



# Warby Parker marketing funnels

Learn SQL from Scratch

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# **1. The Survey Funnel**

# 1.1 Columns in 'survey' table

Taking a closer look at the 'survey' table.

- Stores user responses to survey questions, all columns are text fields.
- Repetition of responses between users indicates multiple choice quiz.
- User id appears to be a hashed email address

question	user_id	response
1. What are you looking for?	005e7f99-d48c-4fce-b605-10506c85aaf7	Women's Styles
2. What's your fit?	005e7f99-d48c-4fce-b605-10506c85aaf7	Medium
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Round
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Two-Tone
1. What are you looking for?	00a556ed-f13e-4c67-8704-27e3573684cd	I'm not sure. Let's skip it.
2. What's your fit?	00a556ed-f13e-4c67-8704-27e3573684cd	Narrow
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27e3573684cd	<1 Year
3. Which shapes do you like?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Square
5. When was your last eye exam?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	<1 Year
2. What's your fit?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Medium

## 1.2 Survey completion rate

There were 500 total users who completed the first question (and started the survey).

- 46% of users did not complete the survey
- The question with the highest bounce rate was the final question: “When was your last eye exam”
- 18.2% of total users who began the survey left after the 4th question.
- This could be attributed to the final question relating to personal/ sensitive data.

question	Total answered	% of returning users	% of total users
1. What are you looking for?	500	100.00%	100.00%
2. What's your fit?	475	95.00%	95.00%
3. Which shapes do you like?	380	80.00%	76.00%
4. Which colors do you like?	361	95.00%	72.20%
5. When was your last eye exam?	270	74.79%	54.00%

## **2. The Home Try on Funnel**

## 2.1 The purchase funnel

- User\_id is the primary key for all three tables used to establish the Home Try on purchase funnel.
  - Tables used are: 'quiz', 'home\_try\_on' and 'purchase'
- This can be used to join all three tables together to analyse conversion rates and behaviour through the funnel.
- The quiz table includes user responses to the style quiz, we would expect these responses to define the product selection in the home try on stage.
  - Options also include the ability to skip
- Joining these tables together allows us to view each users behaviour. This introduces 'NULL' values for any user in the 'number of pairs' column, as they are not present in the 'home\_try\_on' table.

user_id	
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	V
291f1cca-e507-48be-b063-002b14906468	V
75122300-0736-4087-b6d8-c0c5373a1a04	V
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	V
ce965c4d-7a2b-4db6-9847-601747fa7812	V
user_id	
d8add87-3217-4429-9a01-d56d68111da7	
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	
4e71850e-8bbf-4e6b-acc6-49a7bb46c586	
3bc8f97f-2336-4dab-bd86-e391609dab97	
user_id	product_id
00a9dd17-36c8-430c-9d76-df49d4197dcf	8
00e15fe0-c86f-4818-9c63-3422211baa97	7
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8

style	fit	shape	color
Women's Styles	Medium	Rectangular	Tortoise

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	1	3 pairs	0
291f1cca-e507-48be-b063-002b14906468	1	3 pairs	1
75122300-0736-4087-b6d8-c0c5373a1a04	0	∅	0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1
28867d12-27a6-4e6a-a5fb-8bb5440117ae	1	5 pairs	1
5a7a7e13-fbcf-46e4-9093-79799649d6c5	0	∅	0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0	∅	0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0

## 2.2 User behaviour

Less than half of the users taking the survey made a purchase

- Of the total number, 25% failed to reach the second stage of the funnel.
- Two thirds of users who tried on at home went on to make a purchase

Total_quiz_takers	total_tried_at_home	total_made_purchase	Avg CR %
1000	750	495	49.5
Total_quiz_num	quiz-to-try_on %	try-on to purchase %	
1000	75.0	66.0	

Users who were given 5 pairs of glasses to try on were 39.4% more likely to go to make a purchase, when compared to users given 3 pairs.

- Over 79% of users given 5 pairs of glasses to try went on to purchase, compared to 53% of users that were given 3 pairs.
- A clear winner in this AB test, and evidence for Warby Parker to consider 5 pairs to try at home as standard.

number_of_pairs	num_try_on	num_purchase	try-on_to_purchase
Ø	0	0	Ø
3 pairs	379	201	0.53
5 pairs	371	294	0.79



## 2.3 Further suggestions

### 25% failed to reach the second stage of the funnel

- Getting users to the 'try on' stage of the funnel is critical in this case to securing a purchase, and could influence conversion rate further down the funnel.
- Improvements could be made to the ease of set up of the home try on, or the quiz in acquiring more granular data to better improve the product selection sent to users.
- Some users struggled with the quiz, with 99 users unsure as to their preferred style, and 89 unsure regarding fit. Making these easier to answer could enhance the user journey and improve conversion rate.

Skipped style questions
99
Skipped fit questions
89
Skipped shape questions
0
Skipped colour questions
0