

AGENCY CHEAT SHEET:

Funnel Vision

Middle Funnel ROAS Detection

WHY THIS IS IMPORTANT

Unless the brand is a household name, it is likely that the last click is an effect, and paid marketing channels are the cause.

The brands looking at the last click, without Funnel Vision, will think they don't need to spend as much on paid channels because their assets are "doing all the work."

The more ROAS you can show, and prove, the more trust from the client, and the more retention of your clients.

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“There is no spoon.
There is only accurate
data with Wicked.”

WHEN TO USE THIS

Last click marketing attribution is going to brand assets. This can be observed in Google Analytics, UTM solutions, CRMs, and even Wicked Reports. The majority of last click sales are attributed to Email, SMS, Branded Search, Direct, and Organic.

ROAS IS not acceptable on an important campaign.

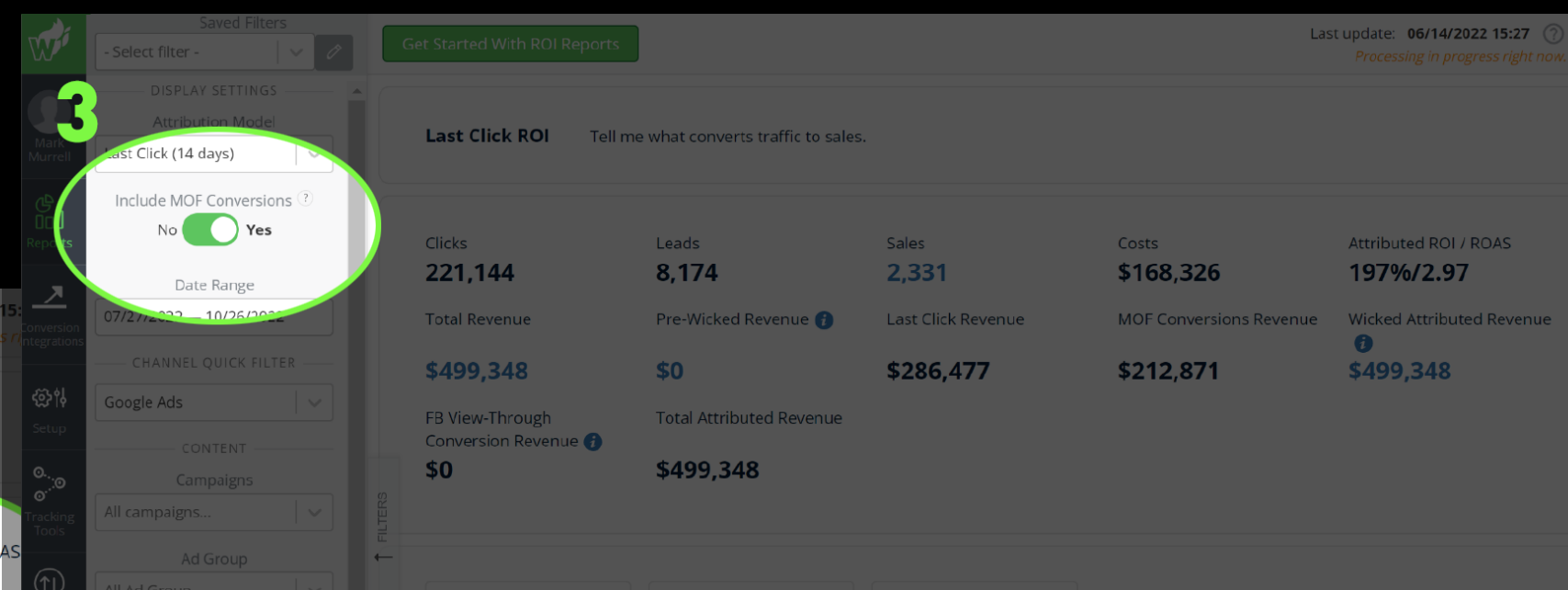
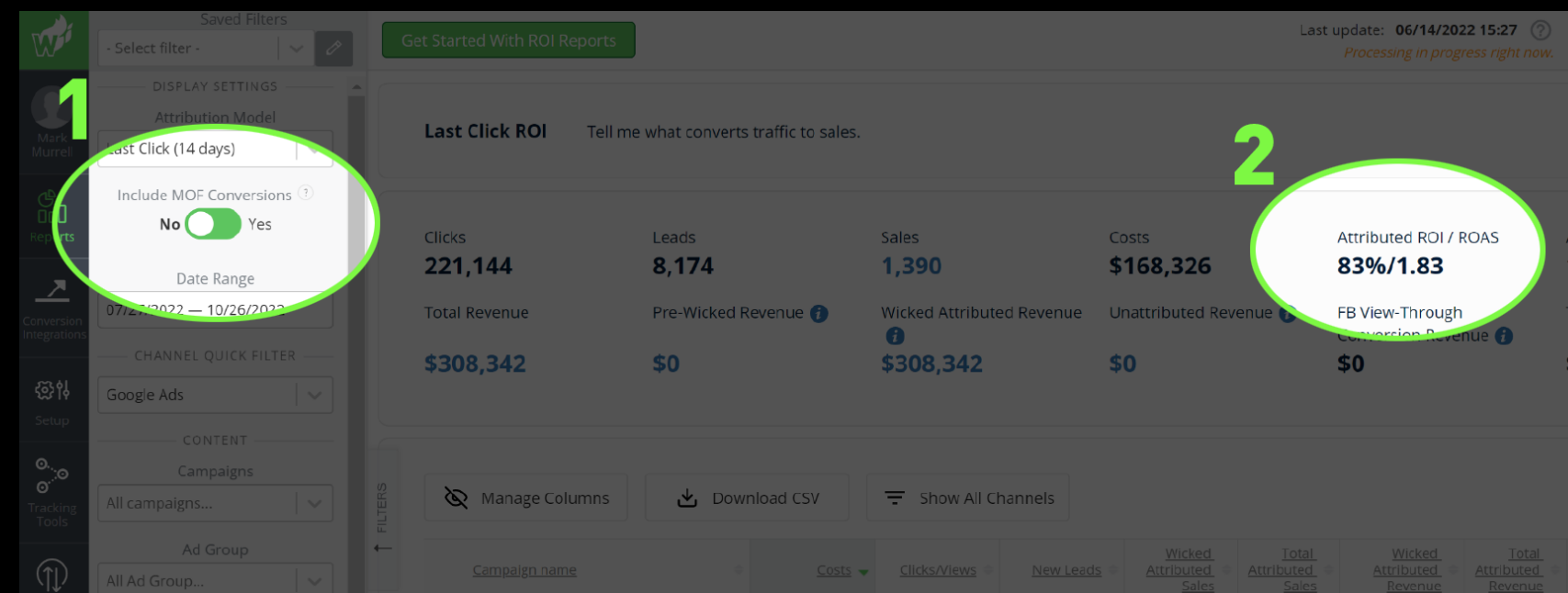
The ad platforms show a lot more conversions than Wicked Reports.

