



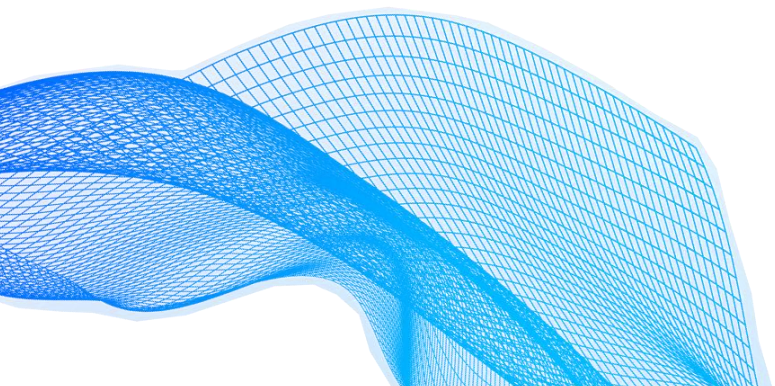
**TECHSMEW**

F U N N E L   D E S I G N

---

# AB Testing Playbook

---



# AB Testing Playbook

This document defines a structured funnel and demand generation system aligning acquisition, engagement, and conversion into measurable pipeline outcomes.

This document defines a structured funnel and demand generation system aligning acquisition, engagement, and conversion into measurable pipeline outcomes.

This document defines a structured funnel and demand generation system aligning acquisition, engagement, and conversion into measurable pipeline outcomes.

## Execution Layer 1

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

## Execution Layer 2

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

## Execution Layer 3

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

## Execution Layer 4

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

## Execution Layer 5

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

## Execution Layer 6

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

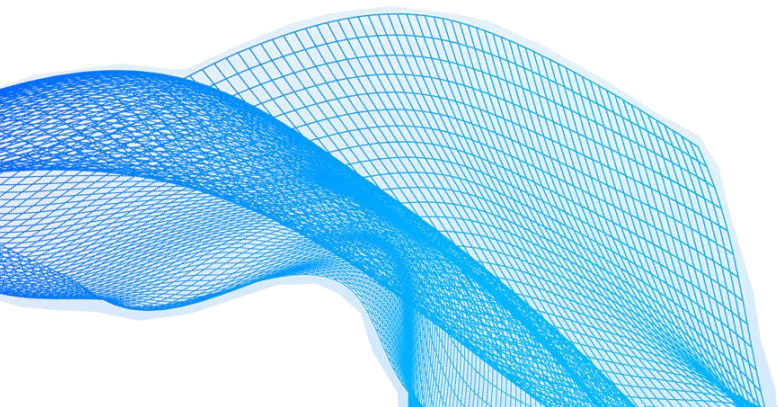
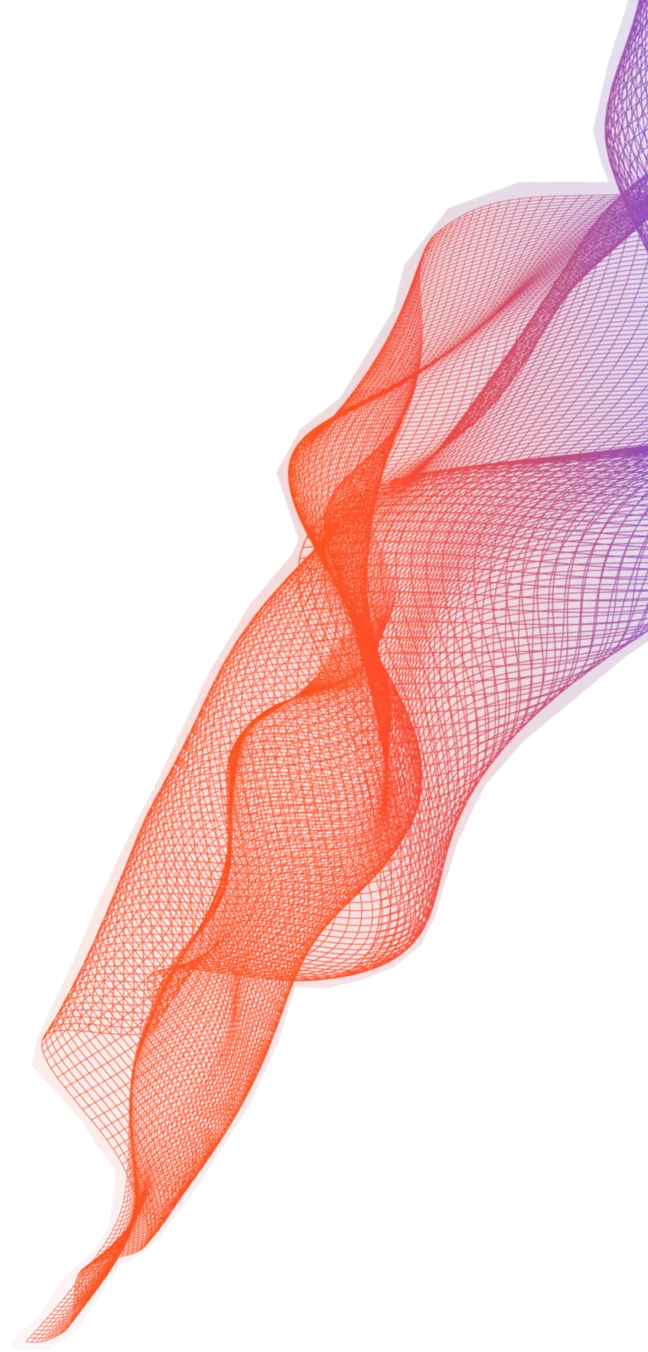
### **Execution Layer 7**

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

A structured funnel system ensures consistent growth, improved conversions, and scalable pipeline generation.



G E T I N T O U C H

---

# Let's Build **Something** Powerful

---

E M A I L

[hr@techsmew.com](mailto:hr@techsmew.com)

W E B S I T E

[www.techsmew.com](http://www.techsmew.com)

L O C A T I O N

Coimbatore, Tamil Nadu

