

CITK

Funnel Paths



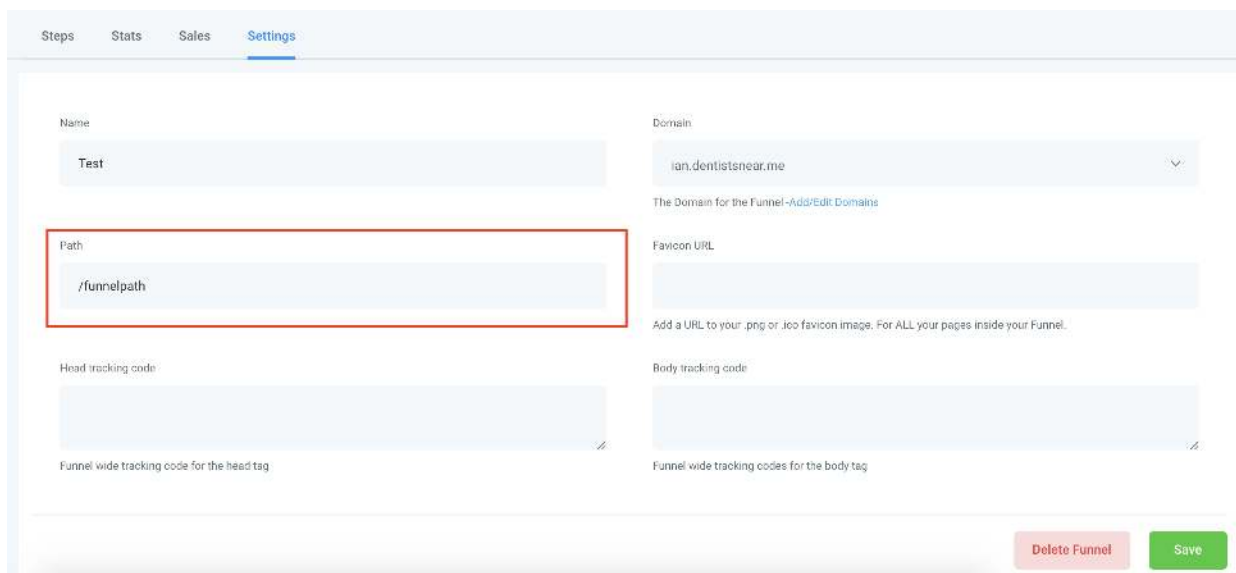
Funnel Paths

There are 3 levels of path associated with any funnel

Funnel URL --> This is the URL dedicated for a funnel which can be configured from the

Settings

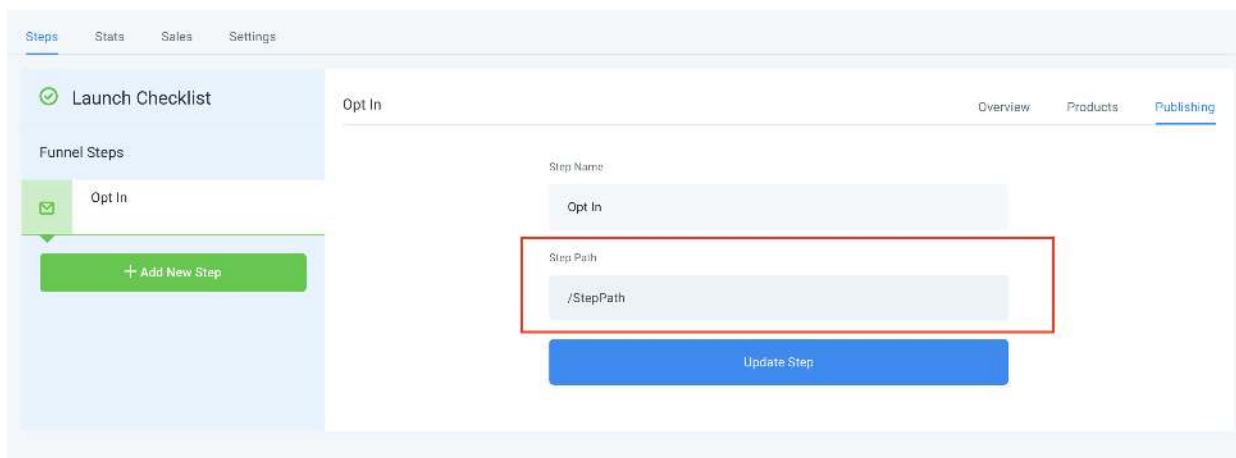
. This will always load the first step in the funnel



The screenshot shows the 'Settings' tab of a funnel configuration interface. It includes fields for 'Name' (Test), 'Domain' (ian.dentistsnear.me), 'Path' (/funnelpath), 'Favicon URL', 'Head tracking code', and 'Body tracking code'. The 'Path' field is highlighted with a red border. At the bottom right, there are 'Delete Funnel' and 'Save' buttons.

