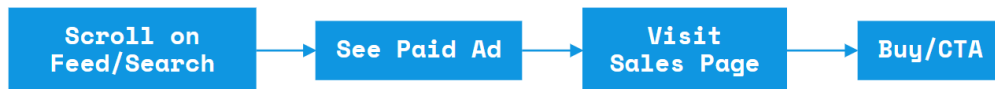


EXAMPLE FUNNEL - PAID ADS



What I SAW

See paid ads - The background is either in nature or filmed in a studio.

A famous person is wearing it and leaning on a sports car. Some famous football player with 1 leg was standing on it and showing the clothing brand.

The add also featured different color shooting.

Visit sales page- I immediately see a page saying "New Arrivals". Then I see motley positive reviews, with only a few negative ones. At the end, they start talking about their history, brand it self, durability and other details. Lastly, at the bottom, there's information about the brand, such as social media links, return policies. Etc...

Buy/DTA- Pop-up page on the side suggesting that you should buy these pants too to complete the fit.