Consumer Funnel Leak Audit

Identify Where Your Brand is Losing Customers — Before They Buy

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Why Most Consumer Brands Don’t Have a Traffic Problem

Many consumer brands generate:

- Website traffic
- Social engagement
- Paid ad clicks
- Product page visits

…but still struggle to grow revenue.

Why?

Because most brands have **funnel leaks** across acquisition, conversion, and retention.

Common issues:

- Weak product pages
- Cart abandonment
- Poor retargeting
- No retention systems
- Disconnected channels

This audit helps you identify exactly where your funnel is leaking revenue.

How to Use This Audit

- Rate each statement from **1 (Strongly Disagree)** → **5 (Strongly Agree)**
- Score each section
- Your lowest score = biggest funnel leak

SECTION 1: Awareness Funnel

- We consistently generate new traffic
- Our brand awareness channels are diversified
- We leverage organic content effectively
- We use Meta Ads efficiently
- Our top-of-funnel messaging attracts the right audience

Score: /25

SECTION 2: Demand Capture

- We target high-intent traffic
- We use Google Ads effectively
- Our branded search strategy is strong
- We capture ready-to-buy customers
- Our traffic quality is high

Score: /25

SECTION 3: Website Conversion

- Our website is easy to navigate
- Product pages are optimized
- Messaging is clear
- Trust signals exist
- Users easily move toward purchase

Score: /25

SECTION 4: Product Pages

- Product descriptions are persuasive
- Images/videos are strong
- Pricing is clear
- Reviews are visible
- Objections are handled well

Score: /25

SECTION 5: Checkout Flow

- Checkout is simple
- We allow guest checkout
- Payment methods are flexible
- Cart abandonment is low
- Mobile checkout works smoothly

Score: /25

SECTION 6: Mobile Funnel

- Mobile traffic converts well
- Mobile UX is optimized
- Navigation is simple
- Pages load quickly
- Mobile checkout is frictionless

Score: /25

SECTION 7: Retention Funnel

- We have email flows
- We recover abandoned carts
- We run reactivation campaigns
- We encourage repeat purchases
- We nurture existing customers

Score: /25

SECTION 8: Retargeting Funnel

- We retarget website visitors
- We retarget product viewers

- We retarget cart abandoners
- Our retargeting messaging is effective
- We recover lost buyers

Score: /25

SECTION 9: Revenue Metrics

- We track CAC
- We track conversion rates
- We track AOV
- We track retention
- We understand LTV

Score: /25

SECTION 10: Funnel Scalability

- Our funnel can handle more traffic
- We can scale ads profitably
- We automate retention
- Our systems are repeatable
- Growth is predictable

Score: /25

Final Score

Total Score: /250

Your Funnel Health Score

🔴 0–100 → Major Funnel Leaks

You’re losing revenue across multiple stages.
Fix: Conversion + retention basics

🟡 101–180 → Moderate Funnel Leaks

Some areas work, but leaks limit growth.
Fix: Optimization + retention systems

🟢 181–250 → Scalable Funnel Engine

Your funnel is healthy and ready to scale.
Focus: Efficiency + expansion

Identify Your Biggest Leak

Your lowest score reveals your biggest issue:

- Awareness → weak traffic quality
- Capture → poor intent targeting
- Website → weak conversion
- Product pages → weak persuasion
- Checkout → cart abandonment
- Mobile → poor mobile UX
- Retention → no repeat purchase system
- Retargeting → lost buyers
- Metrics → poor visibility
- Scalability → fragile systems

What You Should Do Next

If your weakest area is:

Awareness → Improve acquisition channels
Capture → Improve intent targeting
Website → Optimize conversion paths
Checkout → Reduce friction

Retention → Build lifecycle marketing
Metrics → Improve tracking systems

About 23HubLab

At 23HubLab, we help consumer brands build **full-funnel growth systems**.

We don’t just generate traffic.

We optimize:

- Acquisition
- Conversion
- Retention
- Funnel automation
- Revenue scalability

…to create predictable growth.