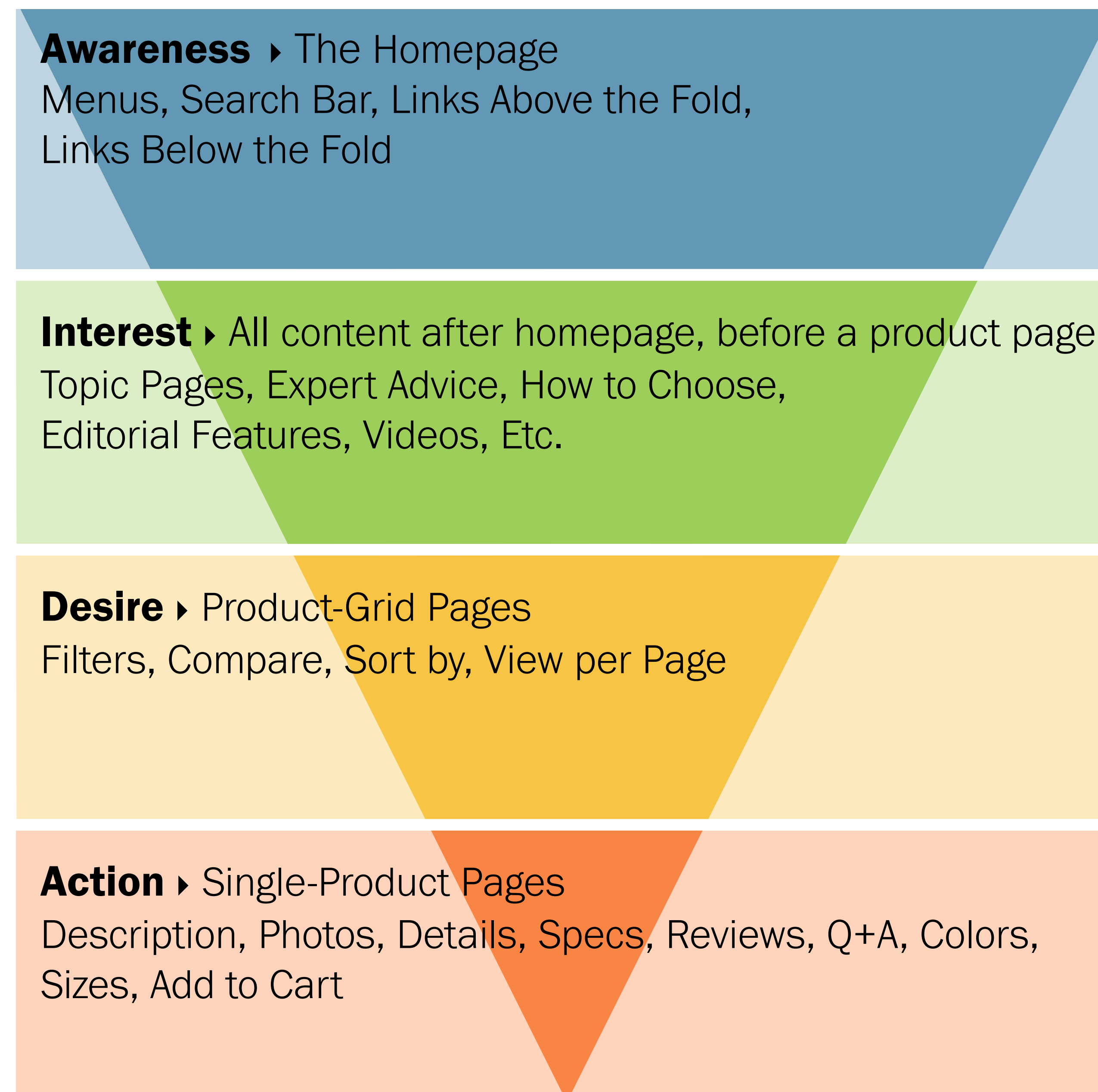