EMAKINA

AN EPAM COMPANY

Tool bundle #5

2 tools to help you measure and improve your revenue

Roadmap to success

Ultimate growth toolkit with the pirate funnel

One of the proven ways to understand user behaviour is the popular AAARRR or pirate funnel, created by Dave McClure.

It's a framework that guides marketing campaigns through every stage of the funnel, from the very first stage of the buying journey (awareness) and data gathering and testing (acquisition) to spurring a user into action (activation). It teaches retention strategies, choosing the right revenue model and, finally, how to drive referrals.

We'll take you through each stage, step by step, to help you formulate a game plan for your own business that leads to growth and long-term success.

A	Awareness
A	Acquisition
A	Activation
R	Retention
R	Revenue
R	Referral

AWARENESS

ACQUISITION

ACTIVATION

RETENTION

REVENUE

REFERRAL
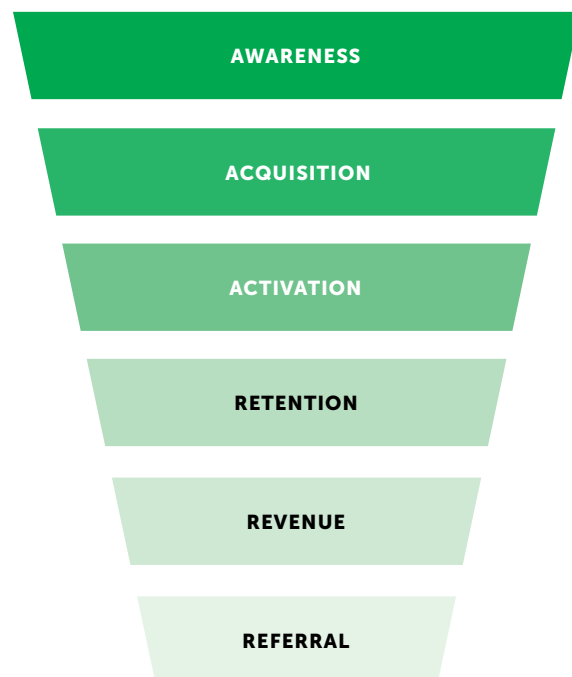
2 tools to help you measure and improve your revenue

The revenue stage of the AAARRR growth marketing funnel is about that all-important bit where the customer spends money on your goods or services. And, as you would expect, all the other phases of the funnel feed into this one.

In this stage, there are two important metrics to consider: customer acquisition cost (CAC) and customer lifetime value (CLV).

But what tools do you need? We're here to help, with the fifth in our round-up of our favourite tools for your growth marketing journey.

01

Unbounce

Unbounce is the best friend for companies looking to easily A/B test landing pages. It gives you the ability to drag and drop elements into templates so you can constantly create and publish landing pages. It requires minimal technical skills to implement it on your website.
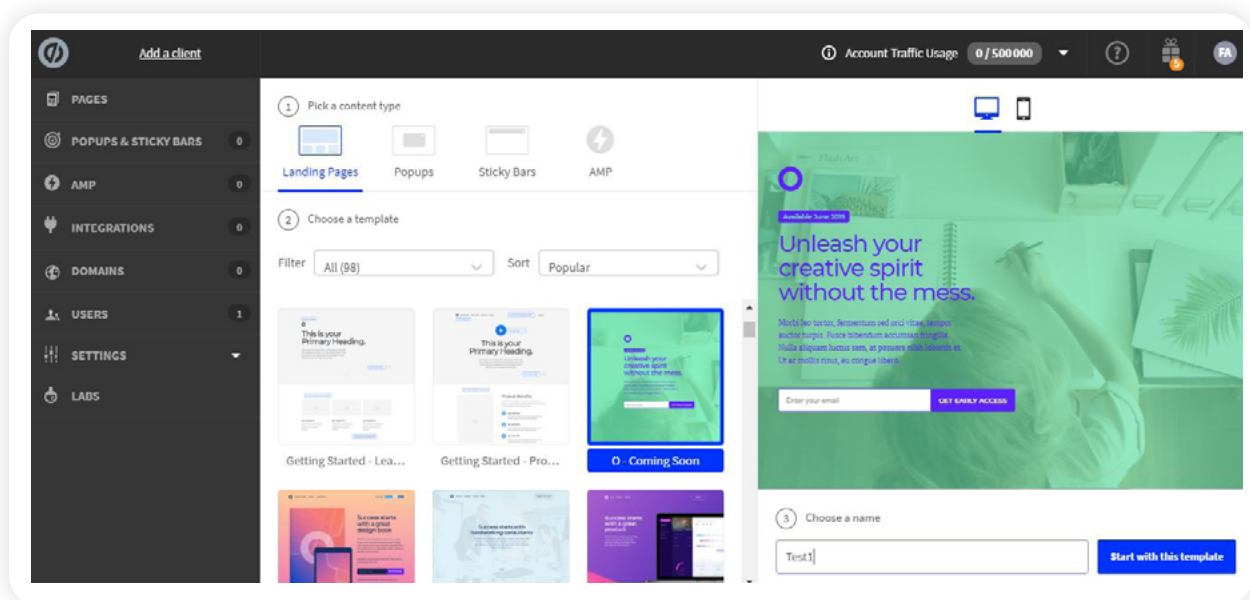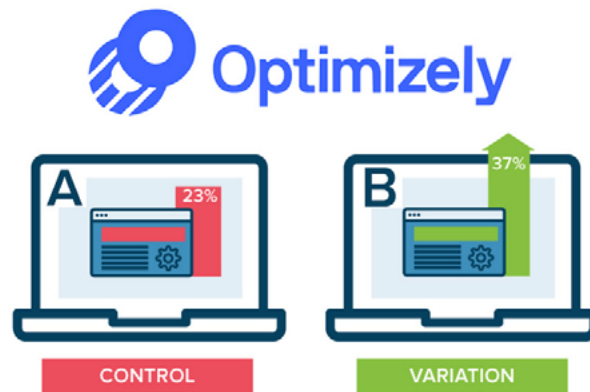

Key features:

- **Desktop and mobile landing pages builder**;
- **Pop up and sticky bar builder**.

02

Optimizely

Optimizely is a digital marketing experimentation platform for companies looking to optimise their conversion rate. It allows you to run unlimited concurrent A/B test experiments, ensuring you're always testing and iterating to create the most powerful customer experience.

Key features:

- **Run unlimited A/B and multi-page experiments**;
- **Build your experiments with a visual editor**, no code or developer required;
- **Customise your experiment segments with key factors** like location or customer demographics;
- **Detailed reports** on the results of your experiments;
- **Integrate with your preferred tools.**

Need help in monitoring or growing your brand presence?

At Emakina, we understand how important it is for your brand to grow its revenue. Want to understand your customer lifetime value? Our growth marketing experts will would be happy to help, so get in touch with us today.

Contact us

About Emakina, the User Agency

Emakina is a digital agency with global reach. It is part of Emakina Group, an EPAM Systems Inc. (NYSE: EPAM) company. Its technology and marketing experts work with customers to develop high performance marketing and creative solutions for business challenges, from cutting-edge applications, websites, and eCommerce projects to impactful content and campaigns. As the ambassadors for users, Emakina places the user's requirements and expectations at the heart of every digital experience. This approach offers the agency's customers and their brands a privileged relationship with consumers of the digital age.

Learn more at www.emakina.com.

EMAKINA

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The ultimate digital brand experience for your users

Team up with our growth marketing experts to start designing the brand experience your users dream of. Start your journey with us.

www.emakina.com

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