

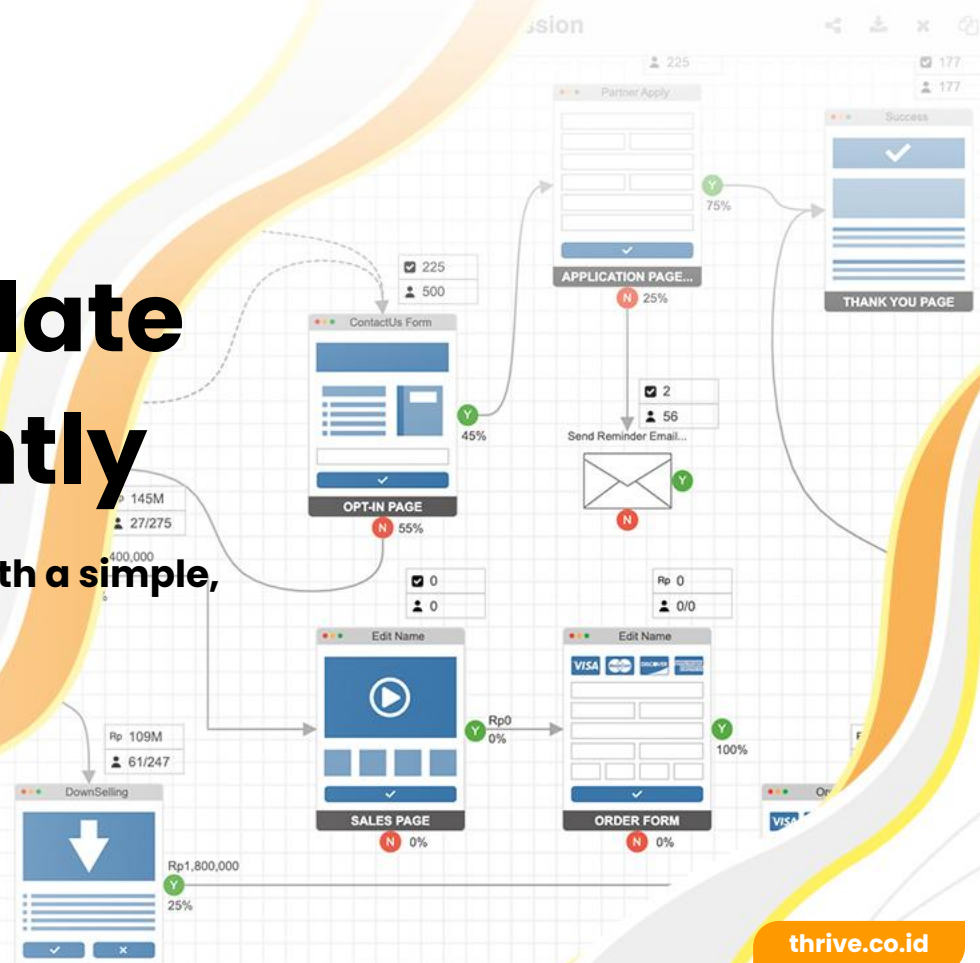
# Start Planning Marketing, Simulate its Results Instantly

Now you can simulate a marketing plan with a simple, powerful software called Funnel Tools.

Prepared by:



