Part 2: Funnel Debugging via Prompt-Based Diagnosis

Mock Funnel Dataset (Simulated Data)

gn	Stage Movement	Response Rate (%)	Drop-off Reason	Campaign Message Summary
Supply-Intel	Lead → MQL → SQL → Client	62 → 48 → 15 → 8	Trust gap at SQL	Focused on compliance features, lacked ca
mmerce-AI	Lead → MQL → SQL → Client	75 → 52 → 10 → 5	Overly technical	Emphasized architecture over benefits
ckPro	Lead → MQL → SQL → Client	80 → 35 → 30 → 12	Weak CTA	Highlighted problems well but ended passiv

Step 1: Message–Market Fit (MMF) Classification

Pharma-Supply-Intel → High MQL, Low SQL → Misfit in trust-building. D2C-Commerce-AI → High Lead gen, Low Engagement → Headline / clarity issue. Infra-TrackPro → Decent SQL, Low Client conversion → CTA weakness.

Step 2: Layer of Failure Diagnosis

Pharma-Supply-Intel → Lack of Context → Compliance claims felt unverified; missing authority anchors. D2C-Commerce-AI → Wrong Tone → Over-engineered with tech jargon; failed to resonate with marketing-focused CTOs. Infra-TrackPro → Weak CTA → Did not specify time-bound or value-driven next step.

Step 3: Revised Prompts to Fix Failures

1■■ Pharma-Supply-Intel (COO Pharma) – Conviction Stage, Authority + Social Proof Revised Prompt: Reference audited client outcomes (e.g., "Validated by WHO-compliant audits, Medora Labs cut reporting delays by 40%"). Justification: Anchors trust at SQL level using verified case studies. 2■■ D2C-Commerce-AI (CTO D2C) – Interest Stage, Reciprocity + Liking Revised Prompt: Simplify tone, lead with shared industry pain (e.g., "Every D2C CTO faces this Q4 crunch..."). Offer free forecast simulation. Justification: Builds engagement and empathy, fixes low Interest. 3■■ Infra-TrackPro (Construction COO) – Action Stage, Scarcity + Commitment Revised Prompt: Add urgency and specificity (e.g., "Early-access slots remaining: 5"). CTA: suggest exact meeting times. Justification: Increases SQL → Client conversions via urgency and commitment framing.

Summary Dashboard Insight

Funnel Weakness	AIDCA Stage Impacted	Recommended Fix	Executive Priority
Trust Gap	Conviction	Case studies + authority proof	High
Low Engagement	Interest	Relatable tone + reciprocity	Medium
Weak CTA	Action	Urgency + commitment framing	High