



DATA DRIVEN REBEL

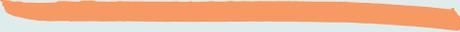
**How We Launched a 6-Figure
Challenge Funnel That
Converted at 40%**

*And Optimized It To Convert Cold
Audiences With Paid Traffic*

All rights reserved. No portion of this ebook may be reproduced in any form without permission from the publisher, except as permitted by Canadian and U.S. copyright law. For permissions contact:

SQUAD@DATADRIVENREBEL.COM

CASE STUDY



THE SITUATION

The client is an artist, mentor, and leading authority as an online art teacher.

She came to us to re-design and re-launch her challenge funnel to sell into a membership offer with the goal of simplifying her offer suite and business model. After a successful inaugural launch, we saw potential in the data to scale her funnel and began to support her with a comprehensive paid marketing solution for her second launch.

THE SOLUTION

Data Driven Rebel was able to strategize, create, and launch an inaugural challenge that was extremely successful with a clear and clean marketing message throughout, while collecting crucial data about her audience and their customer journey.

After that inaugural launch, we were able to assess the data, consult on possible scaling strategies, and implement a paid marketing strategy that resulted in a second successful launch and potential data-driven options for an evergreen funnel.

THE SUCCESS

The inaugural challenge converted **40% of challenge participants** with a challenge **sales page that converted at 9.5%** and a **sales page for her membership program that converted over 6.9%** (to a combination of challenge participants and her email and social media traffic).

For the second run of the challenge, we were able to step in to also manage her paid marketing strategy. Our intention was to tap into her untapped and large social following, grow her audience, and put pressure on this funnel. Despite the addition of paid traffic and the introduction of a cold audience, the sales page for the challenge continued to hold at a **2% conversion rate**. We also saw a number of sales to the membership program come from cold traffic.

All of this has resulted in a proven funnel with a challenge page that has continued to convert around 3.5%, a reliable challenge, and quality traffic leading into her membership offer.



DATA DRIVEN REBEL

CASE STUDY

IF WE HAVEN'T MET YET, HI!

We're Chrissie & Eliya. The brains behind DDR.

We're a couple of saucy, foul-mouthed, whole-hearted, well-meaning, whip-smart, experience-deep, talented-AF women who will pounce on you and your business with the protective fire of mama bears protecting their cubs, doing whatever we can to help you kick ass and take names. Periodt.

With over 30 years of experience between us..

Hundreds of clients served...

And millions of dollars made for them...

▶ We're here to help you achieve autonomous growth by confidently leveraging data in your ads, messaging, and copy so you can scale YOUR way.

▶▶ Our Mission is to be the most progressive marketing strategists for using data-driven experimentation to grow rebellious online businesses.



DATA-DRIVEN MODEL

INCLUDES 4 PHASES:

HYPOTHESIZE, SYNTHESIZE, ANALYZE, AND OPTIMIZE.

HYPOTHESIZE

Use market research, customer feedback, ad strategy, and our collective knowledge to hypothesize and create the overall marketing strategy

SYNTHESIZE

Using multi-platform tools we collect data from multiple traffic sources and get a clean and clear picture of the story your data is telling us all in one place to begin to inform our decisions.

ANALYZE

Make meaning of the synthesized data to assess our hypothesis, look for new opportunities, and make new data- and human-informed decisions.

OPTIMIZE

Implement marketing and funnel changes based on data, feedback, and experience in an attempt to increase results of marketing campaigns and efforts.

WITHIN THIS MODEL ARE NUANCES, WISDOM, AND EXPERTISE THAT CREATED THE RESULTS YOU'RE ABOUT TO SEE IN THIS CASE STUDY.

ARTIST AND ONLINE ART EDUCATOR

SALES FUNNEL STRATEGY & IMPLEMENTATION



Being an expert in your field - and a creative - can make it incredibly difficult to step back and see your marketing strategy from 10,000 ft. Not only that, but this client had the added challenge of living in her creative brain and avoiding her analytic brain (both of which are required for successful marketing campaigns), so she was avoiding her numbers and relying on the good 'ole spaghetti method - which just wasn't working.