More Data More Sales





Canvas



Reports



Traffic Entry



Retargeting



Opt-In Page



Thank You



Wait



Email



Sales Page



Order Form

## Simplify Your Marketing Plan

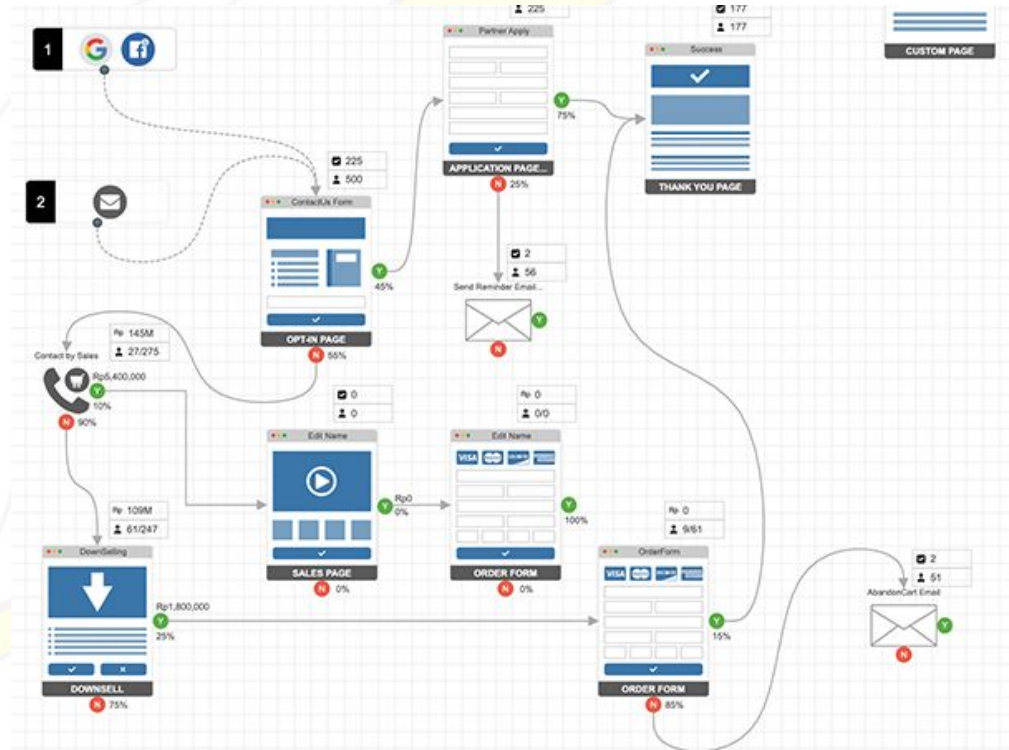
Have you ever thought about the complexities you have to deal with when designing a digital marketing plan? You must prepare the details of the marketing plan, as well as calculate the budget. The process can sometimes be complicated.

Now with Funnel Tools, you can bypass all the above complexities with ease. With just one simulation tool from Thrive, you can create a simulation of a marketing plan you have created and how much it will cost you.

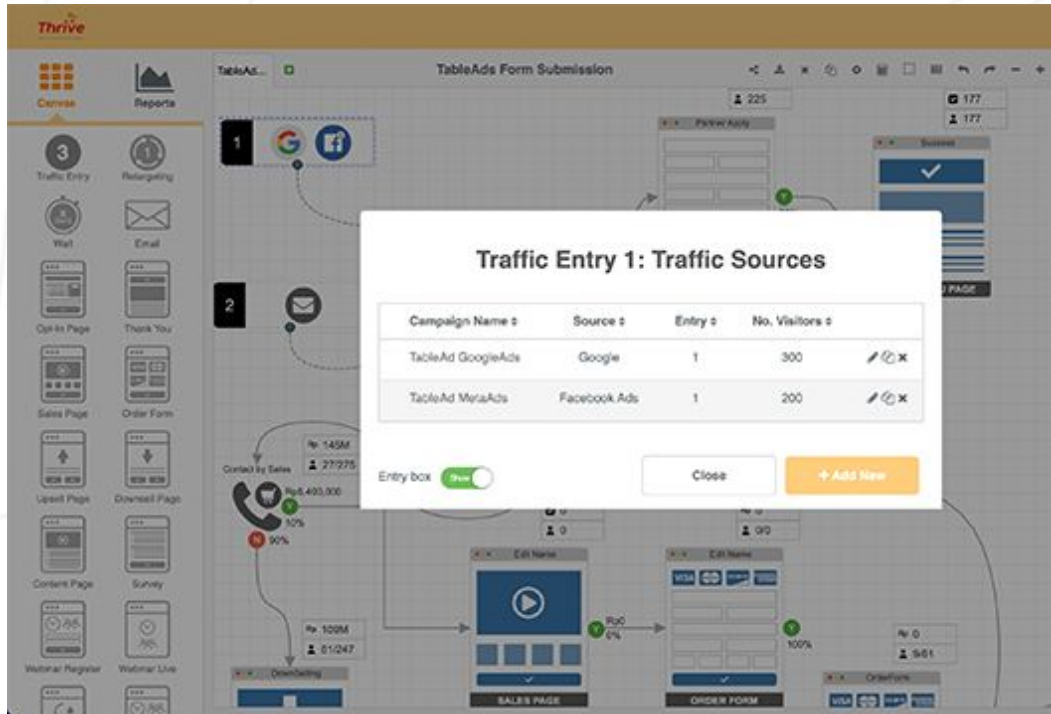
# Why Choose Funnel?

