

10 Lead-Generating Quiz Funnel Templates

See the templates used by REAL companies to generate tens of thousands of new email subscribers, segment their market, and grow their businesses!



Thanks for downloading your 10 FREE Lead-Generating Quiz Funnel Templates!

Ever wish you knew EXACTLY what other companies did to get great results?

If only you could implement their techniques, imitate their success, and grow your list quickly!

With these new Lead-Generating Quiz Funnel templates, you now have access to some of the MOST successful funnels from our bucket.io subscribers.

There are 10 Templates in the bundle... so whether you are a B2B or B2C business... or if you sell physical products or services, like coaching and consulting, there's a template to suit YOUR needs.

Just choose and follow the template that works best for you.

You now have everything you need to get your online marketing funnel up and running in no time, so growing your email list and scaling your business has never been easier!

Here's to your success!

Best,

The bucket.io Team



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(*) Template currently available in **bucket.io**

Written Sales Page

WRITTEN SALES PAGE TEMPLATE

Segmentation Funnel

The Written Sales Page Segmentation Funnel is the process for segmenting new leads into your predetermined buckets by asking a series of questions and then sending people to a customized copy-based sales page, based on their answers. You can create your written sales pages inside bucket.io or you can redirect to existing sales pages created on any other platform.

Integrates with 75+ ESPs, including...

plus anything with a Zap

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When

When would you use this?

The Written Sales Page Segmentation Funnel is ideal to use either when you already have existing written sales pages you want to redirect people to after they have completed your segmentation questions and given you their details, or if you want to quickly create a sales page without having to create videos and other collateral. You can also split test a written sales page with other formats, such as video sales pages to see which converts best.

Why

Why would you use this?

By asking questions that help your prospect feel like you understand them and that you have "diagnosed" their situation, you are more likely to convert those prospects into customers. And that's because the next step you show them on your written sales page feels like a customized solution, tailored to their specific needs.

Example

Orchids Made Easy



The Orchids Made Easy team created a simple Segmentation Funnel to attract buyers for their Orchids Made Easy book. Visitors were asked to answer a few simple questions to help diagnose their specific Orchid Care Challenge. Based on those answers, they would be presented with a long form written sales page customised to one of 4 main issues repotting, blooming, saving a sick or dying orchid and basics of orchid care.

<https://go.bucketquizzes.com/sf/11864ecc>

✓ Checklist

Getting Prepared

- ☐ Get clear on your buckets (use the Discovery Funnel functionality in bucket.io for this)
- ☐ Map out your funnel flow and questions first on paper or a whiteboard so you can begin with the end in mind

Must-Haves:

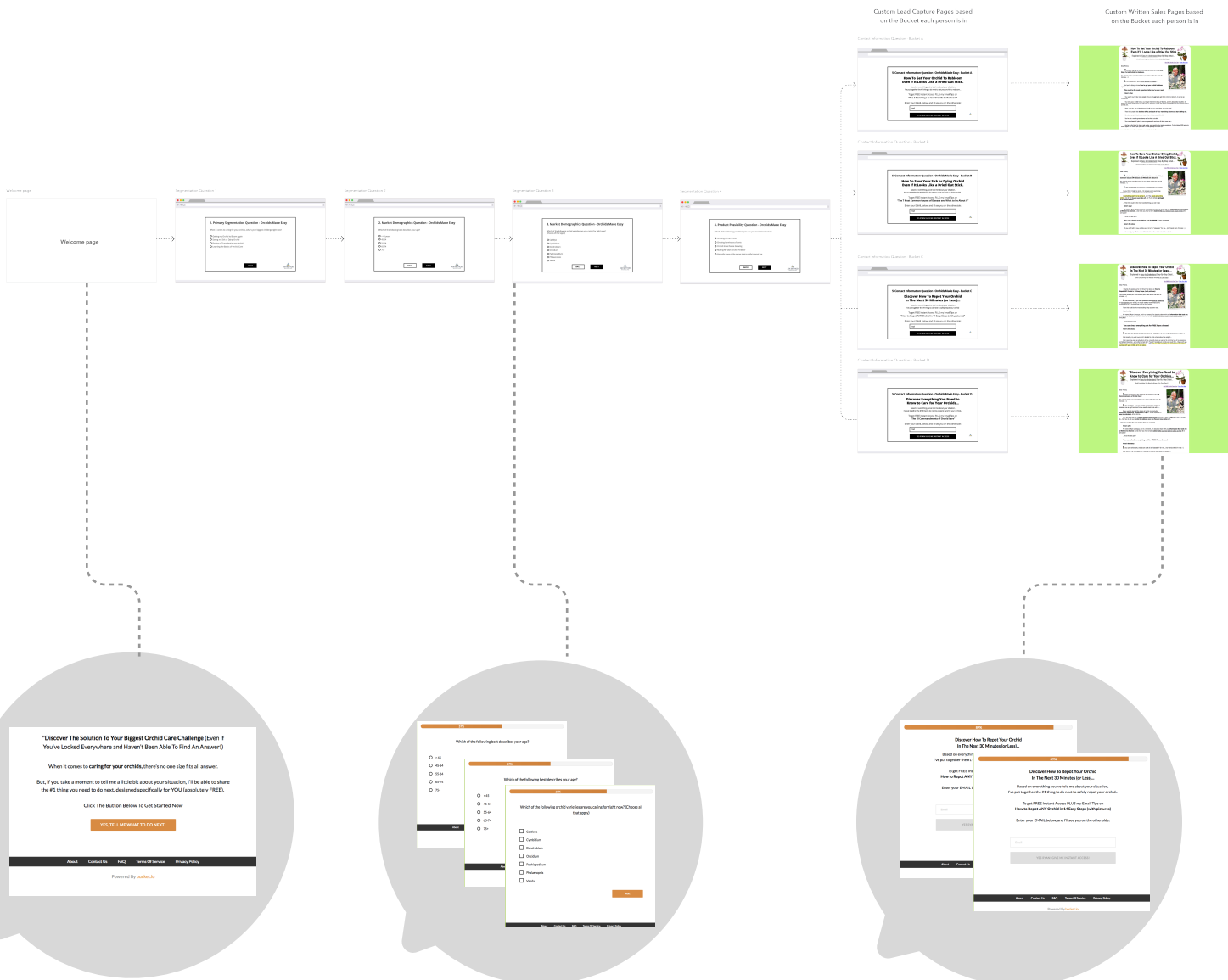
- ☐ Create Your Welcome Page
- ☐ Add your Segmentation Questions
- ☐ Create Your Lead Capture Page (optional)
- ☐ Create Your Outcome Pages (the unique pages for each custom Outcome you offer in your Segmentation Funnel) - either as an Outcome Page inside bucket.io or use "External Redirect" feature to direct to an existing written sales page outside bucket.io

Optional + Advanced:

- ☐ Apply Branching Logic to your Segmentation Questions to show different questions based on previous answers.
- ☐ Add images to your questions and/or answers
- ☐ Add Google Analytics Tracking
- ☐ Add UTM parameters for advanced analytics (receive and/or pass data via URL)
- ☐ Add Facebook Pixel to build Custom Audience and Lookalike Audiences based on individual answers.

WRITTEN SALES PAGE

Segmentation Funnel



- Clearly states the promise.
- Not too much text.
- Outlines the premise - tell us more so we can better help you.
- Prominent optin button, written in first person.
- Navigation links for compliance.

- Status bar already at 36% on first question implies and inspires progress.
- Easy to read questions.
- Not too many questions.
- Not too many options per question.
- Mix of radio button and check box.

- Clear promise specific to the bucket the person is in.
- Asking only for email.
- Clear promise of solution paves the way for the sale on the Outcome Page.

Classic Segmentation Funnel

CLASSIC SEGMENTATION FUNNEL

Overview

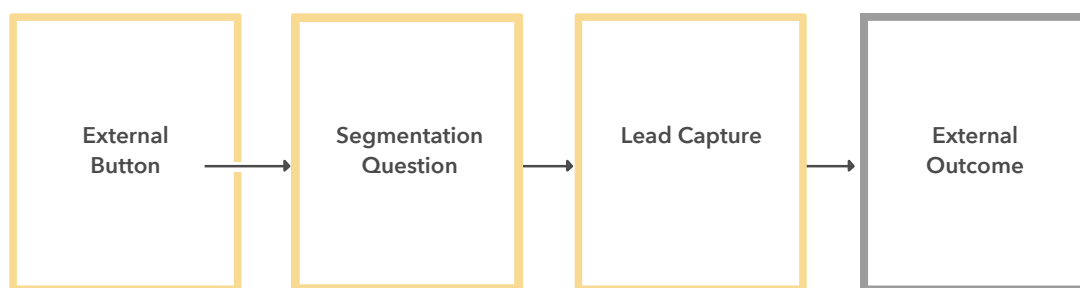
The Classic Segmentation Funnel is a simple yet efficient tool to segment your incoming leads into specific buckets.

This funnel begins as a button that can be placed anywhere on your website. When clicked, the bucket survey opens. When the survey is completed, the survey taker is redirected to ANY external web page you want to send them to.

You can use this funnel to:

- Generate and segment email leads for your business or website
- Upgrade your website or a blog with a high-converting lead generation tool or an attractive offer locked behind an optin form.
- Create a list of added-value resources, like tools and collection of links to place strategically across your blog post or website pages.
- Add your website visitors to your list while segmenting them in the process, based on the answers they choose.

