

Conversion Rate Cheat Sheet

Front-End Lead Funnels

- Lead Funnel Opt-Ins > 20%

Unboxing Funnels

- Two-Step Order Form Opt-Ins > 10–15%
- Book or Cart Funnel Sales Conversion > 1–5%
- Order Form Bump Conversion > 20%
- OTO/Downsell Conversions > 3–15%

Presentation Funnels

- Video Sales Letter Sales Conversions > 1–3%
- Webinar Registration Rate > 20%
- Webinar Show Up Rate (LIVE) > 10–20%
- Webinar Show Up Rate (AUTO) > 50–80%
- Webinar Buy Rate (Hot traffic LIVE) > 10%
- Webinar Buy Rate (Cold traffic LIVE) > 1–5%
- Webinar Buy Rate (AUTO) > 3–8%
- Product Launch Funnel Registration Rate > 20%

Back-End Phone Funnels

- Cost Per Application < \$100