## Perfect Your Marketing Plan with Simulation





Funnel Tools are very easy to use, intuitive and come with various features to support all channels you will use to execute the digital marketing process. Users may also use this software to simulate possible income obtained through a specific marketing plan.



# Target Funnel?



The screenshot displays the Thrive software interface. A central modal window titled "Traffic Entry 1: Traffic Sources" is overlaid on a funnel diagram. The modal contains a table with the following data:

Campaign Name	Source	Entry	No. Visitors	
TableAd GoogleAds	Google	1	300	 
TableAd MetaAds	Facebook Ads	1	200	 

Below the table, there is an "Entry box" toggle switch set to "On", a "Close" button, and an "Add New" button.

## Who are Funnel Tools for?

This software is designed for companies that need simulations to calculate the required costs, as well as the possible outcomes, when using a particular marketing channel.

Easy to Create Budget Simulation

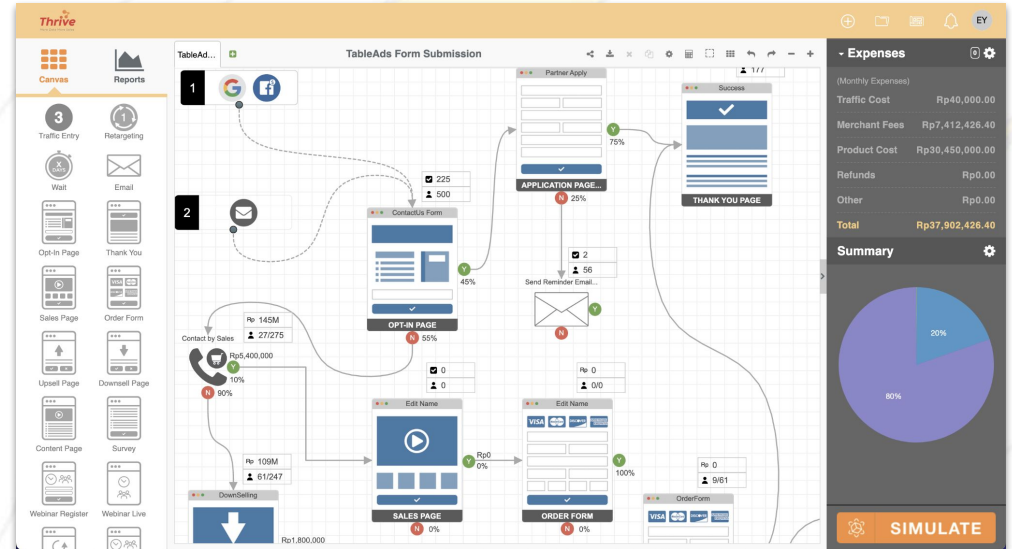
Easy to View Revenue Simulation

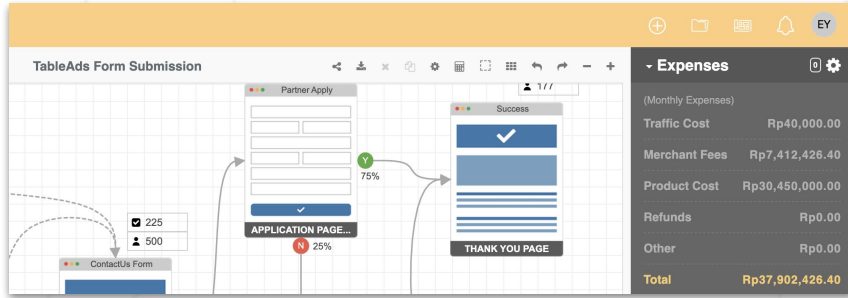


# Easy to Create Budget Simulation

## Intuitive Marketing Cost Simulation

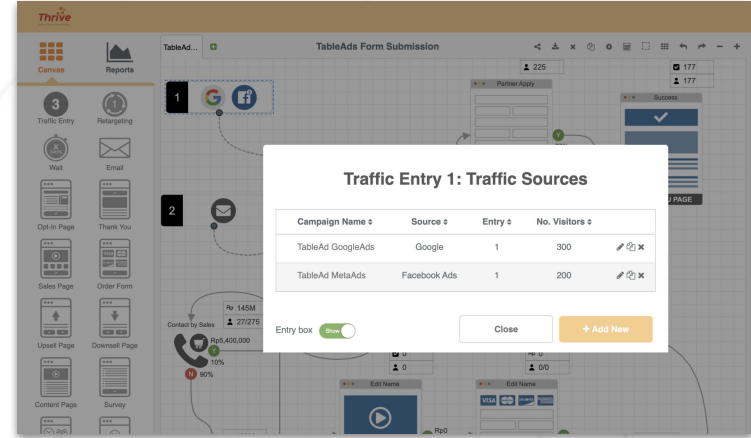
Create a marketing cost simulation using a simple funnel canvas which is easy to use through one intuitive dashboard.