Flow



Key Elements of a Classic Segmentation Funnel

Item	Type	Notes
1 x External Button	Button	Required You can add this to any web location - your home page, blog posts, landing pages etc
1 x Segmentation Question	Multiple Choice - Radio Button	Required Survey Takers must answer.
1 x Lead Capture Page	1 x Text Entry Fields	Required Survey Takers must answer.
1 x Thank You Confirmation Page	Landing Page	Recommended External Outcome Page on your website.

CLASSIC SEGMENTATION FUNNEL

Segmentation Funnel

Why

Due to the small number of steps, the Classic Segmentation Funnel is known to convert leads efficiently.

And because it starts with a simple button (no welcome page needed) you can add segmentation to a whole range of lead capture steps you may already have, including your website, specific landing pages, blog posts and more...

With this funnel, you can also easily integrate with multiple Email Service Providers (MailChimp, Infusionsoft, etc.) so your optins get automatically tagged in your email system. This means they will be ready for your customized automated marketing campaigns as soon as they optin.



When

Ready to start segmenting your **EXISTING** audience? Adding this funnel to your website or current optin pages is a great place to start. About to start driving **NEW** traffic to your offer? Adding the Classic Segmentation Funnel will ensure you know **WHO** is joining your list right from the start.

The Classic Segmentation Funnel really comes into its own when used in conjunction with a Lead Magnet or other free optin offer. You'll now know a LOT more about **WHO** is opting in for your offer and which bucket they belong to.

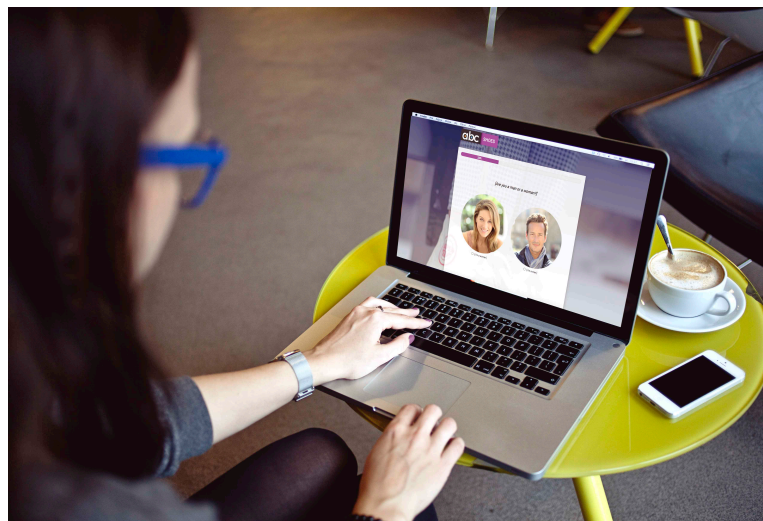
This means you can then tailor any follow up communications or offers to each of those buckets... and increase your results in the process. You may even find adding this funnel to your optin process **INCREASES** your optin rate, especially when your Segmentation Question is highly relevant to your optin offer.

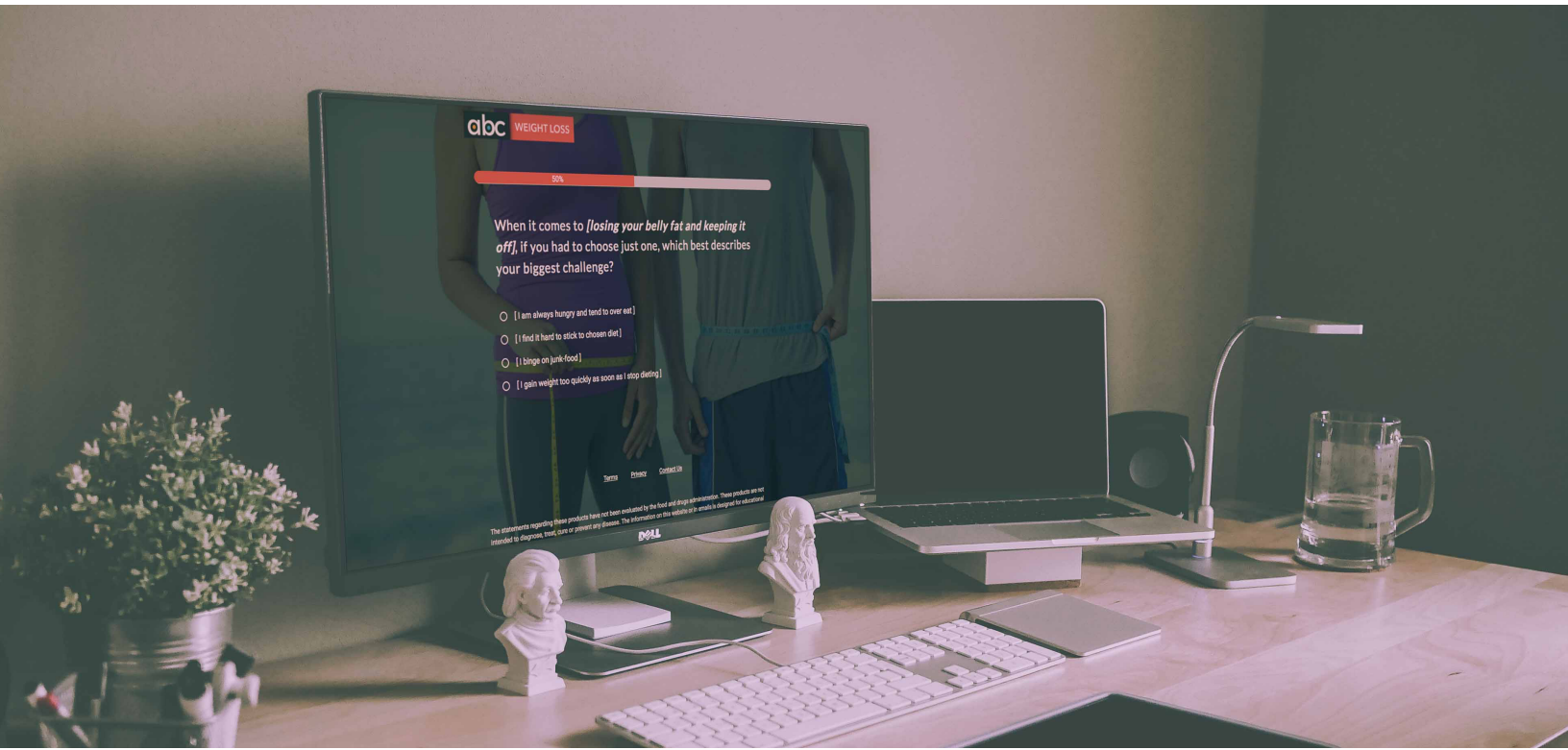
How To Use This Template

We've created an example funnel for ABC Coaching Services using this template.

In this example, you'll notice we've supplied suggested questions and marked the text you can replace [inside brackets] to make it your own. If you'd like to use these questions, simply replace the text in brackets with information relevant to your situation.

Want to know more? We've created the following resources to give you a better idea of how to implement this template.

[Use This Template Now](#)




Things to Remember When Launching Your Classic Segmentation Funnel

Place this funnel in front of a lead magnet on your website or advertise it to potential new customers through different channels. This funnel is customizable, so feel free to add more steps if you need to collect more data points, or verify assumptions about your audience attributes or product references. For added relevancy and increased conversion rates, customize Supplementary Questions for each path.

- 1 Try to maintain between 3 to 5 answers for questions - Make sure your question is relevant to your funnel "idea" or angle.
- 2 Plan your funnel with the end goal in mind - What do you really want to know about your opt-ins?
- 3 Resist the urge to add too many fields to the Lead Capture Page - Only request information that is critical to your follow-up process.
- 4 Have a Thank You Outcome Page URL ready - The final Thank You Page for this funnel is ANY page you want it to be on your website... so have that URL ready when creating this funnel.

Advanced Product Funnel

ADVANCED PRODUCT FUNNEL

Segmentation Funnel

The Advanced Product Segmentation Funnel is the process for segmenting users into predetermined buckets by asking a series of questions and then sending them through multiple pages & questions in order to direct them to a specific product page to make a purchase or selection. This funnel will have multiple steps. You can create your written sales pages inside bucket.io or you can redirect to existing sales pages created on any other platform.

Integrates with 75+ ESPs, including...

plus anything with a Zap

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When

When would you use this?

The Advanced Product Funnel is ideal to use either when you have a product or service you are trying to sell. You want to redirect people after they have completed your segmentation questions and given you their details. Often times you will have a video or longer sales collateral in this funnel. After user enters information, you will redirect them to the corresponding page for the best "fit."

Why

Why would you use this?

By asking questions that help your prospect feel like you understand them and that you have "diagnosed" their situation, you are more likely to convert those prospects into customers. And that's because the next step you show them on your product sales page what feels like a customized solution, tailored to their specific needs.

Example

Jack Russells Dog Treats

Jack Russells Made Easy created an Advanced Product Funnel to determine which dog training style was needed. They did this by creating a survey to determine the "Specific Behavior Type" of each dog. By segmenting each dog into 1 of 4 behavior types, the company was able to provide a customized training plan to each pet owner.

