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Exploring the Sales Funnel and its Efficiencies

Table of Contents

- Survey: completion, answers and its utility for purchase insights
- In-Home Try-On: Test results for three pairs versus five pairs
- Purchase: overall funnel and conversion insights

The Quiz Funnel

- It seems like identifying shapes are more difficult than previous preference questions.
- Should we try putting the less-intense color question first to increase investment to finish the quiz?
- Determining when the last eye exam was seems to be difficult for our customers. Is this question essential to the quiz?

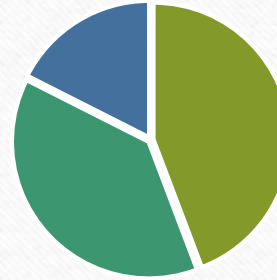
Questions	Percent Loss from previous question
1. What are you looking for?	100%
2. What's your fit?	95%
3. Which shapes do you like?	80%
4. Which colors do you like?	95%
5. When was your last eye exam?	75%

Most Popular Quiz Answers

The designations “Men’s” and “Women’s” were not definitive or relevant for a not-insignificant portion of respondents. Is there a potential for a non-gendered category or organization?

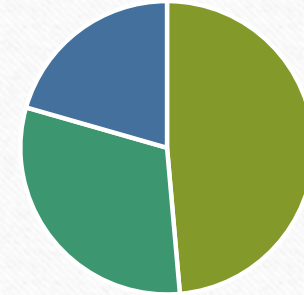
Narrow fit seems to be very dominant, and shapes with corners are widely preferred in the survey responses.

Style preference



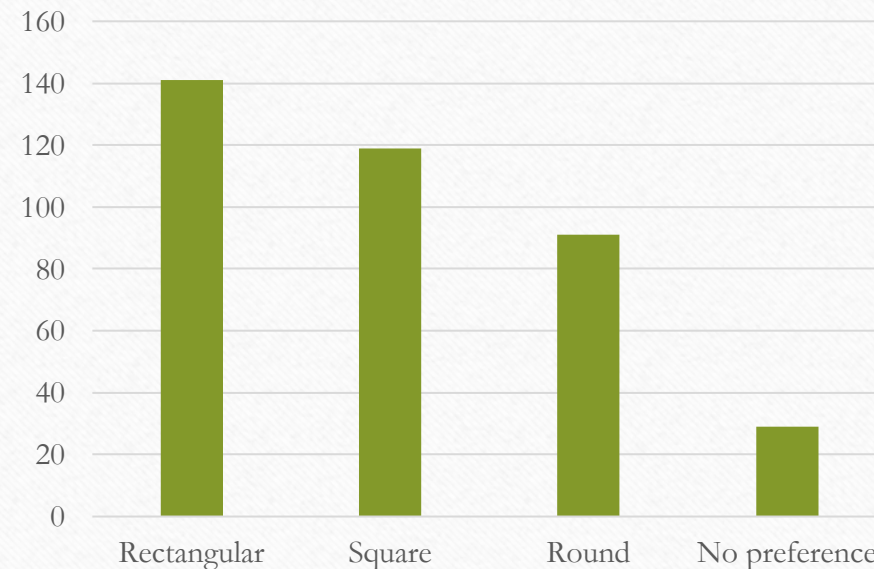
■ Men's ■ Women's ■ Unsure

Fit preference



■ Narrow ■ Medium ■ Wide

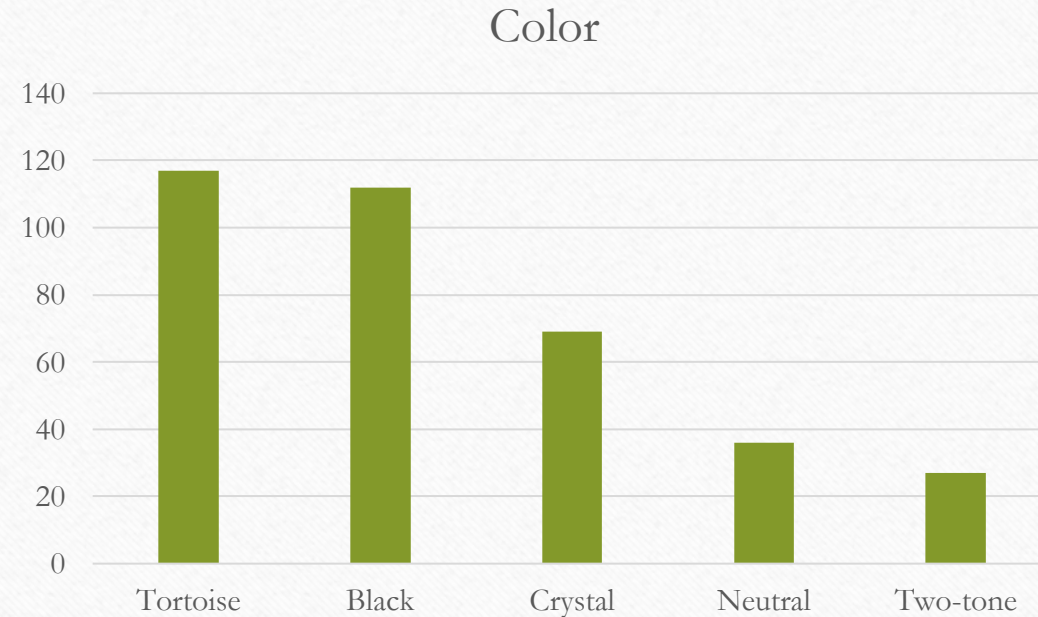
Shapes



Most Popular Quiz Answers

Color responses would indicate that black and tortoise would be the most popular purchases.

