

Mission - Funnels

Saw an Instagram ad of a watch - immediate lead "buy now" button brings me to their homepage (the product).

Not a single pop-up, but scrolling further down - you can sign up with your email to get benefits up to 80%. Also chatbot for help, requires an email address for the answer.

Tried go through the website to see more, but unfortunately this is it.

Example 2:

Got through IG to a website with phone accessoires. Again as you scroll down, you see 10.- CHF discount for signing up to the newsletter.

I found what I was looking for and as I wanted to purchase it, there were some other gadgets with discount on it to add to the cart.

Thank you page after purchasing the product plus you could choose 3 discounts for many other companies, which will be provided via email.