<https://go.bucketquizzes.com/sf/c41a3414>



✓ Checklist

Getting Prepared

- ☐ Get clear on your buckets (use the Discovery Funnel functionality in bucket.io for this)
- ☐ Map out your funnel flow and questions first on paper or a whiteboard so you can begin with the end in mind

Must-Haves:

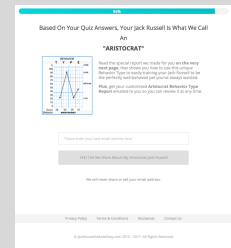
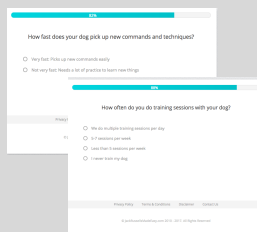
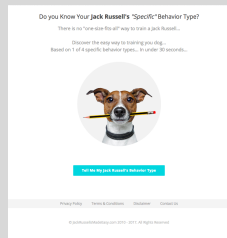
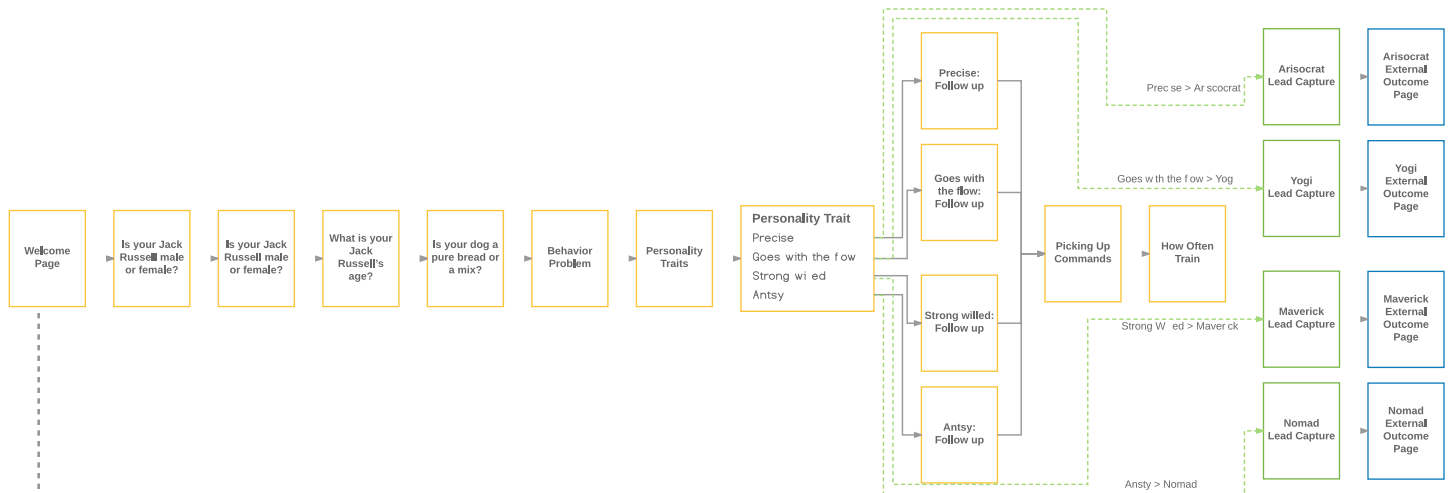
- ☐ Create Your Welcome Page
- ☐ Add your Segmentation Questions
- ☐ Create Your Lead Capture Page (optional)
- ☐ Create Your Outcome Pages (the unique pages for each custom Outcome you offer in your Segmentation Funnel) - either as an Outcome Page inside bucket.io or use "External Redirect" feature to direct to an existing written sales page outside bucket.io

Optional + Advanced:

- ☐ Apply Branching Logic to your Segmentation Questions to show different questions based on previous answers.
- ☐ Add images to your questions and/or answers
- ☐ Add Google Analytics Tracking
- ☐ Add UTM parameters for advanced analytics (receive and/or pass data via URL)
- ☐ Add Facebook Pixel to build Custom Audience and Lookalike Audiences based on individual answers.

ADVANCED PRODUCT FUNNEL

Segmentation Funnel



- Clearly states the promise.
- Prominent optin button, written in first person.
- Sets time table for completion of funnel.

- Easy to read questions.
- Radio buttons used for ease of use.
- Questions change dependent on user answers.

- Multiple outcome mapping dependent on how questions are answered.
- Lead capture page is modified to bucket.
- Clear promise of solution paves the way for the sale on the Outcome Page.

Coaching Funnel

COACHING FUNNEL

Segmentation Funnel

The Coaching Segmentation Funnel is the process for segmenting new leads into your predetermined buckets by asking a series of questions and then sending people to a customized copy-based sales page, based on their answers. You can create your coaching segmentation pages inside bucket.io or you can redirect to existing pages created on any other platform.

Integrates with 75+ ESPs, including...

plus anything with a Zap

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When

When would you use this?

The Coaching Segmentation Funnel is ideal to use either when you have a coaching or training service you are trying to sell. You want to redirect people after they have completed your segmentation questions and given you their details. Oftentimes you will have a video or longer sales collateral in this funnel. After user enters information, you will redirect them to the corresponding page for the best "fit."

Why

Why would you use this?

By asking questions that help your prospect feel like you understand them and that you have "diagnosed" their situation, you are more likely to convert those prospects into customers. And that's because the next step you show them on your product sales page feels like a customized solution, tailored to their specific needs.

Example

Guitar Mastery Method



Guitar Mastery Method created a Coaching Segmentation Funnel to help guitar players of all levels improve their talent. They did this by providing a free guitar analysis survey, which would identify the player's "#1 guitar progress killer" based on the answers they provided. The outcome of the survey would then provide the player with the most effective method to overcome their "progress killer" and see immediate improvement.

<https://www.guitarmasterymethod.com/lp/progress-killers/>

✓ Checklist

Getting Prepared

- ☐ Get clear on your buckets (use the Discovery Funnel functionality in bucket.io for this)
- ☐ Map out your funnel flow and questions first on paper or a whiteboard so you can begin with the end in mind

Must-Haves:

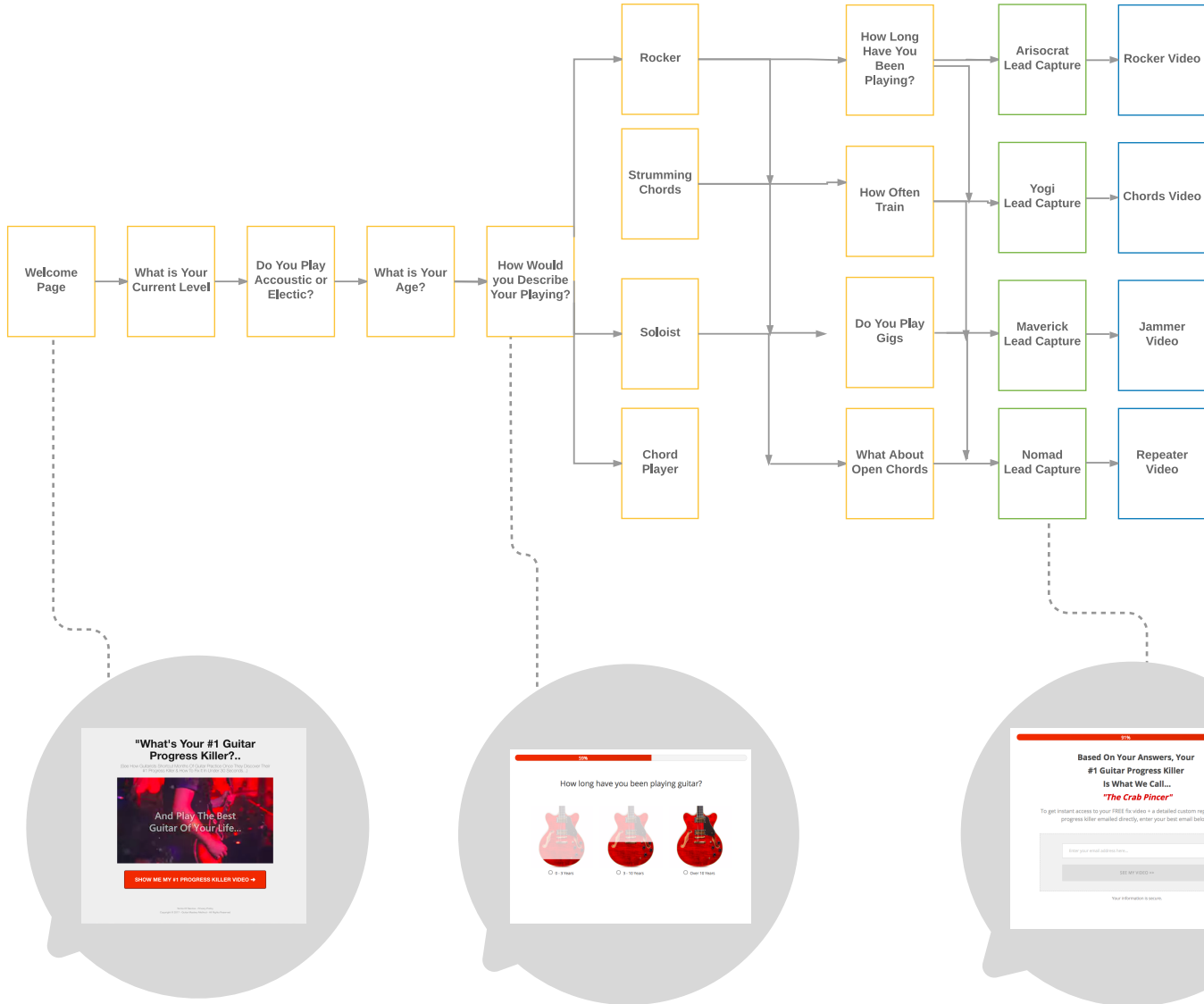
- ☐ Create Your Welcome Page
- ☐ Add your Segmentation Questions
- ☐ Create Your Lead Capture Page (optional)
- ☐ Create Your Outcome Pages (the unique pages for each custom Outcome you offer in your Segmentation Funnel) - either as an Outcome Page inside bucket.io or use "External Redirect" feature to direct to an existing written sales page outside bucket.io

Optional + Advanced:

- ☐ Apply Branching Logic to your Segmentation Questions to show different questions based on previous answers.
- ☐ Add images to your questions and/or answers
- ☐ Add Google Analytics Tracking
- ☐ Add UTM parameters for advanced analytics (receive and/or pass data via URL)
- ☐ Add Facebook Pixel to build Custom Audience and Lookalike Audiences based on individual answers.