By far, most people who answered when they had their last eye exam, had had an eye exam within the last year.



Time since last eye exam	# of Responses
<1 year	141
1-3 years	56
3+ years	37
Unsure	36

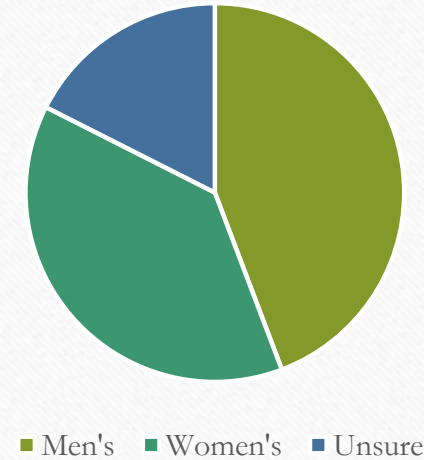
Gender Identification as Related to Purchase

The quiz funnel starts with more confirmed men's style purchasers than women's

More women's-style purchasers are successfully completing the purchase funnel than men's-style purchasers

Are our questions for the quiz better qualifying the in-home try-on for women than men?

Quiz Style preference



Purchased Styles

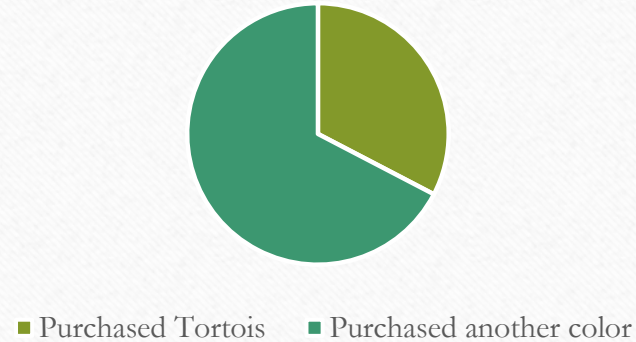


Is the quiz accurately predicting color purchases?

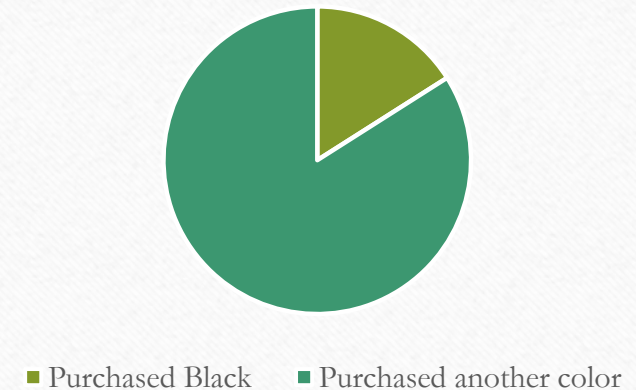
Based on data, it seems as though there is not a very strong correlation between color selected by quiz and purchase behavior.

How do we incorporate self-reported color preference into selecting which pairs to send? Were the five pair sends in our test of in-home try-on more likely to have different colors?

Selected Tortoise on Quiz



Selected Black on Quiz

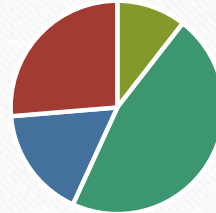


Is the quiz accurately predicting shape styles?

Without having seen the glasses in question, it is difficult to know what shape the frames are. There seems to be a similar breakdown of shape preferences for each style.

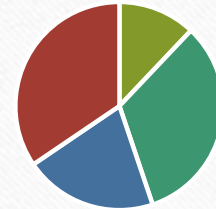
Is there an opportunity to use the frame shapes themselves to determine shape preference, rather than the more abstract names of shapes (ie., switch to “Brady” versus “Rectangle”)

Purchased Brady



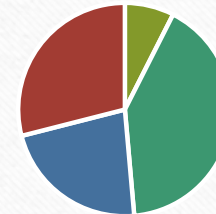
■ No preference ■ Rectangular
■ Round ■ Square

Purchased Eugene Narrow



■ No preference ■ Rectangular
■ Round ■ Square

Purchased Dawes



■ No preference ■ Rectangular
■ Round ■ Square

Purchased Olive



■ No preference ■ Rectangular
■ Round ■ Square

Purchased Lucy



■ No preference ■ Rectangular
■ Round ■ Square

Test Results for Number of Pairs for In-Home Try-On

5 pairs appears to be significantly positively correlated with purchasing.

The test groups were roughly equal size, with 379 having three pairs and 371 having five.

