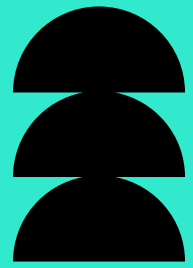


Funnel & CAPI



About the brand

Design Essence is an interior design service that transforms spaces into unique experiences, blending aesthetics, functionality, and personalization. We create environments that reflect your vision, offering innovative and tailor-made solutions to meet your needs.

Project overview

Action	Event Type	Location	Funnel Stage
Visit "Services" page	View Content	Services Page	Awareness
Fill out consultation request form	Lead	Contact Page / Landing Page	Consideration
Book consultation	Schedule	Consultation Confirmation Page	Conversion

Campaign objectives

Strateg	Create a Lead Generation campaign combined with retargeting to engage those who visited the page without completing the action. Use a Lookalike Audience to attract new users similar to those who have already booked a consultation.
Challenges	It is crucial that all campaigns are GDPR compliant , and switching to CAPI ensures secure tracking of conversions, even without relying on cookies.