COACHING FUNNEL

Segmentation Funnel



- Welcome page begins with explainer video.
- Not too much text.
- Clearly states the promise.

- Begin at 36% on first question.
- Images make questions easy to understand.
- Radio buttons used for ease of use.

- Clear promise of solution paves the way for sign up after the Outcome Page.
- Multiple outcome mapping dependent on how questions are answered.
- Asking only for email.

Product Retail - Multi Path Funnel with Customized Offers

PRODUCT RETAIL - MULTI PATH FUNNEL WITH CUSTOMIZED OFFERS

Overview

The Product Retail - Multi Path Funnel With Customized Offers allows you to run an engaging survey, asking different questions to different segments of your market.

If you need to collect different data points depending on the specific segment someone belongs to, a Product Retail - Multi Path Funnel With Customized Offers will let you split different users onto different paths.

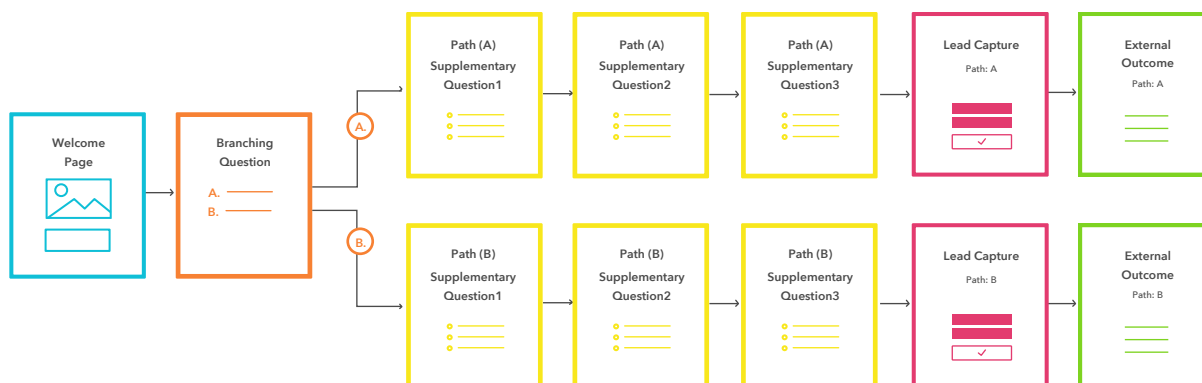
This means you can ask more relevant and specific questions based on the path your user takes.

Example: Branching your funnel into two gender-specific question paths - one for males and one for females will enable all subsequent questions and page content to be more specific to each of those two groups of users.

Supplementary Questions allow you to collect the necessary data points used in your segmented email campaigns. These questions also allow you to build laser-targeted audiences by easily integrating Facebook and Google Analytics within your funnel.

Using path-specific Supplementary Questions makes your users feel that you're truly listening to their needs, making the process engaging and interactive. This typically results in higher conversions and properly segmented and tagged leads in your CRM.

Flow



Key Elements of a Product Retail - Multi Path Funnel With Customized Offers

Item	Type	Notes
1 x External Button	Landing Page	Optional Build this page in bucket.io
1 x Branching Question	Multiple Choice - Radio Button	Required Survey Takers must answer.
3 x Supplementary Questions for Path A	Multiple Choice - Radio Button	Required Survey Takers must answer.
3 x Supplementary Questions for Path B	Multiple Choice - Radio Button	Required Survey Takers must answer.

Item	Type	Notes
2 x Lead Capture Pages	2 x Text Entry Fields	Required Survey Takers must answer.
2 x Outcome Pages	Landing Page	Recommended External Outcome Page on your website (or build this page in bucket.io)

Why

When launched as a quiz, assessment, diagnostic or product builder/selector tool, the Product Retail - Multi Path Funnel With Customized Offers adds interactivity and increases engagement on your website.

Also, by integrating with Facebook and Google Analytics pixels, you will be able to build incredibly powerful retargeting and lookalike audiences. You'll then be able to start leveraging that data right away for maximum profitability.



When

Place this funnel in front of a lead magnet on your website or advertise it to potential new customers through different channels. This funnel is customizable, so feel free to add more steps if you need to collect more data points, or verify assumptions about your audience attributes or product references. For added relevancy and increased conversion rates, customize Supplementary Questions for each path.

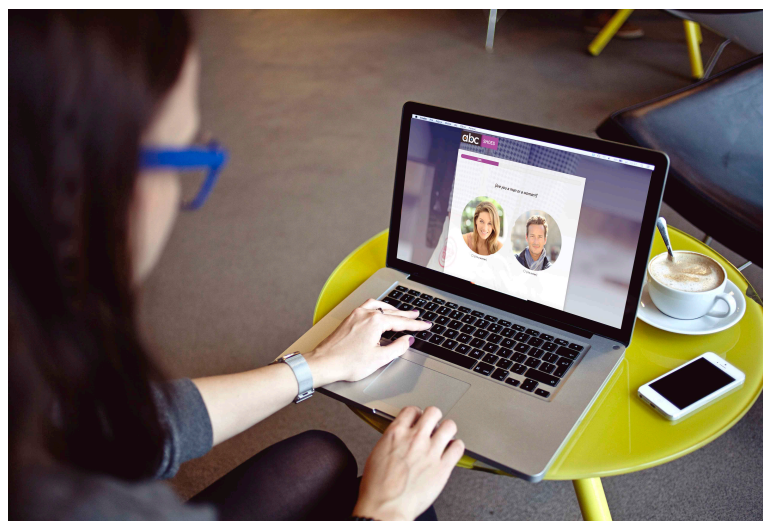
How To Use This Template

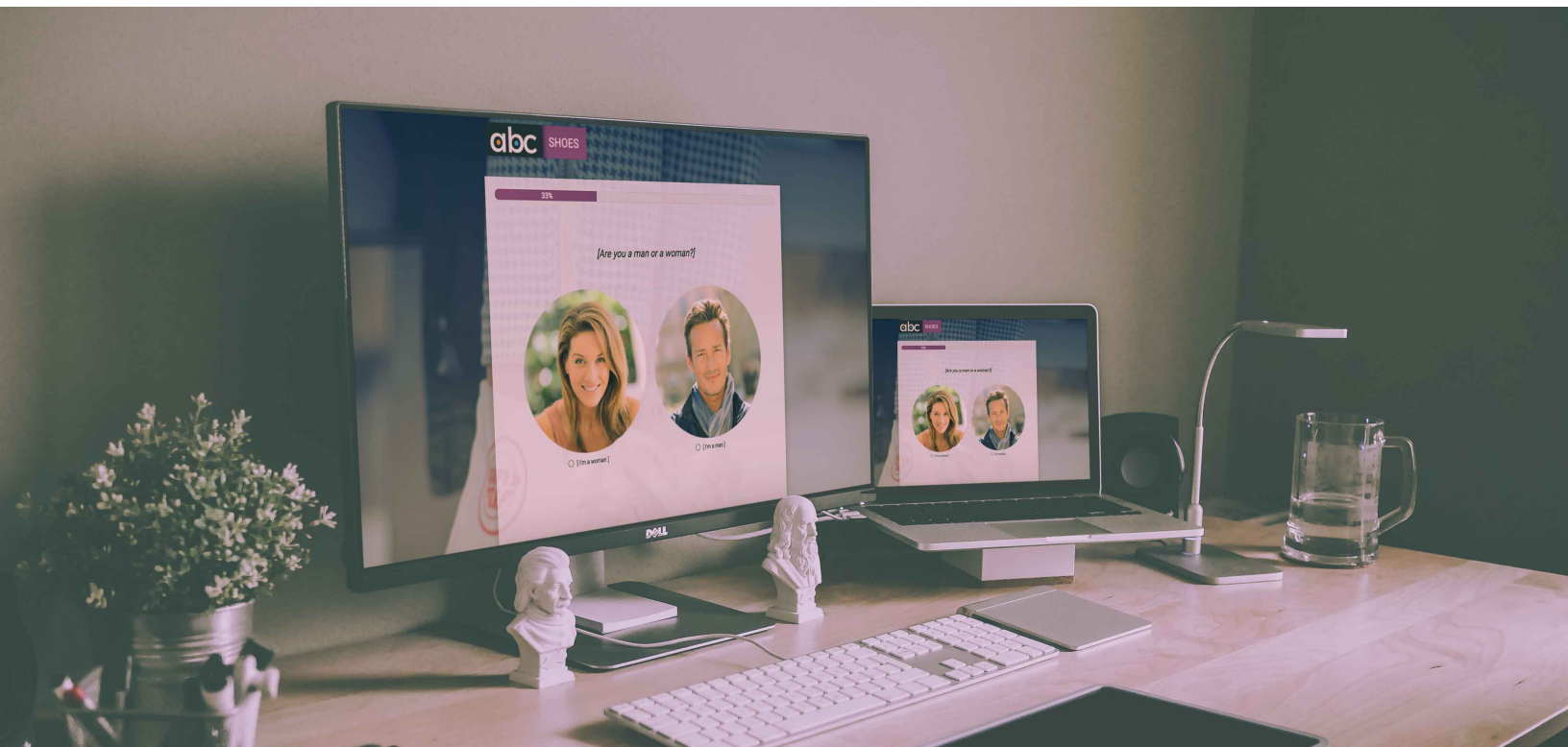
We've created an example funnel for ABC Shoes using this template.

