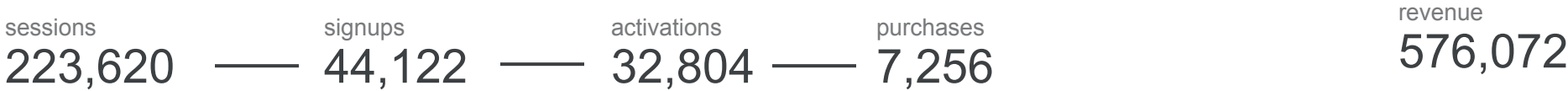


Our funnel:



Let see with rates:



INSIGHTS:

- Sing-up rate low.
- Activation rate seems ok.
- Purchase rate is low.

What we see here is:

Even though we have a solid sign-up and activation rate, we are not seeing the same level of conversions at the purchase stage. This shows that the main bottleneck in the funnel lies in the activation → purchase step. Users like the product but do not complete the payment.

Checkout Friction:

**Problem:** Shipping costs are only added at the very last step after the product is already in the cart.

This creates a price shock for users.

While users initially think “ok, I’ll pay,” once they see an extra +€10–€15 in the cart, they abandon the purchase.

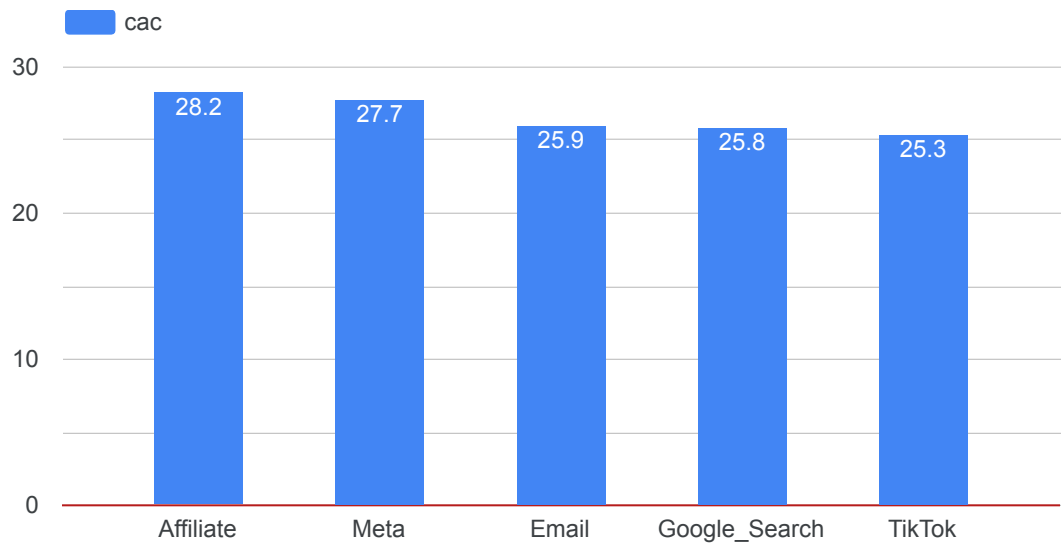
# EURUS Project

## 2.1 Funnel Analysis / Device - Channel

cac  
**17.2**

ARPU  
**2.58**

ROAS  
**4.62**

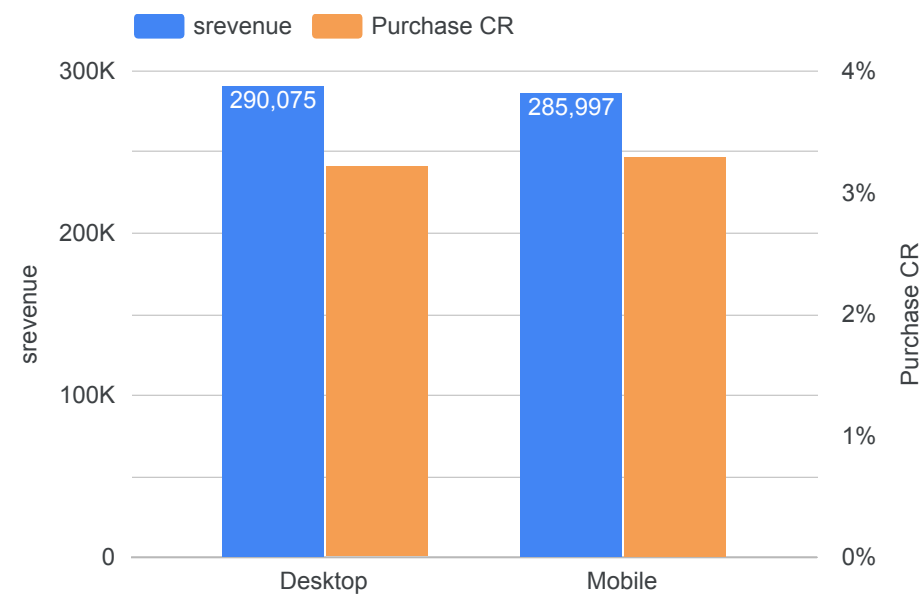


cac over time

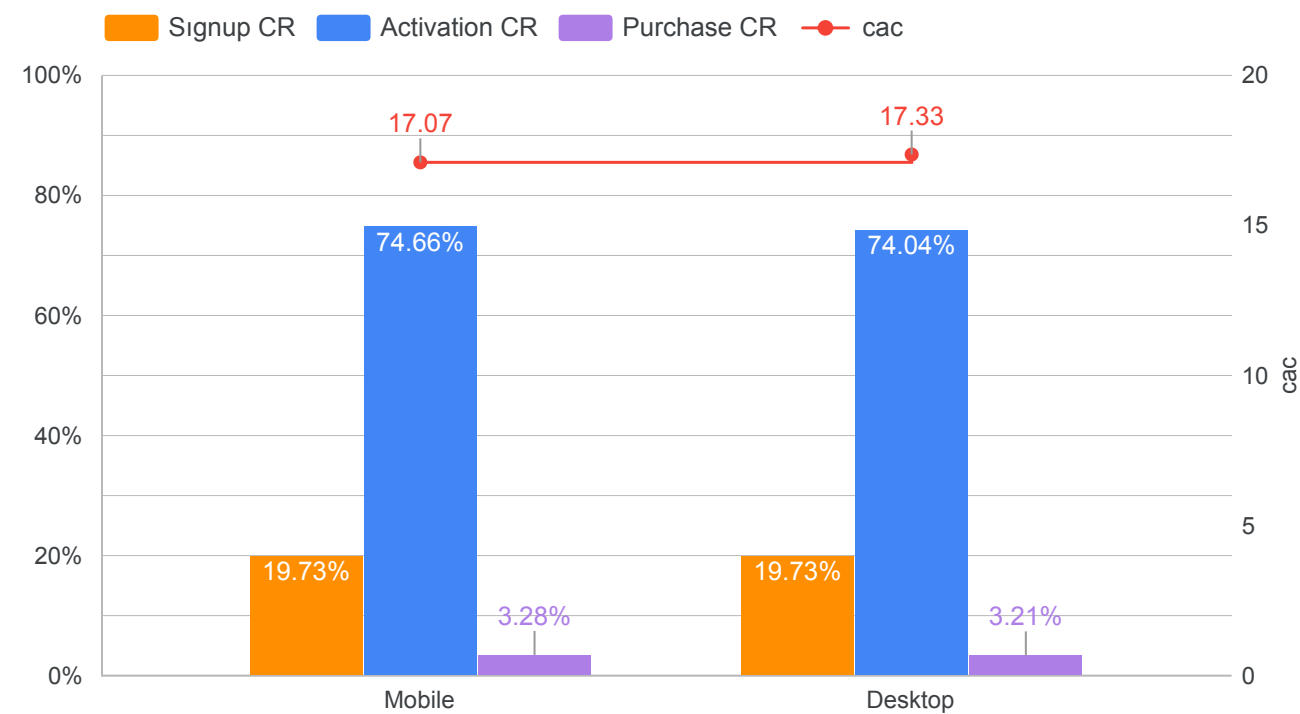


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## 2.2 Funnel Analysis / Device - Channel



