

Upper-Funnel Experiment

BACKGROUND PROBLEM

The client needed to understand how awareness investment impacts downstream performance after years of focusing primarily on lower-funnel conversion activity in a competitive e-commerce environment.

APPROACH PROCESS

- Used customer data and segmentation modeling to isolate response by consumer group.
- Distinguished functional buyers from passionate enthusiasts based on engagement, spend, and advocacy.
- Reframed upper-funnel effectiveness as a targeting problem rather than a scale problem.

KEY FINDINGS / OUTCOME

- Upper-funnel ROI was highest when targeted to high-affinity, high-intent consumer segments.
- Enthusiasts drove disproportionate downstream value after exposure.
- The work clarified how awareness and conversion efforts could be better integrated.

Upper Funnel Experiment: Winning Back Top-of-Mind Awareness

