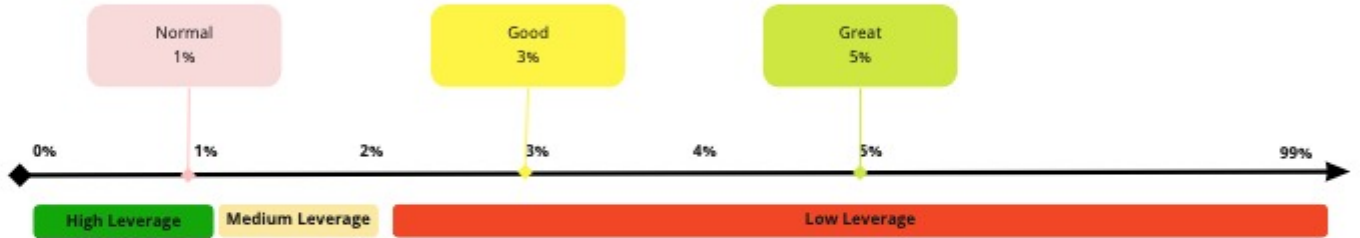


EVERGREEN FUNNEL RATES & LEVERAGE POINTS

This sheet shows you normal, good, and great conversion rates along a typical evergreen webinar funnel. In addition, you'll see where improvements in each rate will yield greater impact in your funnel. This helps you target where to (and where not to) invest your time and money.

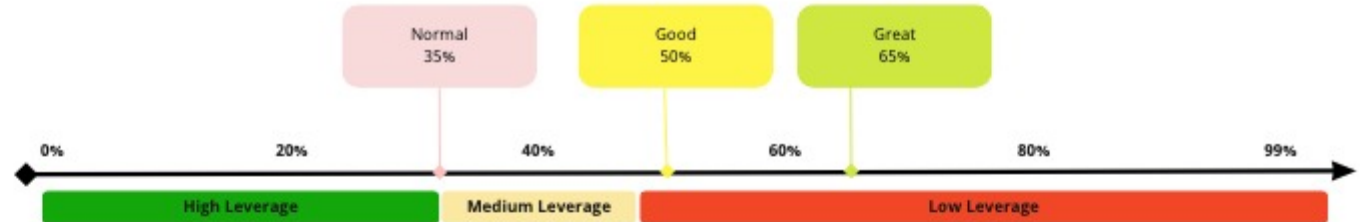
Ad Click Rate



Registration Rate



Show Up Rate



Stay Rate



Tasty Morsel Conversion Rate