In this example, you'll notice we've supplied suggested questions and marked the text you can replace [inside brackets] to make it your own. If you'd like to use these questions, simply replace the text in brackets with information relevant to your situation.

Want to know more? We've created the following resources to give you a better idea of how to implement this template. .

Use This Template Now





Things to Remember When Launching Your Product Retail - Multi Path Funnel With Customized Offers

Place this funnel in front of a lead magnet on your website or advertise it to potential new customers through different channels. This funnel is customizable, so feel free to add more steps if you need to collect more data points, or verify assumptions about your audience attributes or product references. For added relevancy and increased conversion rates, customize Supplementary Questions for each path.

- 1 Try to maintain between 2 to 4 paths of Branching Logic
- 2 Plan your funnel with the end goal in mind - Brainstorm to create questions that are most essential.
- 3 Take the time to customize Supplemental Questions based on the user's path
- 4 Resist the urge to add too many fields to the Lead Capture Page - Capturing those segmented leads is more important than trying to collect 5 pieces of contact information, if that results in 3x lower conversion rate.
- 5 Be mindful when creating Lead Capture and Outcome pages - when creating your special offers or writing copy, keep in mind the whole path your users took to arrive there (ad they clicked, welcome page copy, Branching, and Supplemental Questions that redirected them to the offer.)

Financial Funnel

FINANCIAL FUNNEL

Segmentation Funnel

The Financial Segmentation Funnel is the process for segmenting new users into your predetermined buckets by asking a series of questions and then sending people to a customized copy-based sales pages, based on their answers. You can create your written sales pages inside bucket.io or you can redirect to existing pages created on any other platform.

Integrates with 75+ ESPs, including...

plus anything with a Zap

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When

When would you use this?

The Financial Services Funnel is ideal to use either when you have a online or offline financial services product like banking, mortgage, real estate, etc. you want to redirect people to after they have completed your segmentation questions and given you their details. After user enters information, you will redirect them to the corresponding page for the best "fit."

Why

Why would you use this?

By asking questions that help your prospect feel like you understand them and that you have "diagnosed" their situation, you are more likely to convert those prospects into customers. And that's because the next step you show them on your product sales page feels like a customized solution, tailored to their specific needs.

Example

Swift Capital



Swift Capital created a Financial Segmentation Funnel to show businesses the amount of funding they were eligible to receive. Through a series of questions, businesses were segmented by size, years in business, and financial history. After entering their information, potential customers were shown their amount and presented with a video walking them through the business cash advance process.

<https://go.bucketpages.com/sf/e2c4ff01>

✓ Checklist

Getting Prepared

- ☐ Get clear on your buckets (use the Discovery Funnel functionality in bucket.io for this)
- ☐ Map out your funnel flow and questions first on paper or a whiteboard so you can begin with the end in mind

Must-Haves:

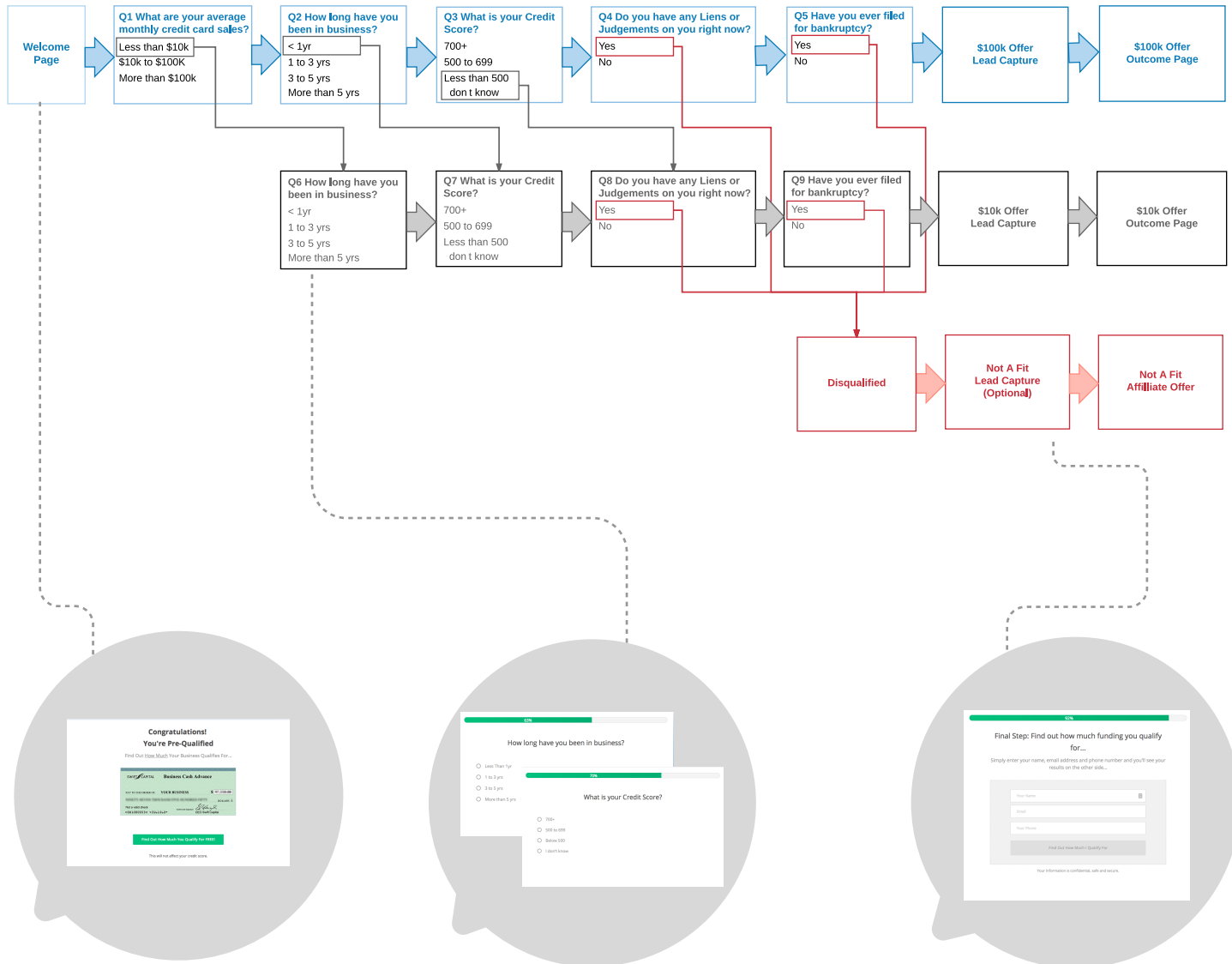
- ☐ Create Your Welcome Page
- ☐ Add your Segmentation Questions
- ☐ Create Your Lead Capture Page (optional)
- ☐ Create Your Outcome Pages (the unique pages for each custom Outcome you offer in your Segmentation Funnel) - either as an Outcome Page inside bucket.io or use "External Redirect" feature to direct to an existing written sales page outside bucket.io

Optional + Advanced:

- ☐ Apply Branching Logic to your Segmentation Questions to show different questions based on previous answers.
- ☐ Add images to your questions and/or answers
- ☐ Add Google Analytics Tracking
- ☐ Add UTM parameters for advanced analytics (receive and/or pass data via URL)
- ☐ Add Facebook Pixel to build Custom Audience and Lookalike Audiences based on individual answers.

FINANCIAL FUNNEL

Segmentation Funnel



- Starts with Welcome Page that clearly states the promise.
- Not too much text.
- Ask specific questions related to customer needs/buckets.
- Prominent optin button.
- Added messaging to encourage user to continue.

- Radio Button Questions that are simple to answer.
- Easy to read questions.
- Questions Change dependent on user answer.

- Clear promise specific to the bucket the person is in.
- Offer specific to user bucket.
- Affiliate offer on outcome page if user does not fall within normal bucket.

Simple Discovery Funnel

SIMPLE DISCOVERY FUNNEL

Discovery Survey

The Simple Discovery Survey is the process for learning about new users in a new or existing market by asking a series of questions. Once created, you can collect information via bucket.io or you can redirect to existing pages created on any other platform.

Integrates with 75+ ESPs, including...










plus anything with a Zap

When

When would you use this?

The Simple Discovery Survey is ideal to use either when you are trying to understand a new market or customer. These surveys tend to be very short (5-10 questions) and provide initial information you will use to "bucket" individuals and get data needed to move forward.

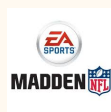
Why

Why would you use this?

By asking questions that help your prospect feel like you understand them and that you have "diagnosed" their situation, you are more likely to convert those prospects into customers. Once you complete this discovery survey the next step will be to segment your audience into different buckets depending on responses.

Example

Madden Survey



A member of the bucket.io team created a simple discovery survey to attract users that play the Madden video game. Visitors were asked to answer a few simple questions to help segment the individual strategy for the game. Based on those answers, they would be presented with a specific video that speaks to their style. These videos are customised to one of 3 main outcomes.

