

# THE KINGDOM CODEX FUNNELYTICS PERFORMANCE CASE STUDY

A data-driven breakdown of scaling paid traffic through funnel optimization.

## AT A GLANCE

Kingdom Codex is a faith-based digital brand selling educational products through paid traffic. When we began working together, Meta Ads were still in an early testing phase, with inconsistent performance and limited visibility into what was driving results.

The objective was to **build a scalable funnel and turn paid traffic into a profitable, repeatable acquisition channel**—not simply increase ad spend.

## GOALS

- Build a structured, scalable funnel for paid traffic
- Improve conversion efficiency across the funnel
- **Significantly reduce cost per sale**
- Increase weekly funnel sales while maintaining profitability

## RESULTS

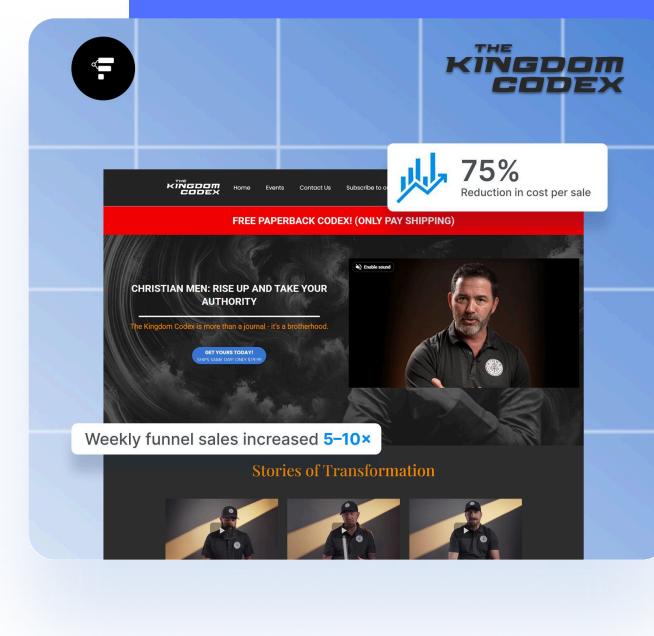
- **60–75% reduction in cost per sale**
- Conversion efficiency nearly **doubled at peak performance**
- Weekly funnel sales increased **5–10×**
- Paid traffic became **profitable, scalable, and repeatable**

## CONCLUSION

The FunnelYTICS Insights Service helped Kingdom Codex transform paid traffic from an expensive experiment into a reliable growth engine.

By focusing on **conversion rate, cost per sale, and ROAS**, the brand now operates a funnel that supports profitable scaling instead of limiting it.

Rather than relying on higher ad spend, Kingdom Codex now grows through **better funnel performance**—creating a foundation for sustainable, long-term growth.



## CHALLENGES

- Paid traffic was running without a clearly defined or optimized funnel
- ROAS was below profitability, making scaling risky
- Conversion rates were inconsistent and capped funnel output
- **Cost per sale was too high (\$50–\$75+)**, preventing sustainable growth

## FUNNELYTICS INSIGHTS SERVICE APPROACH

### 1. Tracking and Funnel Foundation

We built the entire paid traffic funnel from the ground up, implementing clean tracking from **Meta Ads** → **Landing Page** → **Purchase**. This established reliable attribution and allowed performance improvements to be measured accurately over time.

### 2. Funnel Mapping and Analysis

By mapping the full customer journey, we identified the primary drop-off points that were inflating acquisition costs and limiting sales volume. This allowed optimization efforts to focus on the stages with the greatest revenue impact.

### 3. Conversion Optimization

Optimization efforts were centered on **conversion efficiency**, not traffic volume. As a result:

- **Initial conversion rates (~3–4%)** improved to a **5.13% average**
- Best-performing weeks reached **7%+ conversion rates**
- The same traffic volume began producing significantly more sales

### 4. Revenue and Efficiency Improvements

As conversion efficiency improved, acquisition costs dropped dramatically and the funnel became scalable:

- **Cost per sale decreased from ~\$50–\$75 to a consistent \$12–\$26 range**
- Best-performing weeks reached **\$11–\$16 per sale**
- **ROAS improved from below 1.0 to a blended ~1.14**
- Weekly funnel sales increased from **~2–5 sales** in early weeks to **70–117 sales per week**

This shift moved Meta Ads from testing mode into predictable execution.



FunnelYTICS