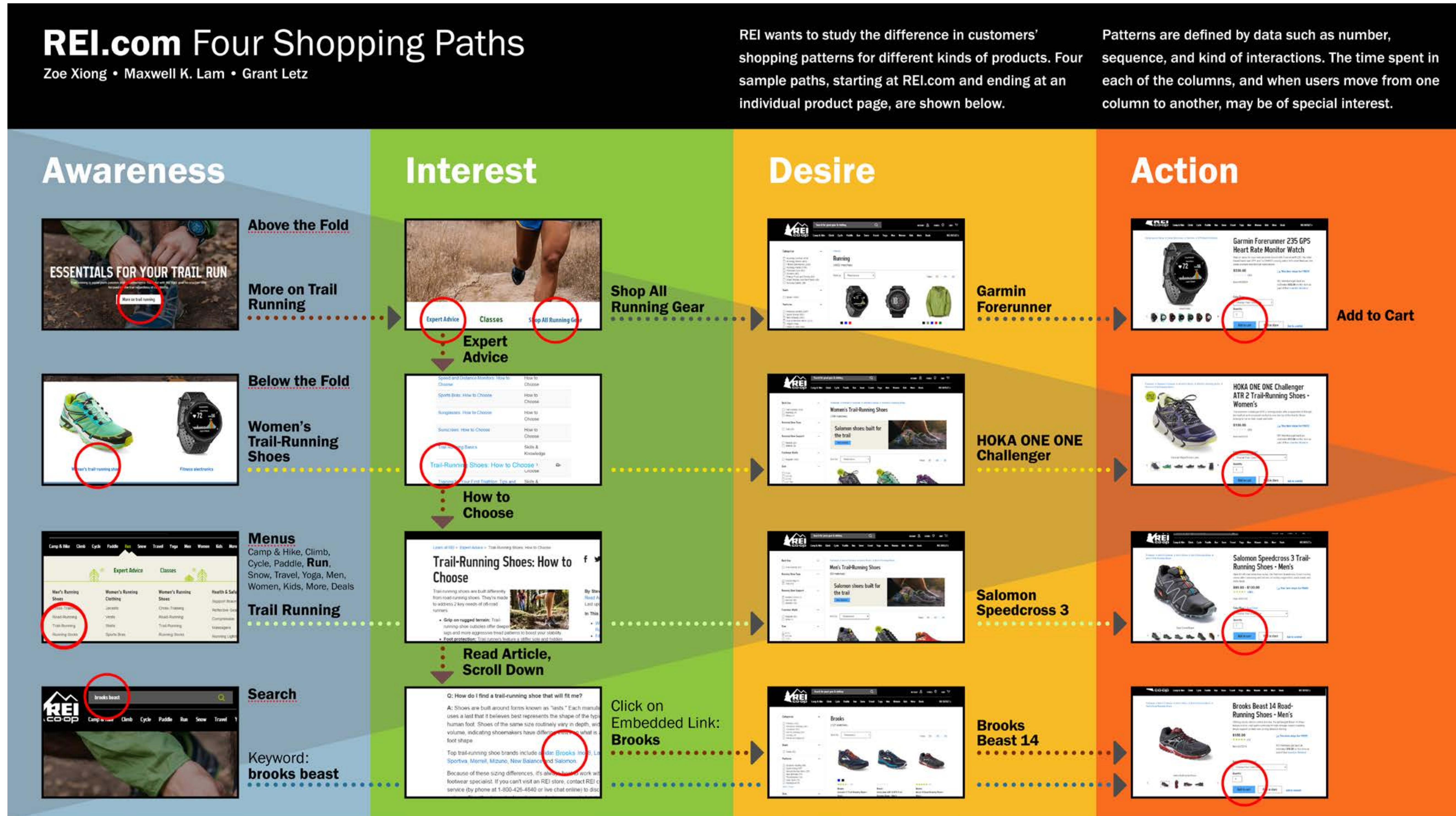# Sales Funnel Model