She came to us with an extremely strong foundation but was having difficulty differentiating herself and her expertise from other online art educators. Her 5-Day Challenge was a model that had small success and showed promise when she ran it on her own the first time, but she was ready to optimize it and scale it in order to simplify her business model and offer only her membership.

ARTIST AND ONLINE ART EDUCATOR

SALES FUNNEL STRATEGY & IMPLEMENTATION

PHASE 1:

Our first goal was to create a strong differentiator for her by building her a proprietary framework so we could create a clean through line in her entire funnel, marketing, and messaging to create consistency throughout the customer journey.

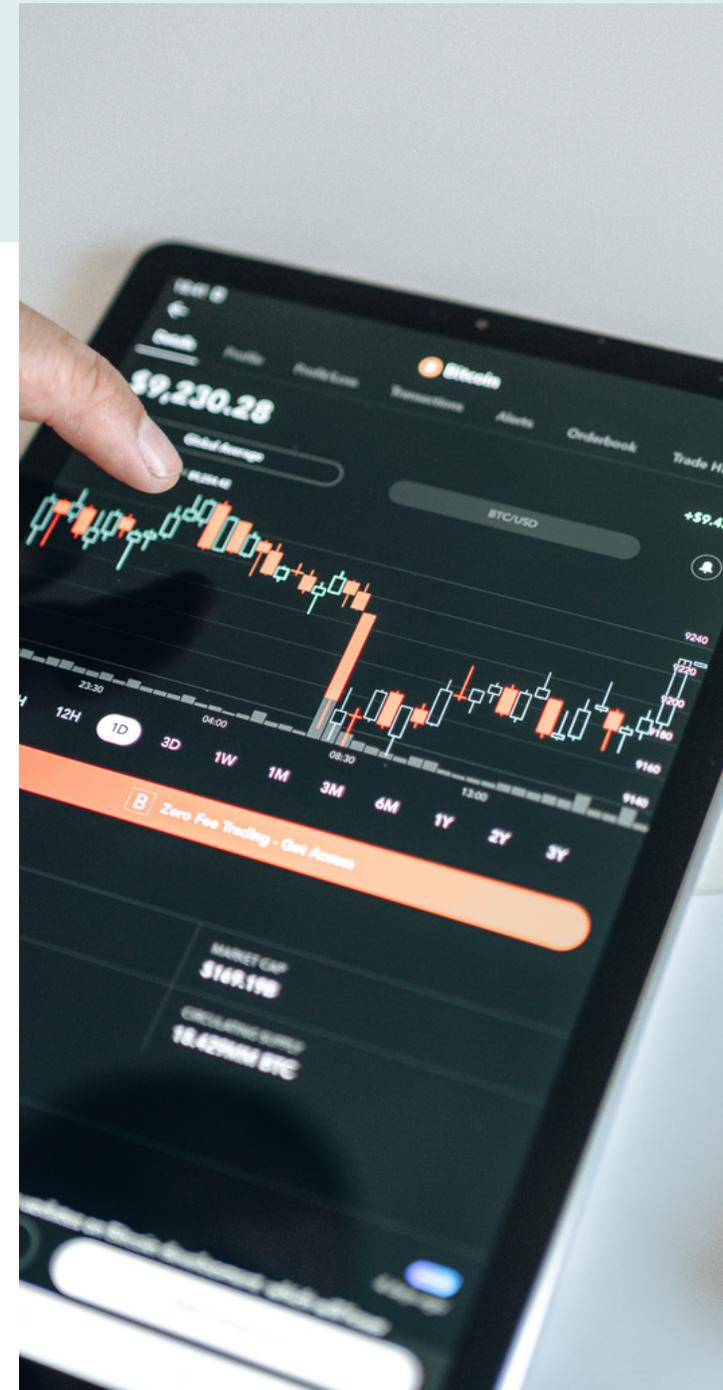
Strategy & Implementation:

- We immediately built her proprietary framework that highlighted her differentiating factor and gave clarity to her unique approach that is responsible for her client's success.
- We used this framework as the foundation of the challenge and sales strategy so there was a clear through line from first touch to last touch and customers experienced a natural and effective progression from cold to close.
- We wrote the sales page for her membership in our proprietary copy approach that leverages her framework *and* data-driven copywriting to build every asset off that cornerstone, from her webinar and email sales funnels through to her challenge sales page and organic marketing angles.