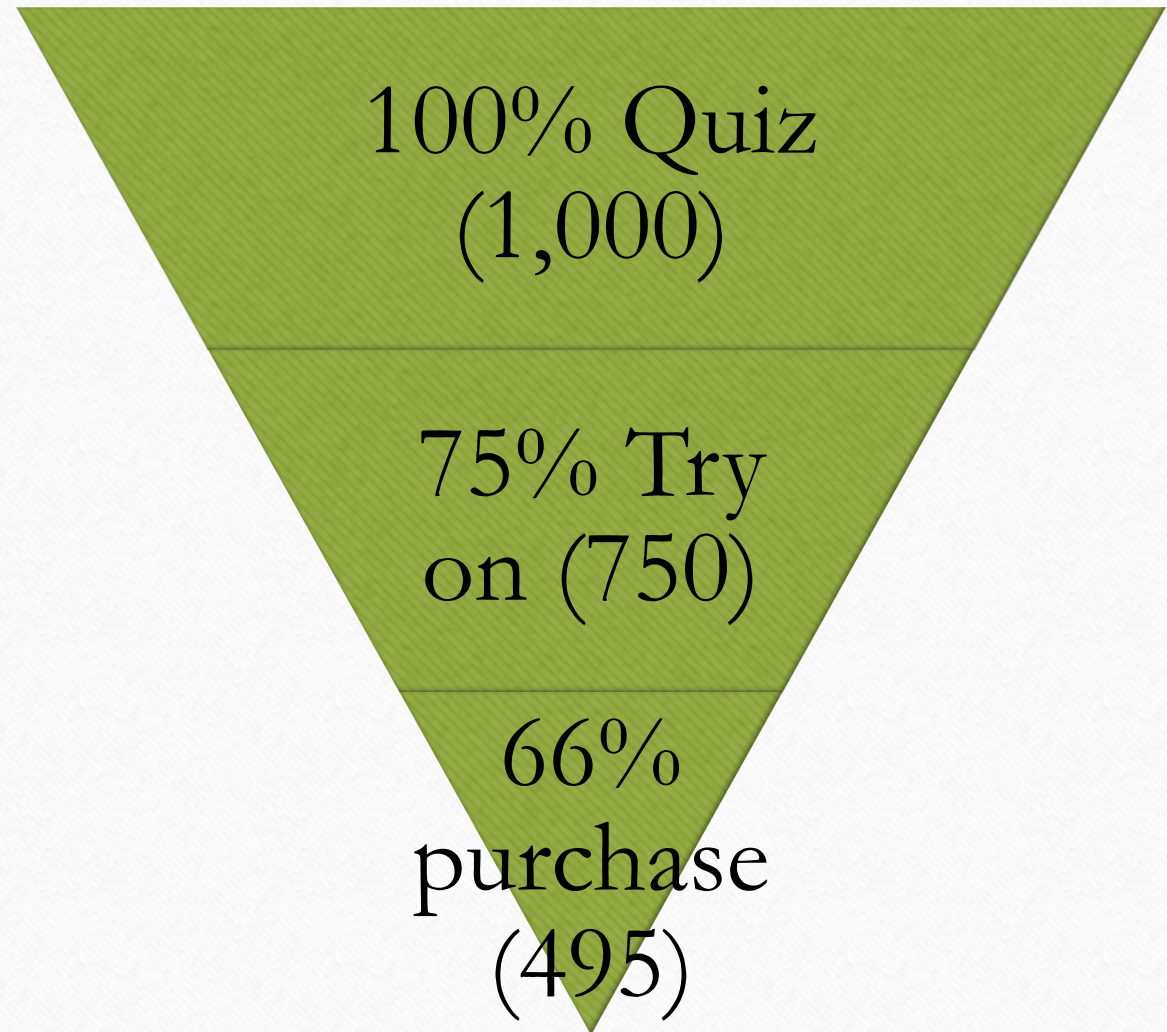
This may also indicate that the quiz's utility is limited in pinpointing what products will work best for our customers.

Number of Pairs Sent	Percent Purchased
3 pairs	53.0%
5 pairs	79.2%

The Purchase Funnel

It looks like there's a strong funnel, but we could test a couple of things to strengthen it:

1. Adjust quiz questions to more strongly correlate with product versus self-reported preference.
2. Change last quiz question to home address for try-on instead of eye exam date.
3. Increase pairs sent for in-home try-on to five and include a larger variety



Popular Purchases

The most popular men's combination was Dawes driftwood fade, which seems to be a neutral, one of the least popular colors.

Eugene Narrow accounted for 46% of all women's sales, and all sales were in either Rosewood Tortoise or Rose Crystal

The least-purchased style was the Men's Monocle, accounting for only 16.8% of purchases.

Popular Men's Purchases

Model Name	Color	Number Sold
Dawes	Driftwood Fade	63
Brady	Layered Tortoise Matte	52
Dawes	Jet Black	44

Popular Women's Purchases

Model Name	Color	Number Sold
Eugene Narrow	Rosewood Tortoise	62
Eugene Narrow	Rose Crystal	54
Olive	Pearled Tortoise	50