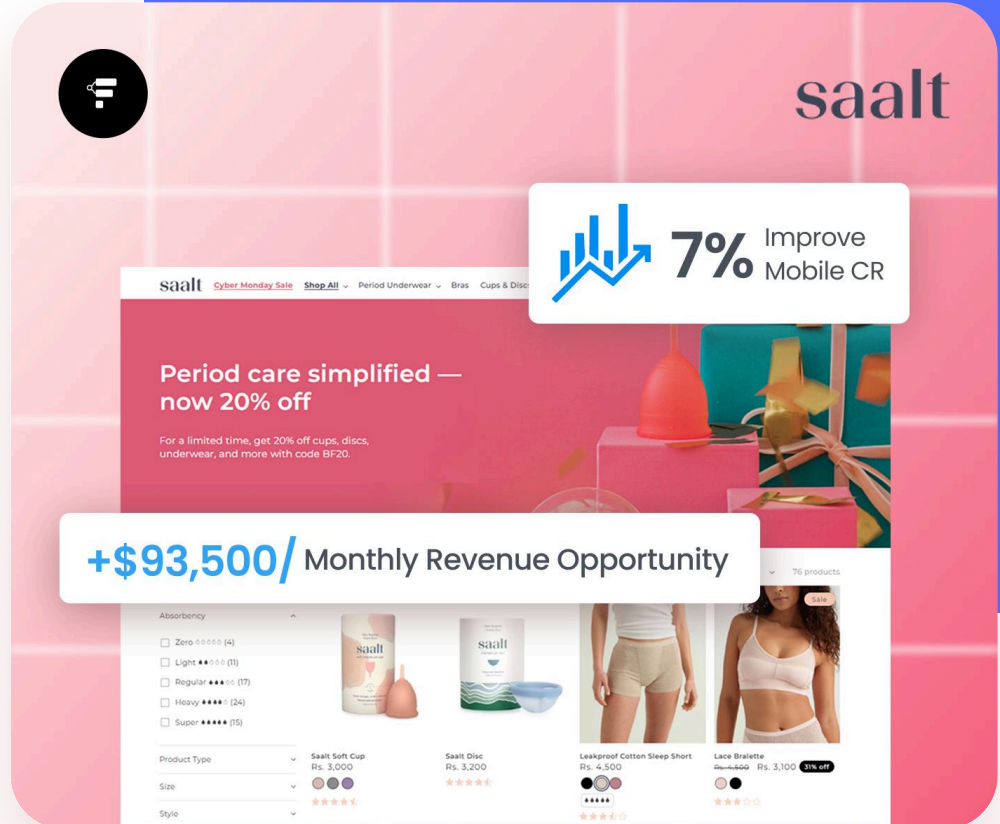


SAALT × FUNNELYTICS PERFORMANCE CASE STUDY

30-Day Conversion Analysis Case Study



CLIENT OVERVIEW

Saalt is a leading menstrual care and leakproof underwear brand. Despite strong brand awareness and traffic volume, the team was experiencing inefficiencies in traffic allocation, low-performing landing pages, and high early drop-off across key funnel stages.

The Challenge

- Ads were sending traffic to low-converting pages with weak AOV.
- Google & Meta campaigns were fragmented across too many URLs.
- Homepage and product pages suffered from poor above-the-fold clarity.
- The site experienced a 23.9% early drop-off rate.
- High-performing pages were underutilized, limiting revenue potential.

Funnelytics approach

We analyzed 30 days of funnel data using Funnelytics to identify:

- Underperforming ad destinations
- High-converting/high-AOV pages
- Scroll-depth drop-offs
- Page hierarchy issues
- Revenue lift opportunities per scenario

This allowed us to quantify the exact monthly revenue upside from optimization.

KEY INSIGHTS

- 1. Meta Traffic Misallocation
 - Menstrual cup/disc pages convert at 2.33% CR, AOV \$71.
 - saalt.com converts at 9.04% CR with nearly identical AOV.
- 2. Google Ads Fragmentation
 - Traffic scattered across 5–7 low-performing underwear pages.
 - Top converter: /collections/saalt-period-underwear.
- 3. Homepage Drop-Off
 - 23.9% of users leave before 25% scroll depth.
 - Key products and benefits too far down the page.
- 4. Product Hierarchy Issues
 - Best sellers not in first row.
 - Default colors blended with background.
 - Missing credibility tags: Best Seller, Favorite, Most Comfortable.

TOTAL MONTHLY OPPORTUNITY:
+\$93,500 per month
(≈ \$1.1M annually)



REVENUE OPPORTUNITY SUMMARY

Optimization Scenario	Monthly Revenue Lift
Redirect FB traffic to saalt.com	+\$12k
Increase CR on period underwear page	+\$7.5k
Send traffic to high-CR products	+\$8k
Shift budget to high-CR Google underwear page	+\$27k
Redirect discs/cups traffic to saalt-disc	+\$4k
Improve mobile CR by 7%	+\$3k
Reduce homepage early exits	+\$12k
Optimize bundles collection	+\$7k
Strengthen Klaviyo flows	+\$3k
Strengthen Klaviyo flows	+\$3k

RESULT

Funnelytics uncovered over \$93k in monthly revenue leakage, driven by traffic inefficiency and underperforming key pages. With strategic reallocation, UX optimization, and conversion improvements, Saalt is positioned to increase significantly:

- ROAS
- Conversion rate
- Average revenue per visitor
- Total monthly revenue

This roadmap equips Saalt with a clear, actionable plan to unlock 7-figure annual growth.

PRIORITY RECOMMENDATIONS

- 1. Redirect Paid Traffic to High-Converting Pages
 - Send Facebook & Google Ads to saalt.com and saalt-period-underwear.
- 2. Above-the-Fold Redesign
 - Move key bundles, benefits, and CTAs higher on the page.
- 3. Product Page Optimization
 - Improve color contrast, add lifestyle photos, and highlight key product benefits.
- 4. Homepage Improvements
 - Increase visibility for top sellers and bundles. Add sticky CTAs.

CONCLUSION

The Funnelytics Insights Analysis provided Saalt with a clear roadmap to optimise traffic allocation, reduce funnel inefficiencies, and strengthen conversion performance.

By redirecting traffic to high-converting pages and improving key UX elements, Saalt is now positioned to unlock \$93.5k in monthly revenue opportunity and drive scalable, long-term growth.