

Marketing Funnel Analysis

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses your funnel from stage-by-stage numbers — conversion and drop-off at each step, the biggest leak, and prioritised fixes. Use it to focus effort where it counts. For page-level fixes use the Conversion (CRO) Audit.

Purpose of this tool & output

Find the leakiest step in the funnel

How the output is used

Use it to find the leakiest step in the funnel — a funnel analysis that shows where prospects drop and why.

Important cautions

Diagnose causes with qualitative data before big changes.

Companion documents

- Marketing Analytics Setup Plan
- Marketing Dashboard Planner
- Campaign Performance Report
- Attribution Model Advisor
- Marketing ROI Analysis
- A/B Test Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.