In our initial meeting with REI we asked our contacts how they thought of their website at a high level and they replied that it's a standard sales funnel.

When we analyzed the site's contents and structure we found that it easily mapped to the four stages of the classic sales funnel model.

Single-product pages are the first opportunity for shoppers to Add to Cart. We couldn't test actual purchases, so we felt it was reasonable to define single-product pages as the final stage of the funnel.

Awareness ▸ The Homepage
Menus, Search Bar, Links Above the Fold, Links Below the Fold

Interest ▸ All content after homepage, before a product page
Topic Pages, Expert Advice, How to Choose, Editorial Features, Videos, Etc.

Desire ▸ Product-Grid Pages
Filters, Compare, Sort by, View per Page

Action ▸ Single-Product Pages
Description, Photos, Details, Specs, Reviews, Q+A, Colors, Sizes, Add to Cart

Sales Funnel Model

Awareness ▶ The Homepage

On the homepage we identified four likely starting points for participants:

- Menus
- Search bar
- Links above the fold
- Links below the fold

Then we followed a simple path from each starting point to a single-product page. Menu shopping links and searches typically landed at a product-grid page. Some links in homepage content landed at product-grid pages, such as Women's Trail-Running Shoes, but most landed on Topic Pages or Expert Advice.

Menus: At the time of the test the menus included two types of content. Across the top of each menu, in green text, were links to Expert Advice, Classes, and REI Adventure Trips, and below that were links to product categories which appeared in black text as a hierarchical list across multiple columns.

We observed that **none of the eight subjects** clicked on the links to Expert Advice, Classes, and REI Adventure Trips.

Search: Paths starting with the search bar typically lead to a product-grid page or to a single-product page, depending on the search term used.

Links above/below the fold: Homepage content changes frequently, but it typically is editorial in nature and provides links to mostly non-product pages such as Topic Pages, Expert Advice, How to Choose, Etc.

We observed that **none of the eight subjects** clicked on links in the homepage content.

Awareness ▶ The Homepage

Menu showing two types of content. *Subjects clicked the green links in the top row on 0 of 32 tasks.*
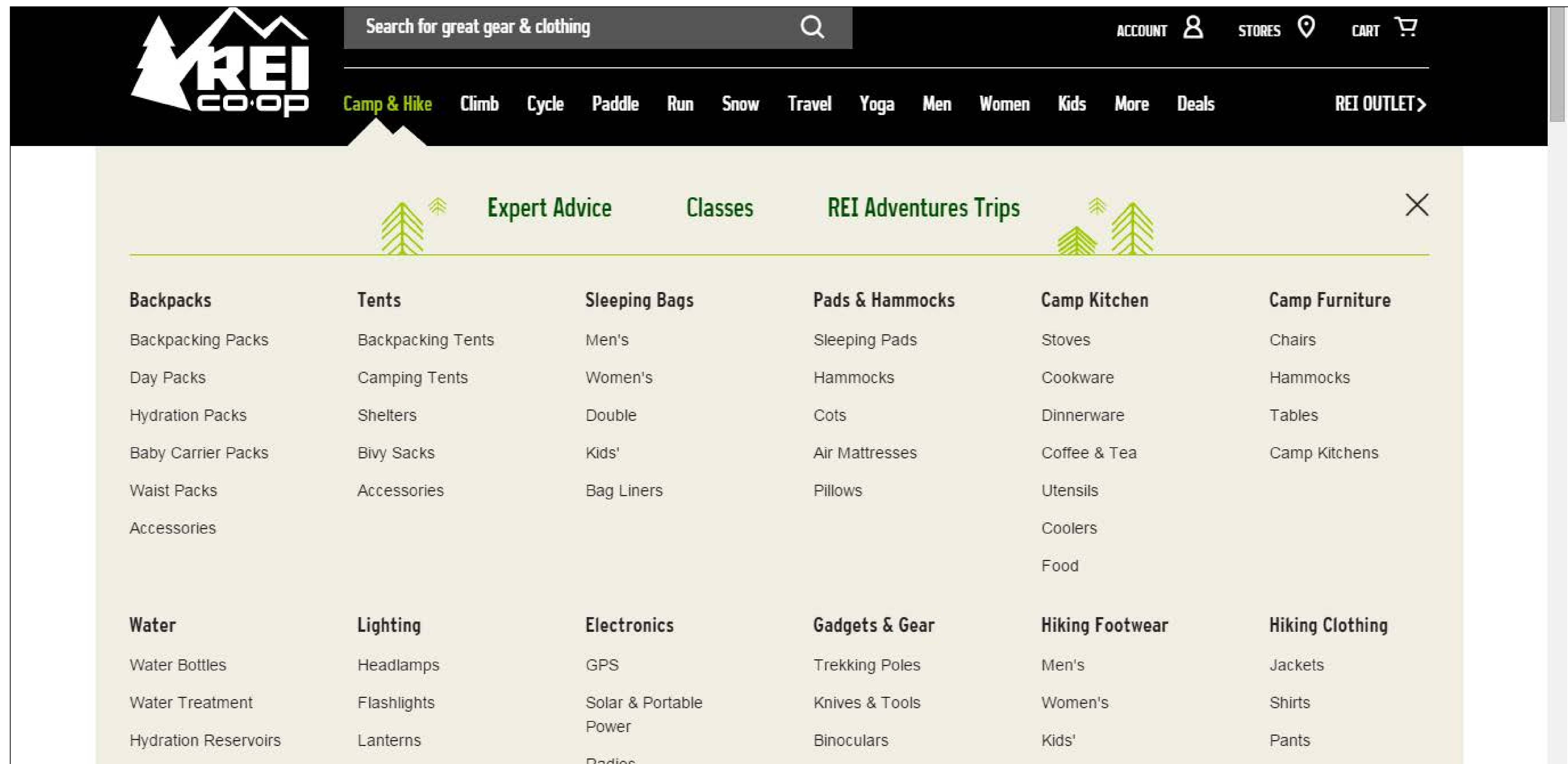
Interest ▶ Topic Pages, Expert Advice, How to Choose, Videos, ...

