Conversion Funnel

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

The conversion funnel describes the journey a user takes before purchasing a product or service. The AIDA model is perhaps the most common conversion funnel framework, identified by four distinct steps, i.e. Awareness, Interest, Desire and Action. This conversion funnel can be optimised on-site through Conversion Rate Optimisation (CRO), in which the user journey is analysed and improved, or via several touchpoints throughout your owned and earned media.

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