# 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.