REI.com provides an abundance of guidance on outdoor recreation topics and equipment, including how-to-choose articles, checklists, videos, classes, etc. However, shoppers could benefit from better integration of this content. For example, in-situ links to advice and definitions on product-grid pages might ease shoppers' purchase decision-making process.

Also, product filters, articles, and product descriptions could be better cross-coordinated. Trail-running shoes product pages have a filter for heel-to-toe drop, but the article on How to Choose Trail-Running Shoes doesn't include that term. And sleeping pad product descriptions use the terms 3-season and 4-season, but there is no Seasons filter for sleeping pads.
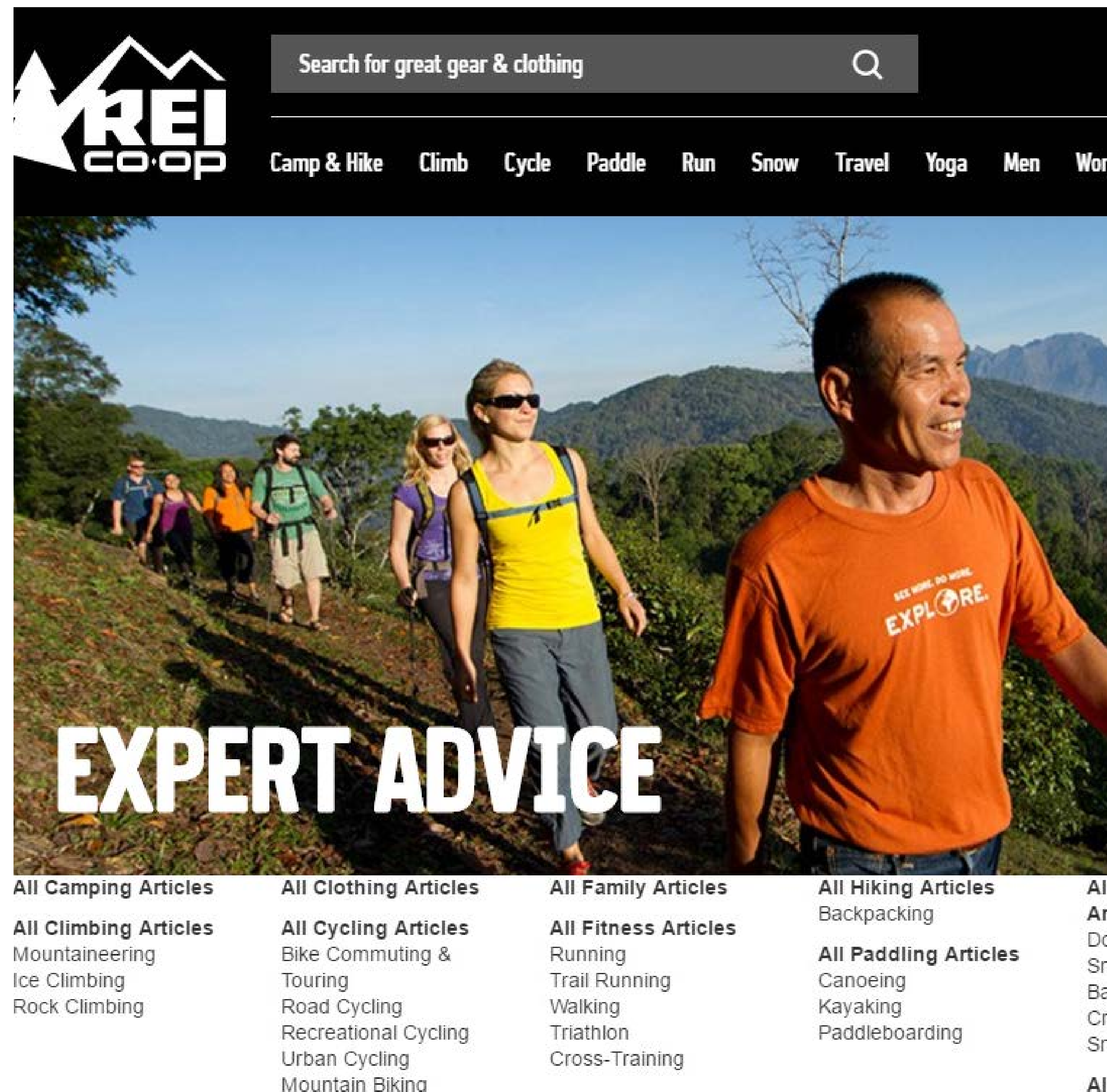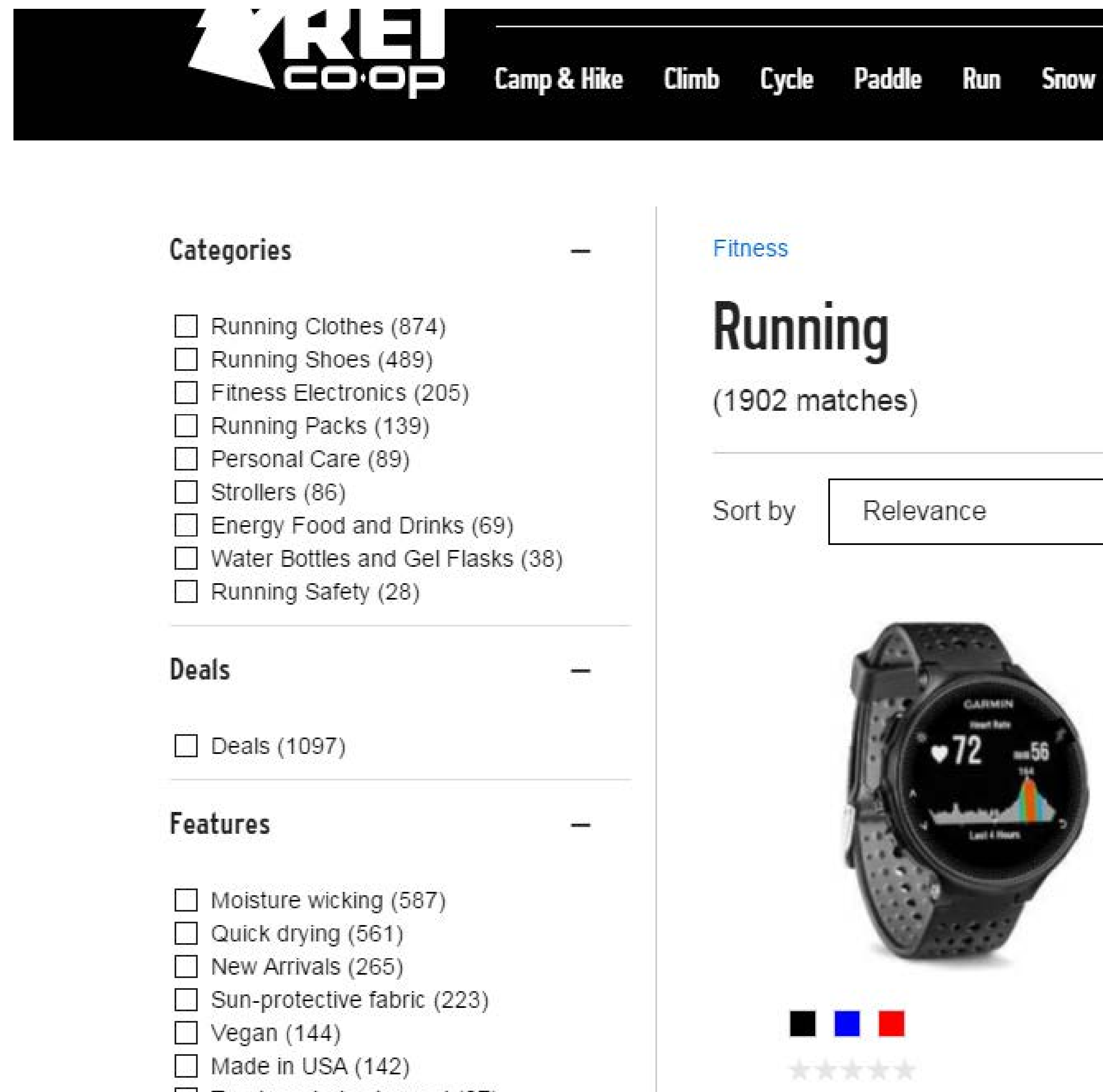
Desire ▸ Product-Grid Pages

