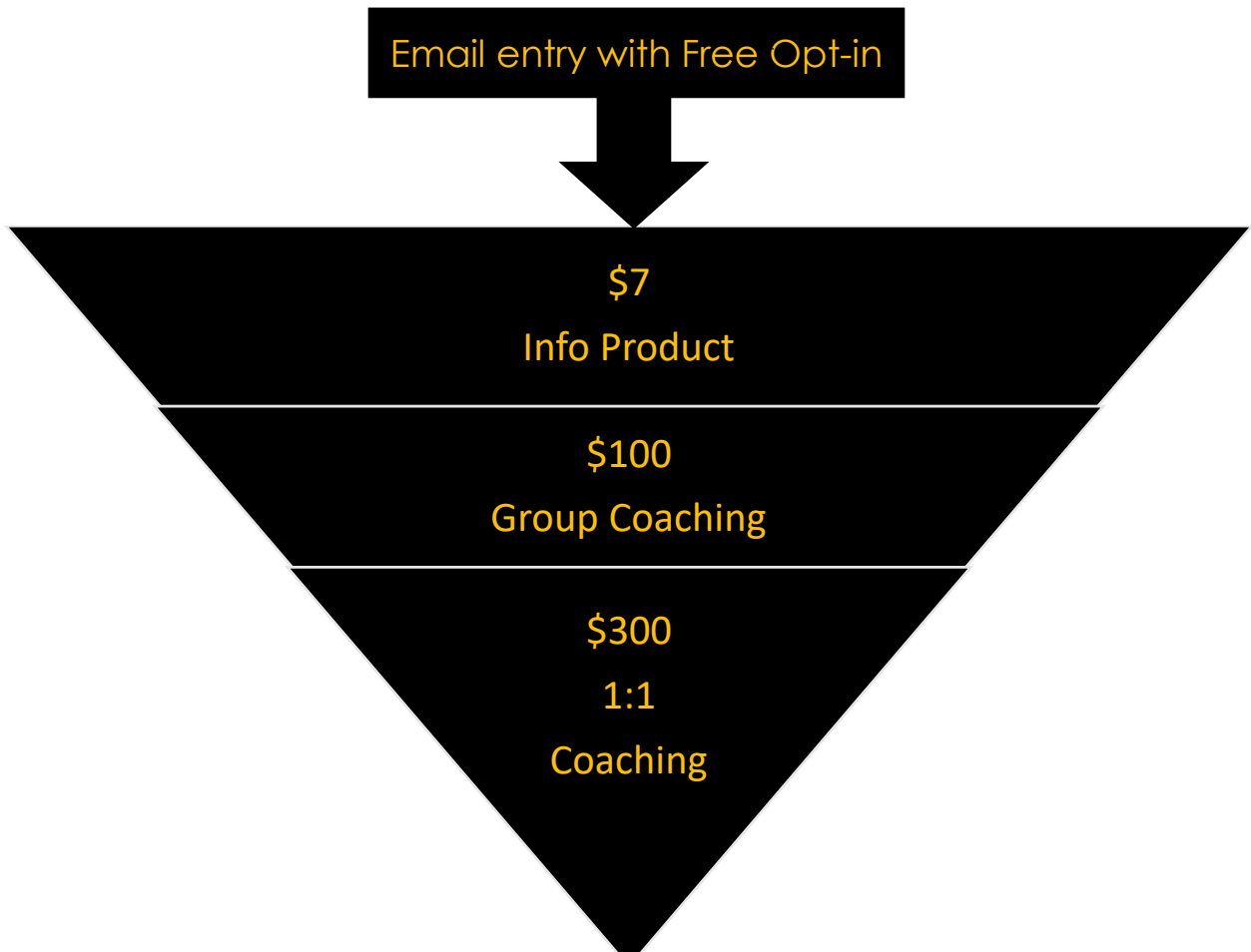


New Sales Funnel



In the example above the marketer has the following funnel metrics:

Tripwire Offer – The Tripwire is converting 5% of new leads to customers.

Core Offer – The \$100 Core Offer is converting at 30%.

Profit Maximizer – The \$300 Coaching offer is converting at 10%.

Funnel Credit: <http://www.digitalmarketer.com/how-to-calculate-average-customer-value-funnel>