Step URL --> Each Step has an URL associated with it to load its respective page. Can be configured from

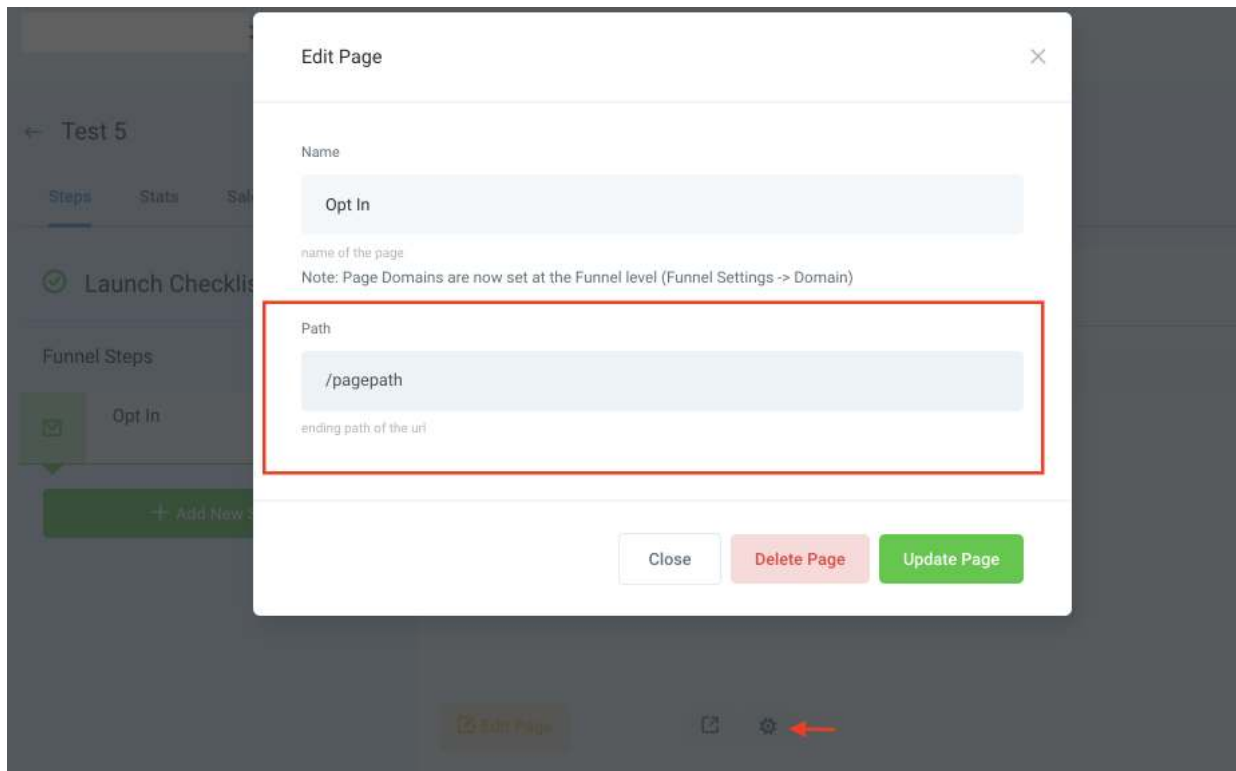
Publishing tab



The screenshot shows the 'Publishing' tab of a funnel configuration interface. It includes a 'Launch Checklist' on the left with a green checkmark and a '+ Add New Step' button. The main area shows 'Opt In' as the selected step, with a 'Step Path' field containing '/StepPath' highlighted by a red border. An 'Update Step' button is located below the 'Step Path' field.

Funnel Paths

- Page URL --> This will be very useful once we launch the A/B testing feature, **this is coming soon!**
- We currently can only have one page within a step. Once the A/B testing is launched, you will be able to configure the traffic based on the URL for each page. It can be configured from the **Gear icon beside the Edit page button** which opens the Settings modal for the page.



Split Testing would work in the following way

(This feature is coming soon!)

The client will publish the Step URL to its customers in a FB ad for e.g. On clicking the link, the backend will recognize the Step and based on the traffic migration will load either of the page within it, essentially redirecting to one of the page URL.