Along the left edge of all product-grid pages is a column of filters. We observed that all subjects landed at a product-grid page directly from the menus or search bar on all tasks, but they *frequently desired definitions and advice when using the filters.*

Tent: Categories, Sleeping Capacity, Brand, Seasons, Weight, Features, Best Use, Price, Number of Doors, Deals, Rating

Wool Socks: Categories, Fabric Type, Sock Height, Brand, Size, Best Use, Color, Sock Cushioning, Features, Deals, Price, Rating

Sleeping Pad: Brand, Best Use, Sleeping Pad Type, Weight, Features, Pad Length, Pad Thickness, Pad Width, Sleeping Pad Shape, Deals, Gender, R-value, Insulation Type, Rating

Trail-Running Shoes: Trail-Running Shoe Type, Running Shoe Cushioning, Heel-to-Toe Drop, Rock Plate, Footwear Width, Size, Price, Brand, Rating, Features, Best Use, Color, Deals

REI CO·OP   Camp & Hike   Climb   Cycle   Paddle   Run   Snow

Categories −

☐ Running Clothes (874)
☐ Running Shoes (489)
☐ Fitness Electronics (205)
☐ Running Packs (139)
☐ Personal Care (89)
☐ Strollers (86)
☐ Energy Food and Drinks (69)
☐ Water Bottles and Gel Flasks (38)
☐ Running Safety (28)

Deals −

☐ Deals (1097)

Features −

☐ Moisture wicking (587)
☐ Quick drying (561)
☐ New Arrivals (265)
☐ Sun-protective fabric (223)
☐ Vegan (144)
☐ Made in USA (142)

Fitness

Running

(1902 matches)

Sort by   Relevance

Action ▶ Single-Product Pages

Single-product pages are the only place that much of the information about a product can be found, and it is also where shoppers must go to add the product to their cart. If a shopper goes to a single-product page and decides not to add to cart, they must go to a different page, most often back to a product-grid page.

All subjects on all tasks did this at least once before deciding on a product and adding it to their cart. This behavior, called *pogo-sticking*, is not necessarily negative, but it may indicate a potential benefit to providing more product information, and possibly the Add to Cart option, on product-grid pages.

Footwear › Women's Shoes › Women's Running Shoes ›
Shoes

HOKA ONE ONE Ch
ATR 2 Trail-Runni
Women's

The women's Challenger ATR 2 running shoes
the midfoot and increased comfort across the
looking to run on both roads and trails.

$130.00

★★★★★ (0)

Item #893216

Parisian Night/Sunny Lime

Color/Size | Size Chart

Choose Your Color/Size

Quantity

1

Add to cart   Find in store

Sales Funnel Results

REI.com Funnel Shopping Patterns

Zoe Xiong • Maxwell K. Lam • Grant Letz

We observed shopping patterns of eight participants shopping for four different types of products. Four participants also shopped for a product of their choice. In total, we observed 36 different shopping tasks.

We evaluated REI's website as a classic sales funnel. The four stages of the funnel are shown advancing from left to right. We recommend improved distribution of links to purchase-decision support.

Awareness

Used homepage links or top-level menu items: **0** participants

Used search or lower-level menu items: **8** participants

Interest

We defined the Interest stage of the funnel as all content after the homepage and before a product page:
• Activity Area Topic Pages
• Expert Advice
• How to Choose
• Editorial Features
• Etc.

Desire

Found and watched Expert Advice video: **1** participant

We defined the Desire stage as all product-grid pages.

All participants bypassed the Interest stage and went directly from the homepage to a product-grid page for all tasks.

However, 5 of 8 participants expressed desire for definitions and advice in this stage.

Action

Went to an individual-product page then went back to grid: **8** participants

We defined the Action stage as all individual-product pages.

This is the first opportunity for users to Add to Cart. We couldn't test actual purchases.

Product reviews and photos were the most used features in this stage, followed by product specs.