The brand has great email, SMS, and/or organic strategies.



AGENCY CHEAT SHEET: HOW TO...

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Include MOF Conversions ?
No ☐ Yes ☒

Date Range
07/27/2022 — 10/26/2022

Channel Quick Filter
Google Ads

Content
Campaigns
All campaigns...

Ad Group
All Ad Group...

Last Click ROI

Tell me what converts traffic to sales.

Clicks	Leads	Sales	Costs	Attributed ROI / ROAS
221,144	8,174	2,331	\$168,326	197%/2.97
Total Revenue	Pre-Wicked Revenue	Last Click Revenue	MOF Conversions Revenue	Wicked Attributed Revenue
\$499,348	\$0	\$286,477	\$212,871	\$499,348
FB View-Through Conversion Revenue	Total Attributed Revenue			
\$0	\$499,348			

Manage Columns Download CSV Show All Channels

Campaign name	Costs	Clicks/Views	New Leads	MOF Conversions	MOF Revenue	Last Click Sales	Last Click Revenue	Attributed ROAS	Average Order Value
GML_PMax_Lobster Tails	\$16,092	32,486	441	128	\$24,949	193	\$43,759	4.15	\$215
GML_S_general lobster - cpa	\$12,558	12,472	761	68	\$14,423	102	\$27,569	3.31	\$247
GML_S_geo test - cpa	\$10,968	7,648	514	56	\$11,899	91	\$19,437	2.68	\$210
GML_S_search terms - roas	\$10,591	6,447	460	59	\$11,759	95	\$22,664	3.09	\$224
GML_S_general - cpa	\$10,046	7,262	421	61	\$12,726	82	\$18,824	3.10	\$221
GML_V_Remarketing	\$9,896	3,502	75	11	\$2,156	15	\$2,918	0.48	\$199

- 1 Head to the Last Click ROI Reports and select a paid marketing channel with Middle Conversion = No
- 2 Note the overall and key campaign ROAS
- 3 Update Middle Conversion = Yes & click apply
- 4 Note the improved overall channel and individual campaign ROAS" and key campaign ROAS
- 5 Run Scale/Kill/Chill frame work using the updated ROAS for all campaigns that are MOF and BOF (covered here)
- 6 Deliver Talk Tracks on next page



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ROAS Detection**

**DO THIS NOW INSIDE OF
WICKED REPORTS...**

**CLICK HERE TO IDENTIFY MIDDLE
FUNNEL ROAS INSIDE OF YOUR
WICKED REPORTS
ATTRIBUTION DATA**



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**CLIENT TALK TRACKS &
PROOF OF YOUR VALUE**

“We are going to scale ad spend on campaigns [c] because they are driving conversions on your [y] channel. [z] ad platform does not show this, but our work with attribution partner Wicked Reports can prove that campaign [c] is driving [x] ROAS. Here’s the proof.”

Send a recording showing the proof of Middle Funnel ROAS lift using the Wicked Reports MOF conversions.

“...or take the Wicked Pill,
and you’ll see how deep
the rabbit hole goes.
With accurate data.
And panache.”

