

# Warby Parker Purchaser Funnel

Alistair Young – 17/07/2018

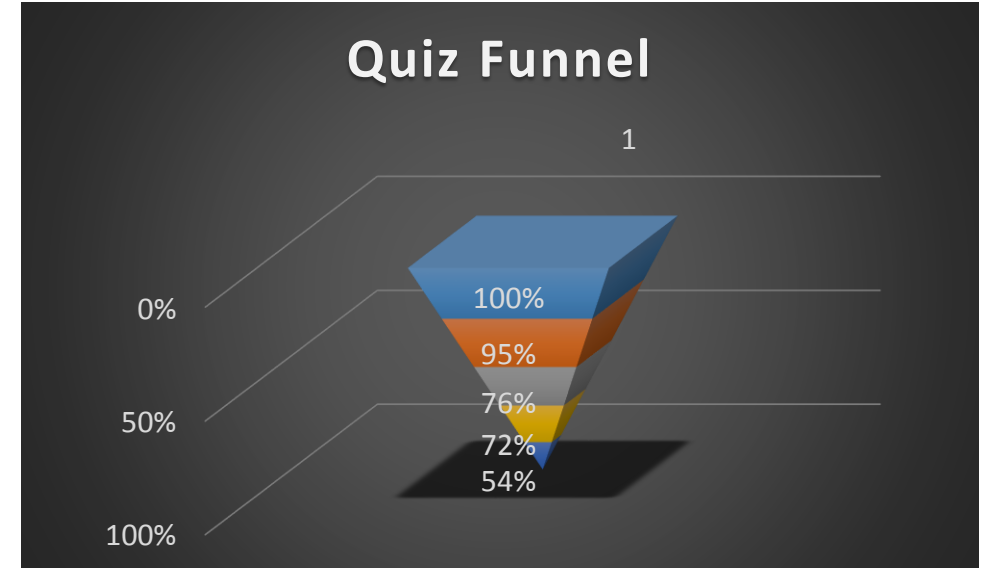
# Aim of Presentation

- To analyse different Warby Parker Marketing Funnels in order to calculate conversion rates.

# Style Quiz -

To help users find their perfect frame, Warby Parker has the following quiz:  
Below are the questions with completion rates

Quiz Funnel	No of answers	Percentage
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	76%
4. Which colors do you like?	361	72%
5. When was your last eye exam?	270	54%



# Style Quiz -

To help users find their perfect frame, Warby Parker has the following quiz:  
Below is a table with the responses

question	response	COUNT of unique responses	Response rate
1. What are you looking for?	Men's Styles	242	45%
1. What are you looking for?	Women's Styles	209	38%
1. What are you looking for?	I'm not sure. Let's skip it.	92	17%
2. What's your fit?	Narrow	208	49%
2. What's your fit?	Medium	132	31%
2. What's your fit?	Wide	88	21%
3. Which shapes do you like?	Rectangular	141	37%
3. Which shapes do you like?	Square	119	31%
3. Which shapes do you like?	Round	91	24%
3. Which shapes do you like?	No Preference	29	8%
4. Which colors do you like?	Tortoise	117	32%
4. Which colors do you like?	Black	112	31%
4. Which colors do you like?	Crystal	69	19%
4. Which colors do you like?	Neutral	36	10%
4. Which colors do you like?	Two-Tone	27	7%
5. When was your last eye exam?	<1 Year	141	52%
5. When was your last eye exam?	1-3 Years	56	21%
5. When was your last eye exam?	3+ Years	37	14%
5. When was your last eye exam?	Not Sure. Let's Skip It	36	13%