<https://go.bucketquizzes.com/sf/961879cd>

✓ Checklist

Getting Prepared

- ☐ Get clear on your buckets (use the Discovery Funnel functionality in bucket.io for this)
- ☐ Map out your funnel flow and questions first on paper or a whiteboard so you can begin with the end in mind

Must-Haves:

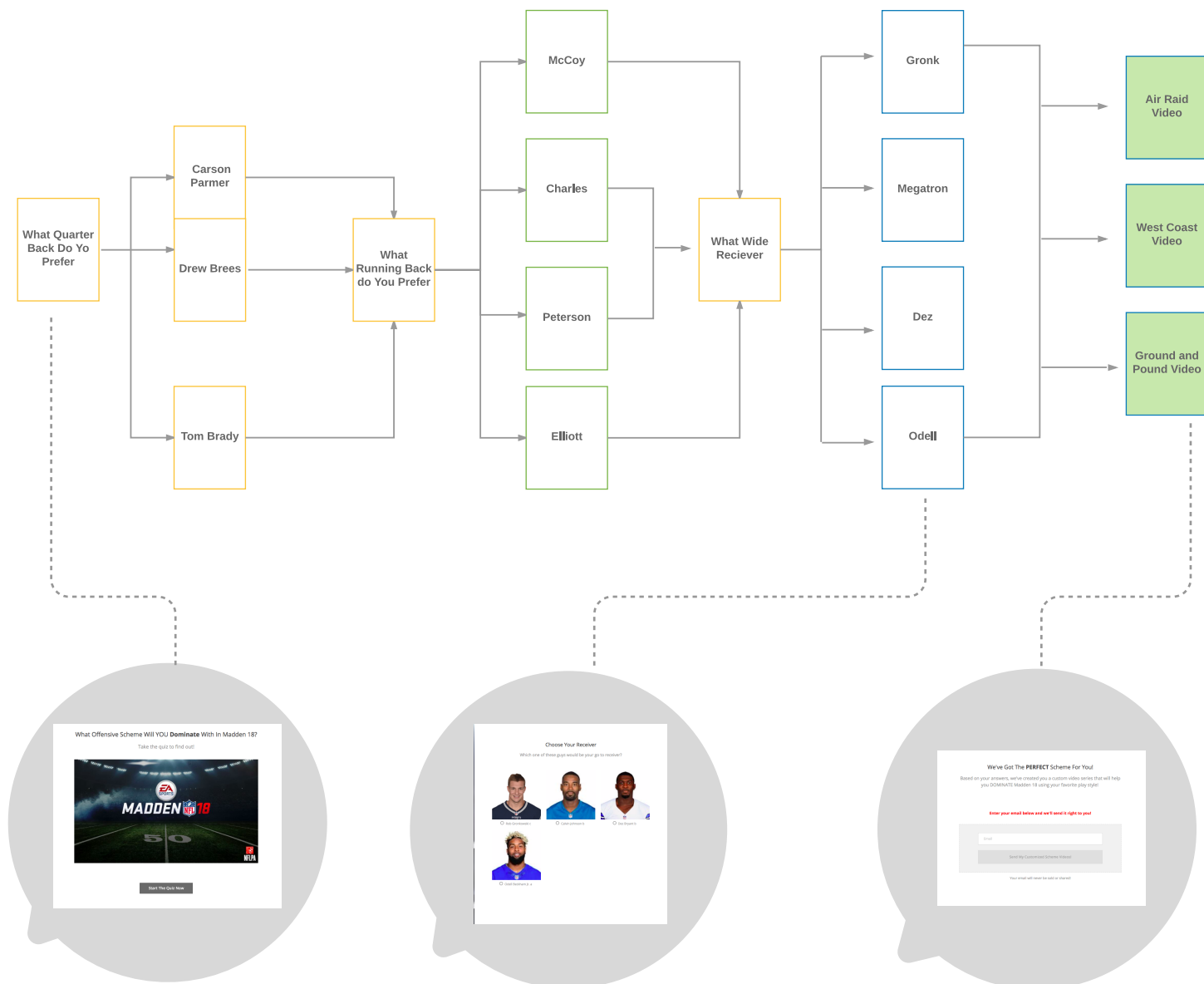
- ☐ Create Your Welcome Page
- ☐ Add your Segmentation Questions
- ☐ Create Your Lead Capture Page (optional)
- ☐ Create Your Outcome Pages (the unique pages for each custom Outcome you offer in your Segmentation Funnel) - either as an Outcome Page inside bucket.io or use "External Redirect" feature to direct to an existing written sales page outside bucket.io

Optional + Advanced:

- ☐ Apply Branching Logic to your Segmentation Questions to show different questions based on previous answers.
- ☐ Add images to your questions and/or answers
- ☐ Add Google Analytics Tracking
- ☐ Add UTM parameters for advanced analytics (receive and/or pass data via URL)
- ☐ Add Facebook Pixel to build Custom Audience and Lookalike Audiences based on individual answers.

SIMPLE DISCOVERY FUNNEL

Discovery Survey



- Not too much text.
- Outlines the premise - tell us more so we can better help you.
- Clearly defined that outcome is video.
- Navigation links for compliance.

- Images make Questions that are simple to answer.
- Quiz very short.
- Images used for entire funnel.

- Opt In Page asking only for email.
- Video Auto Plays upon submission.
- Users bucketed dependent on previous answers.

Feedback Survey

FEEDBACK SURVEY

Discovery Survey

The Feedback Survey is the tool for receiving feedback from new users or existing users from an event or product by asking a series of questions. Once created, you can collect information via bucket.io or you can redirect to existing pages created on any other platform.

Integrates with 75+ ESPs, including...

plus anything with a Zap

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When

When would you use this?

The Coaching Segmentation Funnel is ideal to use either when you have a coaching or training service you are trying to sell. You want to redirect people after they have completed your segmentation questions and given you their details. Often times you will have a video or longer sales collateral in this funnel. After user enters information, you will redirect them to the corresponding page for the best "fit."

Why

Why would you use this?

By asking questions that help your prospect feel like you understand them and that you have "diagnosed" their situation, you are more likely to convert those prospects into customers. Once you complete this discovery survey the next step will be to segment your audience into different buckets depending on responses.

Example

ASK Coaching Survey



The ASK Method used a Feedback Survey gauge the level of marketing knowledge clients had prior to the class. The survey asked clients to provide info on the size of their organization and the marketing methods they were currently using.

<https://go.bucketpages.com/sf/35138251>

✓ Checklist

Getting Prepared

- ☐ Get clear on your buckets (use the Discovery Funnel functionality in bucket.io for this)
- ☐ Map out your funnel flow and questions first on paper or a whiteboard so you can begin with the end in mind

Must-Haves:

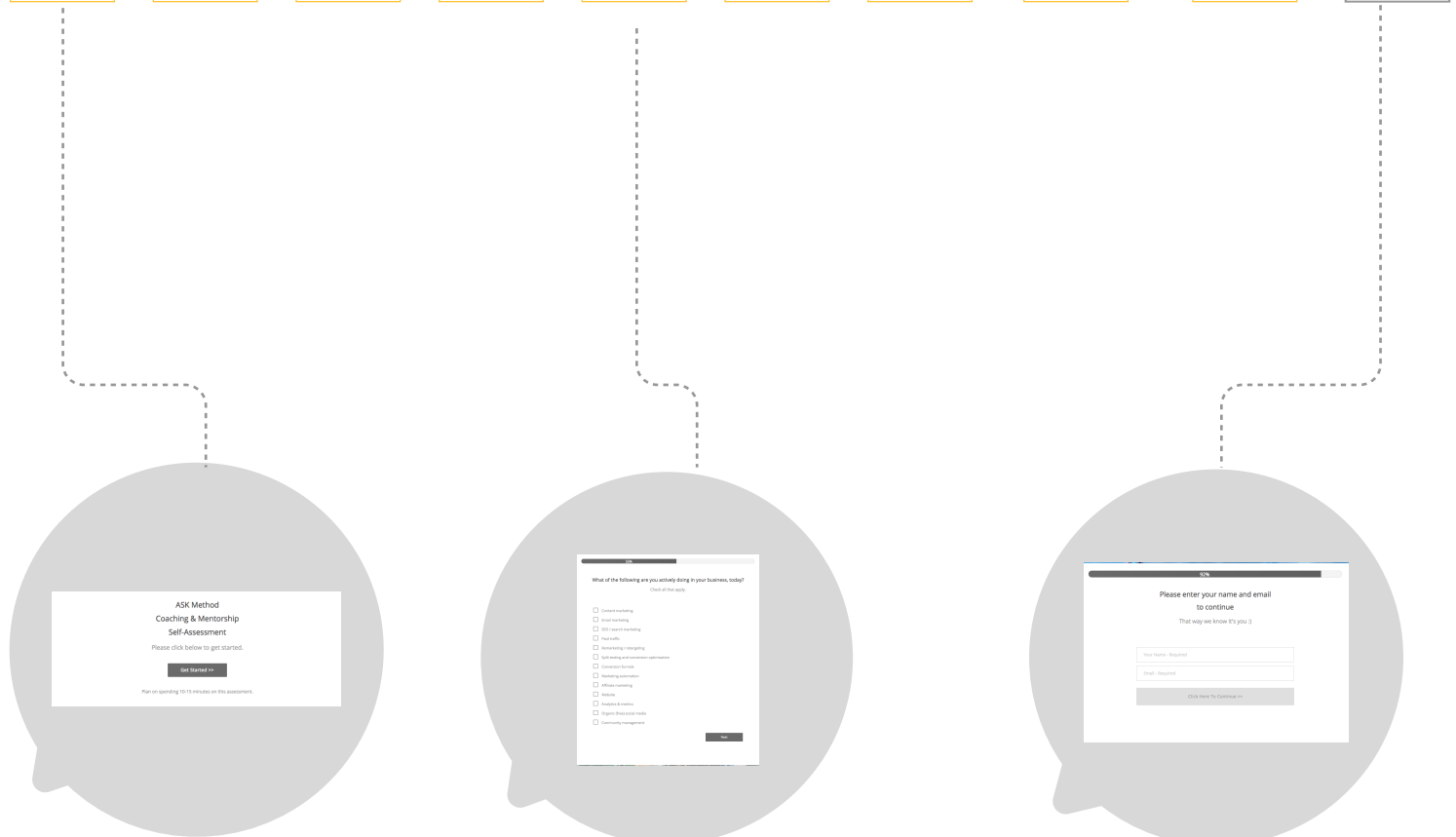
- ☐ Create Your Welcome Page
- ☐ Add your Segmentation Questions
- ☐ Create Your Lead Capture Page (optional)
- ☐ Create Your Outcome Pages (the unique pages for each custom Outcome you offer in your Segmentation Funnel) - either as an Outcome Page inside bucket.io or use "External Redirect" feature to direct to an existing written sales page outside bucket.io

Optional + Advanced:

- ☐ Apply Branching Logic to your Segmentation Questions to show different questions based on previous answers.
- ☐ Add images to your questions and/or answers
- ☐ Add Google Analytics Tracking
- ☐ Add UTM parameters for advanced analytics (receive and/or pass data via URL)
- ☐ Add Facebook Pixel to build Custom Audience and Lookalike Audiences based on individual answers.

