel rather than paying FB to do it for you
- Drive inexpensive traffic volume and make the funnel more complicated

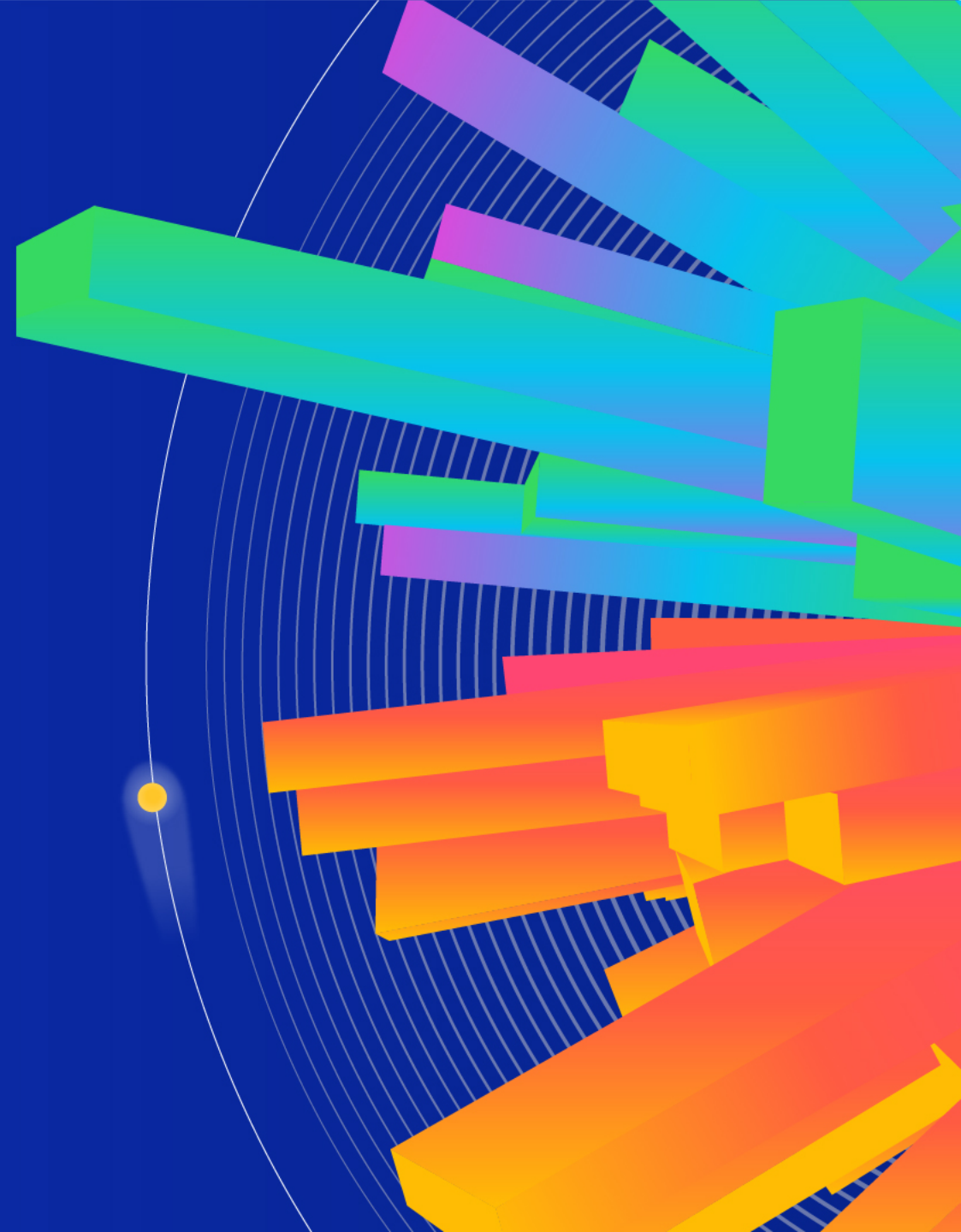


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Q&A

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