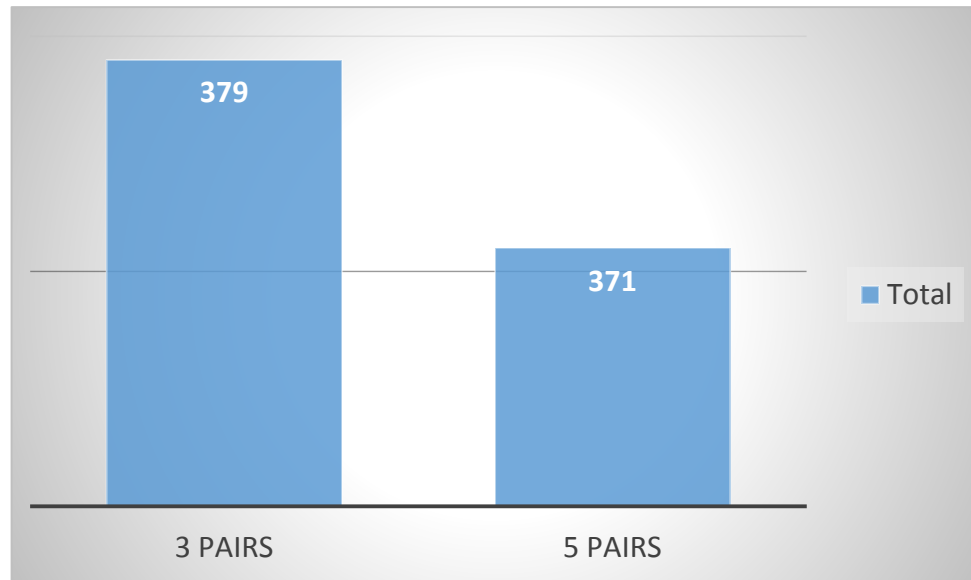
# Style Quiz - Insights

- Questions 3-5 have significantly lower completion rates than 1 and 2
  - Indicates customers know:
    - 1: What they want:
    - 2: What their fit is
  - But haven't put much more thought into their potential purchase.

# Home try on funnel -

During the home try on stage, a test will be carried out to see if those who are give 3 or 5 pairs are more likely to make a purchase

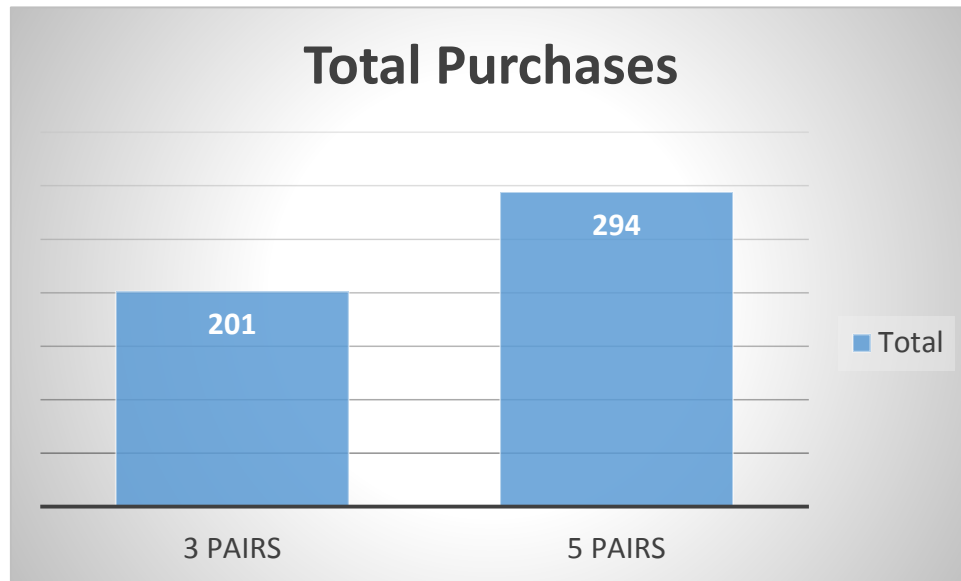
- 750 customers took part in the trial



# Home try on funnel -

During the home try on stage, a test will be carried out to see if those who are give 3 or 5 pairs are more likely to make a purchase

- Out of those 750 – the number who went on to make a purchase were as follows:



Conversion rates of:

3 pairs – 53%

5 pairs - 79%

Indicating that the more pairs we give to try on, the more likely it is that customers will find something they like!

# Most popular products

Product_id	colour	style	No of Sales
3	Driftwood Fade	Men's Styles	63
10	Rosewood Tortoise	Women's Styles	62
9	Rose Crystal	Women's Styles	54
1	Layered Tortoise Matte	Men's Styles	52
6	Pearled Tortoise	Women's Styles	50
4	Jet Black	Men's Styles	44
7	Elderflower Crystal	Women's Styles	44
2	Sea Glass Gray	Men's Styles	43
8	Jet Black	Women's Styles	42
5	Endangered Tortoise	Men's Styles	41



# Recommendations

- 1: Showing customers styles prior to the quiz may help completion rate
- 2: Look at offering more than 5 pairs of glasses to try on at home
- 3: Don't give customers an option to say 'unsure' or 'don't know' in the quiz