FUNNEL STRATEGY & IMPLEMENTATION

The phase 1 launch produced the following results:

- Email funnel metrics between the challenge invitation, mid-challenge, and membership sales sequence all surpassed expectations:
 - Email open rates averaged **44%**
 - Click-Through-Rate averaged **14%**
 - Click-To-Open-Rate averaged **11%**
- Challenge sales page (\$37) converted at **9.6%**
- 40% of challenge participants enrolled in the membership.
- The membership sales page converted at **6.9%** when presented to challenge participants AND all organic audiences.



DATA COLLECTION & PAID MARKETING

PHASE 2:

Our second goal was to add a paid marketing strategy to her organic strategy to leverage and grow her audience between IG and FB (a total of 98K followers) while also deploying better data collection to allow for post-launch analysis designed to inform a long-term strategy. We were brought in for these services less than 2 weeks pre-launch.

Strategy & Implementation:

- We immediately deployed data collection measures, such as using UTMs on all links and creating a custom-built data dashboard to get a 10,000 ft view of the customer journey.
- We implemented a paid marketing strategy that leveraged specific content to build a larger cold audience, nurture her existing audience, and directly target her hot audience.
- We tested multiple angles, hooks, messaging, audiences, and strategies to assess the viability of the challenge funnel as well as direct to the membership for potential long-term implications.
- In less than 2 weeks we found and drove quality traffic to Kelli's social platforms and into the challenge.

During this launch we saw the following results with our ad strategy:

- Cold and warm ad traffic converted to the challenge at **1.7%**
- All traffic (cold, warm, and hot) converted to the membership at **2.8%**
- Our ad strategy increased clicks by **30%**, with a **6%** Click-Through-Rate, while sending traffic to both the challenge and the membership.

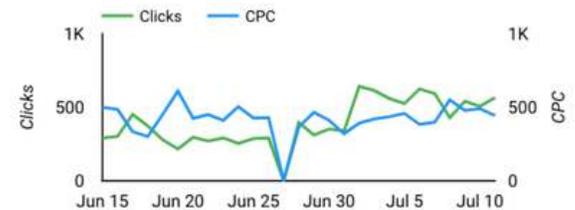
ARE THE ADS REACHING ENOUGH PEOPLE?

Amount spent	CPM	Reach	Impressions
\$4,564.19	\$25.63	68,293	178,099
↑ 38.3%	↓ 45.8%	↓ 27.7%	↓ 5.1%



ARE PEOPLE ENGAGING WITH THE ADS?

Post engagements	Clicks	CTR (all)	CPC (link)
8,486	10,601	6.0	\$1.27
↑ 58.7%	↑ 30.0%	↑ 37.0%	↓ 51.9%



RESULTS

This strategy allowed to us put our challenge funnel under pressure and, between cold, warm and hot leads, the funnel continued to convert with, most impressively, **the membership converting at almost 3% of all traffic - a promising sign for its scalability as a proven funnel.**

Jun 15, 2022 - Jul 11, 2022

Source

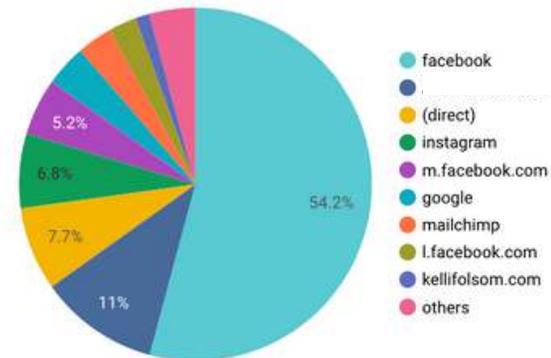
Medium

Term

HOW IS THE FUNNEL PERFORMING?



WHICH EFFORTS BRING IN THE MOST TRAFFIC?





Rooted in data, driven by impact

WWW.DATADRIVENREBEL.COM

 DATA
DRIVEN
REBEL