CR by Channels



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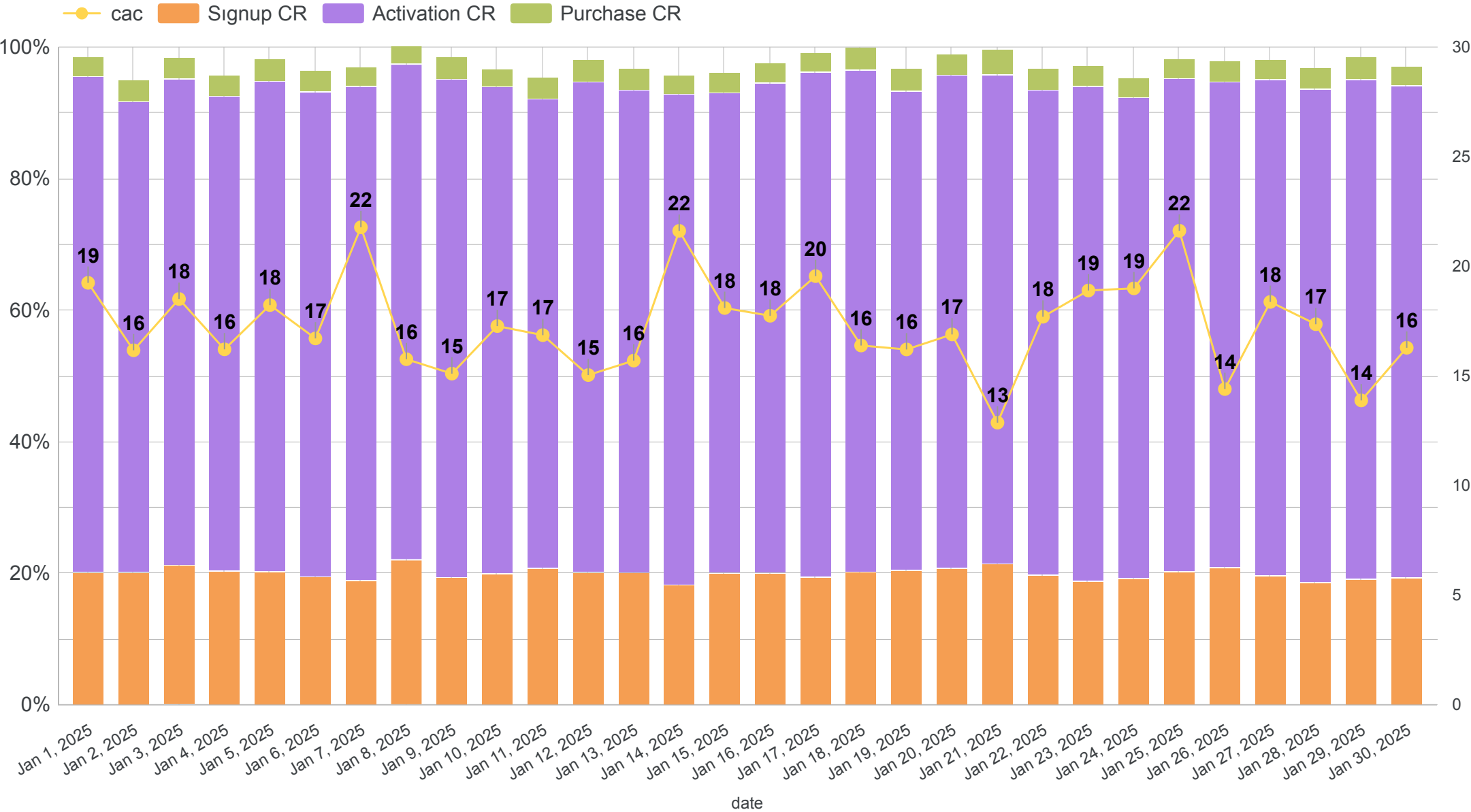
## 2.3 Funnel Analysis / Device - Channel all together

device ▾	channel	Purchase CR	Activation CR	cac
Mobile	TikTok	3.26%	73.21%	26.5
Mobile	Google_Search	3.36%	73.03%	25.6
Mobile	Meta	3.13%	75.89%	27.5
Mobile	Email	3.09%	74.46%	24.1
Mobile	Affiliate	3.25%	74.48%	26.3
Desktop	Affiliate	3.05%	74.06%	30.1
Desktop	Meta	3.12%	72.39%	27.8
Desktop	Email	3.27%	74.83%	27.6
Desktop	TikTok	3.21%	73.72%	24.0
Desktop	Google_Search	3.24%	74.02%	25.9

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## 2.4 Funnel Analysis / Time analysis by CR Breakdowns



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## 2.5 Funnel Analysis / Guardrail & Unit Economics