FEEDBACK SURVEY

Discovery Survey



- Starts with Welcome Page that clearly states the promise.
- Prominent optin button.
- Begin at 25% on first question.

- Mix of Radio Button and Check Box questions that are simple to answer.
- Navigation links for compliance.
- Multiple open ended questions.

- Final page submit asking for email.
- During survey user is asked for home address.
- Upon submission user given option to schedule call to follow up.

Physical Product Funnel

PHYSICAL PRODUCT FUNNEL

Segmentation Funnel

The Physical Product Segmentation Funnel is the process for segmenting users into predetermined buckets by asking a series of questions and then sending them through multiple pages & questions in order to direct them to a specific product page to make a purchase or selection. You can create your written sales pages inside bucket.io or you can redirect to existing sales pages created on any other platform.

Integrates with 75+ ESPs, including...

plus anything with a Zap

ONTRAPORT



Infusionsoft



Drip

AWeber

ActiveCampaign >

zapier*

When

When would you use this?

The Physical Product Segmentation Funnel is ideal to use either when you already have multiple existing products to sell. You want to redirect people to after they have completed your segmentation questions and given you their details, or if you want to quickly create a sales page without having to create videos and other collateral. After user selects product information, you will redirect them to the corresponding page for the best "fit."

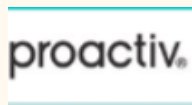
Why

Why would you use this?

By asking questions that help your prospect feel like you understand them and that you have "diagnosed" their situation, you are more likely to convert those prospects into customers. And that's because the next step you show them on your product sales page feels like a customized solution, tailored to their specific needs.

Example

Proactiv



The Proactiv team created a Physical Product Segmentation Funnel to attract buyers for their skin care products. Visitors were asked to answer a few simple questions to help diagnose their specific Skin Care Challenge. Based on those answers, they would be presented with a specific product to fit their needs. These products appear customised to one of 6 main issues that will help with skin care.

<https://go.bucketpages.com/sf/82f36da4>

✓ Checklist

Getting Prepared

- ☐ Get clear on your buckets (use the Discovery Funnel functionality in bucket.io for this)
- ☐ Map out your funnel flow and questions first on paper or a whiteboard so you can begin with the end in mind

Must-Haves:

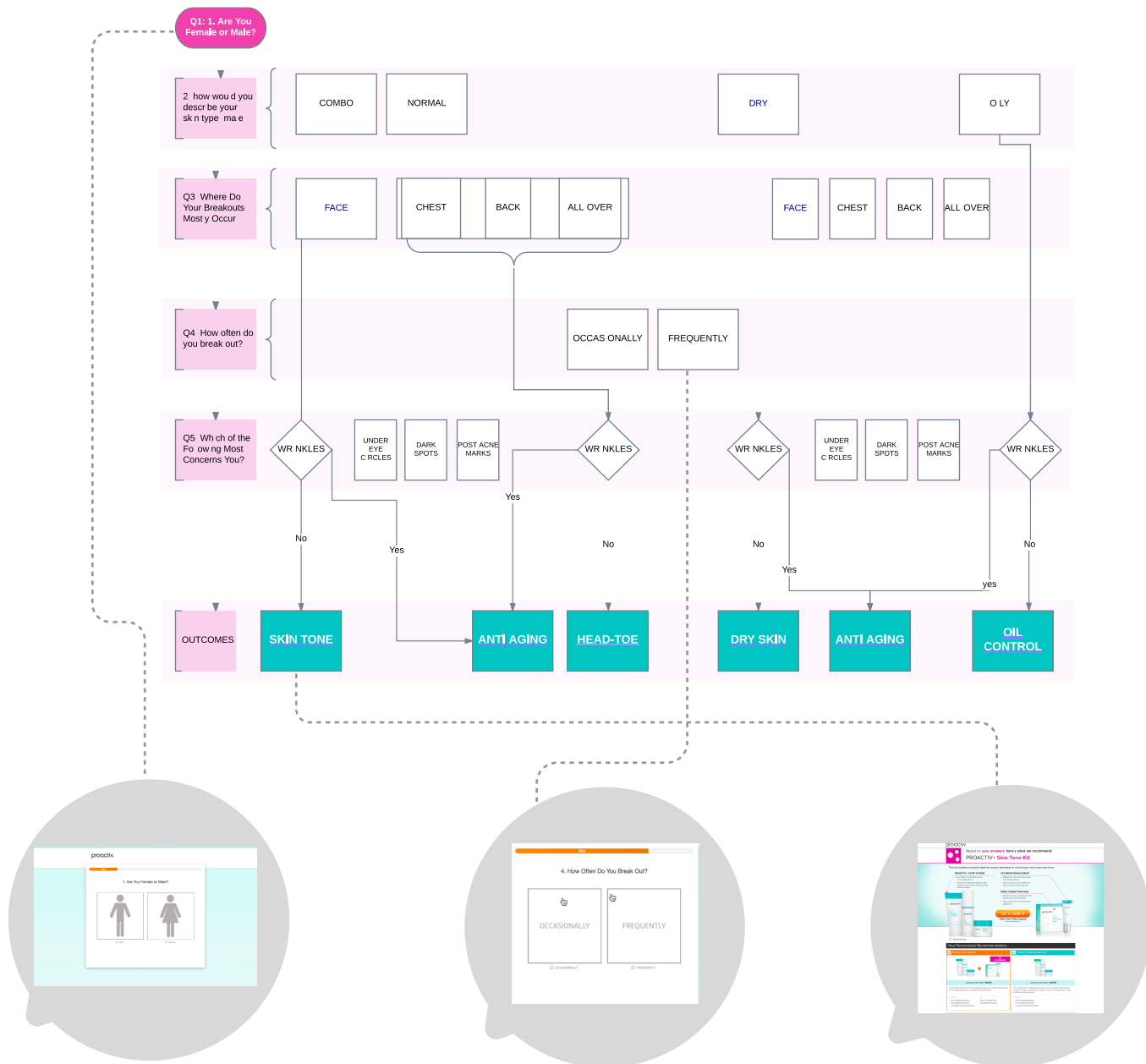
- ☐ Create Your Welcome Page
- ☐ Add your Segmentation Questions
- ☐ Create Your Lead Capture Page (optional)
- ☐ Create Your Outcome Pages (the unique pages for each custom Outcome you offer in your Segmentation Funnel) - either as an Outcome Page inside bucket.io or use "External Redirect" feature to direct to an existing written sales page outside bucket.io

Optional + Advanced:

- ☐ Apply Branching Logic to your Segmentation Questions to show different questions based on previous answers.
- ☐ Add images to your questions and/or answers
- ☐ Add Google Analytics Tracking
- ☐ Add UTM parameters for advanced analytics (receive and/or pass data via URL)
- ☐ Add Facebook Pixel to build Custom Audience and Lookalike Audiences based on individual answers.

PHYSICAL PRODUCT FUNNEL

Segmentation Funnel



- Starts with a male & female segmentation question.
- Once they segment male & female they begin to ask questions to bucket further.
- Images used to clearly identify user paths.
- Begin at 25% on first question.

- Easy to follow questions.
- Not too many questions.
- Few Options Per Questions.
- Images used through out funnel.

- Outcome based on self guided user path.
- Sales (Ecommerce) product page.
- Clear solution ideal for user.

B2B Acquire and Sort Qualified Leads with Customized Offers

B2B ACQUIRE AND SORT QUALIFIED LEADS WITH CUSTOMIZED OFFERS

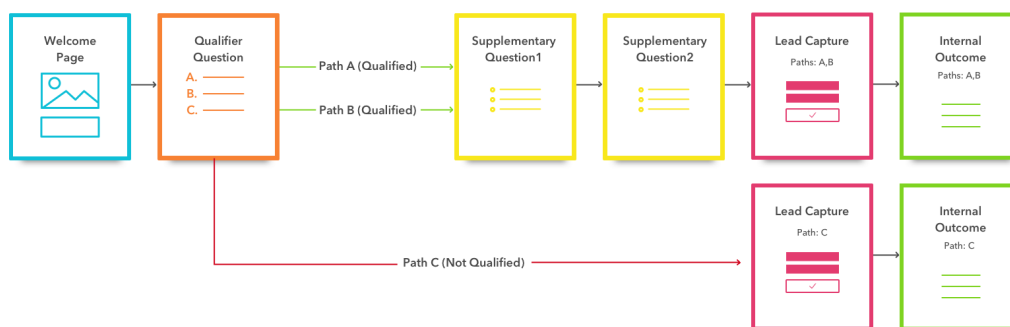
Overview

The B2B Acquire and Sort Qualified Leads with Customized Offers is a simple process of qualifying users for your offers.

