

Part 3: Funnel Analytics & CAC Optimization

To ensure the CRM and funnel strategy drives business growth, it's essential to monitor both performance and efficiency. This section identifies bottlenecks and proposes optimizations to improve ROI.

Underperforming Channel

- Channel: Facebook Ads
- Issue: High customer acquisition cost (₹3,000) with the lowest conversion rate (~1%)
- Risk: Poor ROI and unqualified lead targeting

Experiments to Improve Performance

1. A/B Test New Ad Creatives
 - Focus on pain points instead of generic features
 - Use testimonials or urgency-based messaging
2. Refine Audience Targeting
 - Build lookalike audiences using past MQLs
 - Retarget previous site visitors with intent signals

These experiments aim to lower CAC by 20–30% and increase lead quality.

Suggested CAC:LTV Dashboard Design

Metrics to Track:

- Customer Acquisition Cost (CAC) by source
- Lifetime Value (LTV) by customer segment
- Drop-off stage analytics (Lead → MQL → SQL → Customer)

- Weekly conversion trends and funnel velocity
- Revenue generated per marketing channel

Frequency & Audience:

- CEO: Weekly funnel health and CAC trends
- Sales & Growth Teams: Daily updates for lead flow and experiment results

Strategic Lens

This dashboard acts as a feedback loop — it converts user behaviour into performance signals.

The goal is not just to track metrics but to enable timely, data-driven action across the team.