

CLICKFUNNELS

Learn how ClickFunnels increased their ad revenue by 10X in less than two years.



Utilize Wicked Reports' LTV tracking tools to scale winning ad campaigns and increase your marketing ROI.

CLICKFUNNELS NEEDED TO SCALE PAID ADS AND INCREASED LTV

ClickFunnels is a SaaS website and sales funnel builder for entrepreneurs. The majority of their revenue is through recurring subscription sales.

The company was looking to scale their paid advertising and also increase the revenue they were seeing from email and organic marketing.

Using Wicked Reports, ClickFunnels was able to choose winning ad campaigns and scale their ads to 10X the revenue in just two years.

GOAL

ClickFunnels was investing in paid ads to increase their revenue, but struggling to scale those ads.

Being able to see attribution outside the typical 28-day attribution window allowed them to see more accurately which campaigns were converting customers who took longer to purchase.

ClickFunnels did not full trust other tracking platforms - with good reason.

Facebook and Google both have incentive to take credit for every sale they can - even sales they shouldn't be credited for.

Wicked Reports provides accurate attribution for sales at every level of the funnel from first-click to last-click.



STRATEGY

ClickFunnels chose Wicked Reports to connect their ads to specific sales, so they could measure the long-term ROI of paid campaigns.

Being able to see attribution outside the typical 28-day attribution window allowed them to see more accurately which campaigns were converting customers who took longer to purchase.

ClickFunnels was able to use the Wicked Reports **New Lead Cohort Report** to see the improvements of their marketing efforts over time - they could see LTV increasing month-to-month as they optimized their ads not just for CPL, but with a focus on bringing in high LTV customers.