The process is outlined like this:

- The funnel starts with an optional Welcome Page and a Qualifying Question, which defines which path the user will follow.
- One of the answers to the Qualifying Question (Answer C in this template) skips straight to a Lead Capture page which is specific to Answer C (Non-Qualified), while answers A or B to the Qualifying Question keep the user on the regular (Qualified) path.
- The Qualified path has two Supplementary Questions before leading to regular (Qualified) Lead Capture and Outcome pages.
- The Qualified path can have more than 2 questions, in order to collect all the required information.
- This funnel can also help you filter out low-quality or uneligible leads from your main offer.
- If you do not have an offer for Non-Qualified users, you can consider directing those users to affiliate offers or JV partnerships.

Flow



Key Elements of a B2B Acquire and Sort Qualified Leads with Customized Offers

Item	Type	Notes
1 x Welcome Page	Landing Page	Optional Build this page in bucket.io
1 x Qualifier Question	Multiple Choice - Radio Button	Required Survey Takers must answer.
2 x Supplementary Questions	Multiple Choice - Radio Button	Required Survey Takers must answer.
2 x Lead Capture Pages	3 x Text Entry Fields	Required Survey Takers must answer.
2 x Outcome Pages	Landing Page	Recommended Internal Outcome Page created in bucket.io

Why

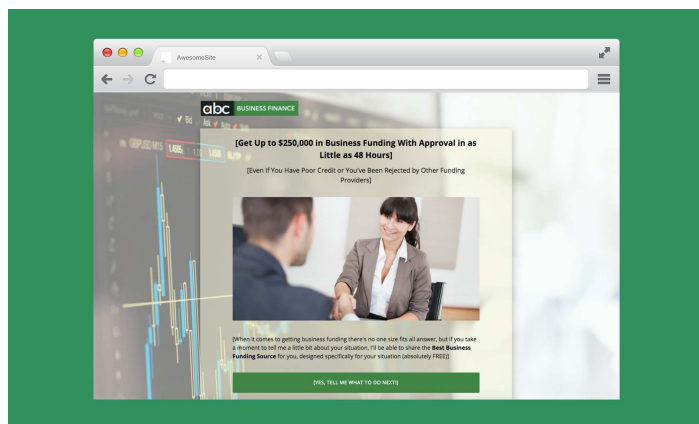
The B2B Acquire and Sort Qualified Leads with Customized Offers can be used to recreate an application process where one or more values may disqualify the prospect from your main offer.

Some examples include:

- Existing bankruptcy or credit score rating
- Reported revenue
- Gender
- Country of primary residence and more

The Non-Qualified path (Path C in this template) has it's own Lead Capture Page to collect and tag those leads appropriately. It not only allows you to exclude those leads from seeing your primary offers, but you can also manage and monetize that data via affiliate partnerships or other forms of backend promotions.

Also, you can take advantage of the tagging functionality in bucket.io, which will allow you to make the best use of every lead that comes through, even if it does not qualify for your main offer today.



When

Place this funnel in front of a lead magnet on your website or advertise it to potential new customers through different channels.

This funnel is customizable, so feel free to add more steps if you need to collect more data points, or verify assumptions about your audience attributes or product references. For added relevancy and increased conversion rates, customize Supplementary Questions for each path.

How To Use This Template

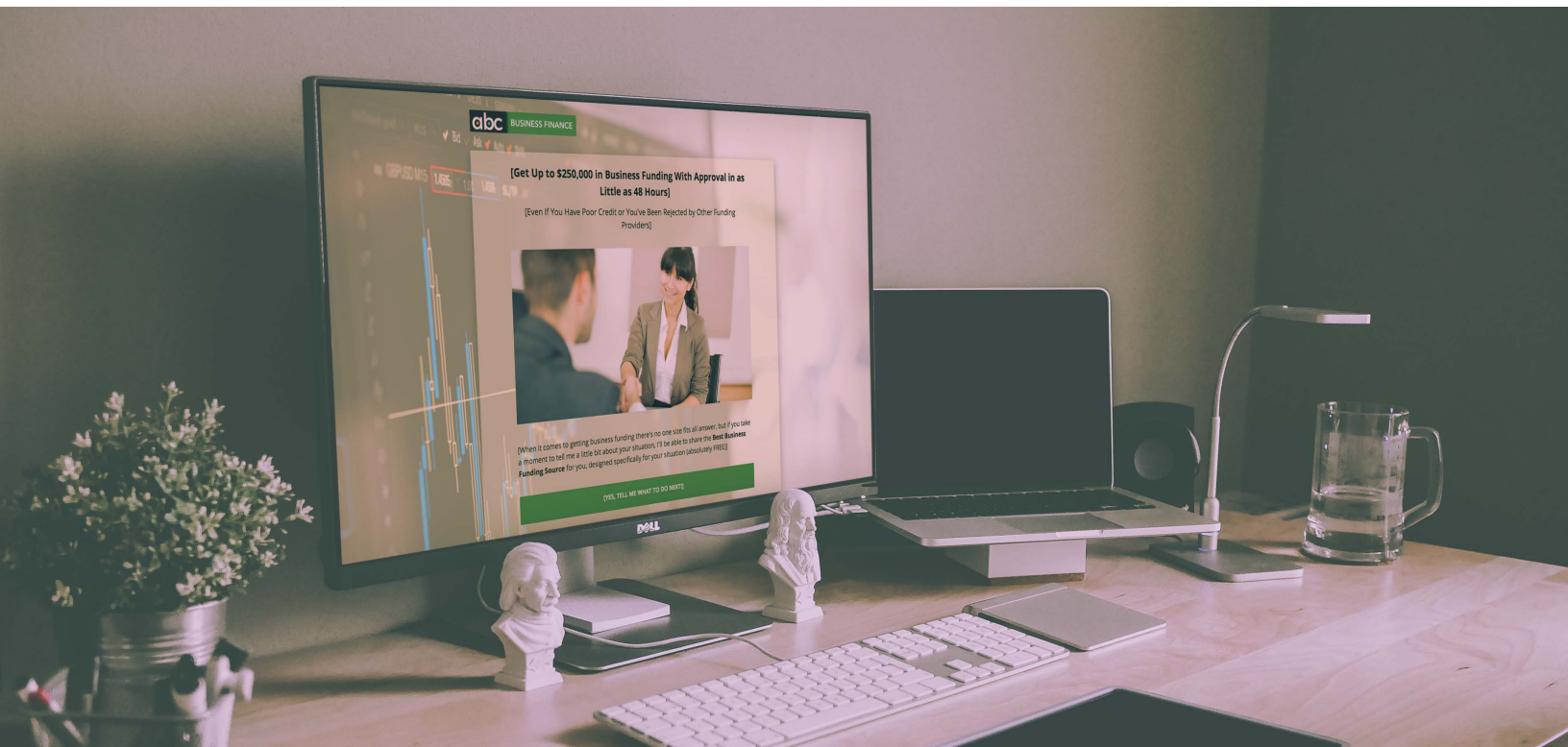
We've created an example funnel for ABC Business Finance using this template.

In this example, you'll notice we've supplied suggested questions and marked the text you can replace [inside brackets] to make it your own. If you'd like to use these questions, simply replace the text in brackets with information relevant to your situation.

Want to know more? We've created the following resources to give you a better idea of how to implement this template.

[Use This Template Now](#)





Things to Remember When Launching Your B2B Acquire and Sort Qualified Leads with Customized Offers

Place this funnel in front of a lead magnet on your website or advertise it to potential new customers through different channels. This funnel is customizable, so feel free to add more steps if you need to collect more data points, or verify assumptions about your audience attributes or product references. For added relevancy and increased conversion rates, customize Supplementary Questions for each path.

- 1 Try to maintain between 3 to 5 answers for questions - Make sure your question is relevant to your funnel "idea" or angle.
- 2 Ensure Qualifier Questions are easy to answer - Answers must be mutually exclusive for this to work properly
- 3 Plan your funnel with the end goal in mind - How well do you know your buckets?
- 4 Resist the urge to add too many fields to the Lead Capture Page - Only request information that is critical to your follow-up process.
- 5 Add more questions if you need more info - Do you need to know anything else about your Disqualified users?
- 5 Pro tip: Present the Qualifier question early - This will allow you to start building laser-targeted audiences on Facebook and Google platforms if you integrate their respective pixels with bucket.io

Looking for the perfect platform to test out these funnel templates?

Try bucket.io NOW for 30 Days for just \$1!

Try it Out Now

bucket.io Helping Businesses Grow Their Email List and Have Success Online

“



Michael Hyatt

#1 NY Times Best-Selling Author
Featured in WSJ & USA Today

Over 12,000 New Leads...

“Robust Features. Simple Setup. Within Minutes, We Were Segmenting Our Audience and Have Now Generated Over 12,000 New Leads...”

“



Sharon Langshaw

Digital Marketing Funnel Consultant

“I’ve Fallen in Love...

“I’ve Fallen in Love With this Tool. I Use it to Build Segmentation Funnels for ALL My Clients. Smooth.”

“



Will Hamilton

Featured on TV’s Tennis Channel
Over 50 Million YouTube Viewers

“Increased Cold Traffic Conversion by

“After Switching to Bucket.io, We Increased Our Funnel Conversion Rate by 49.6% on Cold Traffic. By Far THE Best Tool for Building Quiz”

”

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”

Partners & Customers

