

# Funnel Mission

Funnel example:



This funnel works as shown below:

Scroll On Feed->See Paid Ad->Visit Sales Page->Buy/CTA

This add is grabbing attention with the lamps creative design. Currently, the store is running a 50%, increasing in people buying. And if you buy more than one, you will get another discount, based on how many you buy.

In the bottom of the website, they have some reviews showcased, increasing the trust. They also have a 30-day return policy, increasing the trust even more.