## Calculate Total Marketing Cost

Create comprehensive marketing strategies with the canvas object by using the dashboard menu. A list of all the marketing outlets could be included in the canvas (eg Facebook Ads, Google Ads, etc).



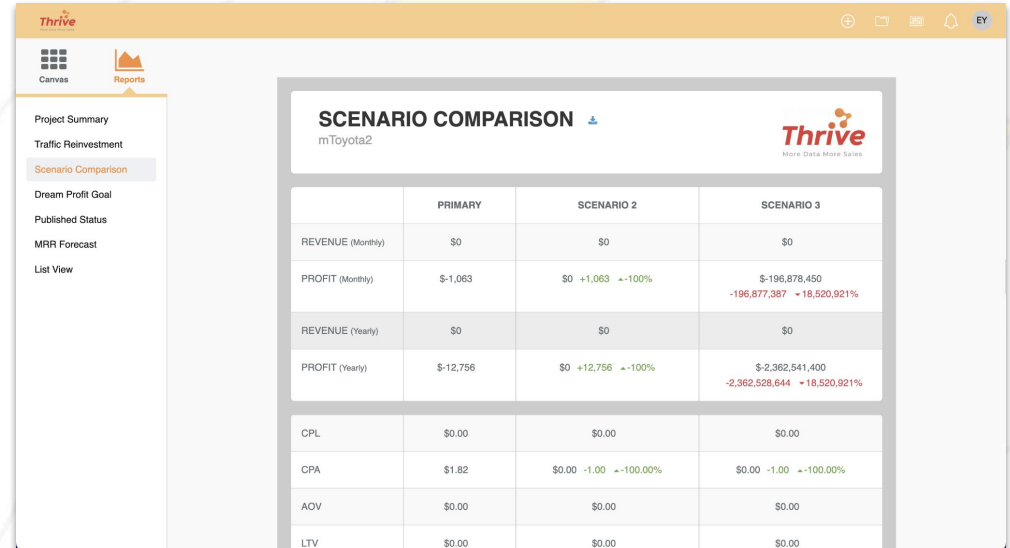
## Simulate Traffic Distribution

With intuitive dashboard canvas settings, you can simulate traffic coming from multiple sources such as Facebook, Google, Instagram, and various other advertising channels.

# Easy to View Revenue Simulation

## Estimate Business Income Easily

Based on the budgeting canvas that has been prepared previously, you can see a report containing estimates and potential business revenues. This feature will make it easier for you to monitor the implementation and execution of the marketing budget.

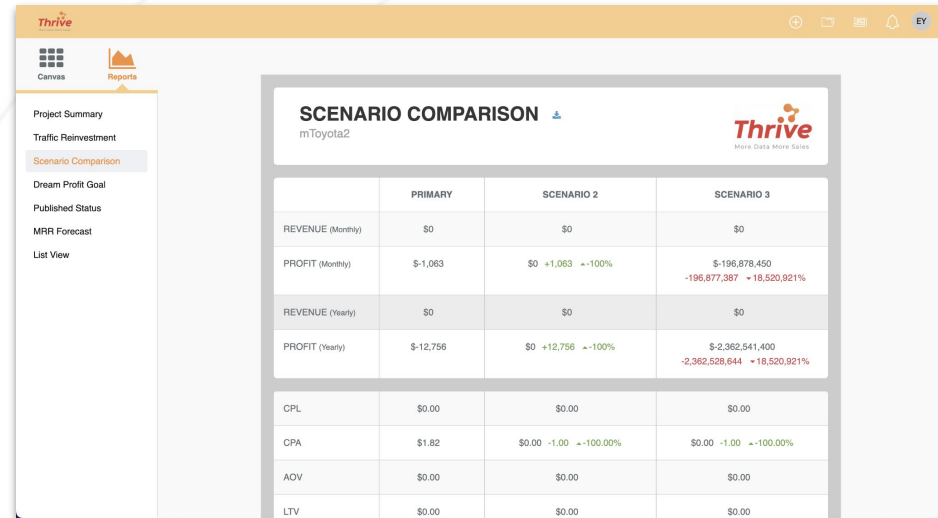
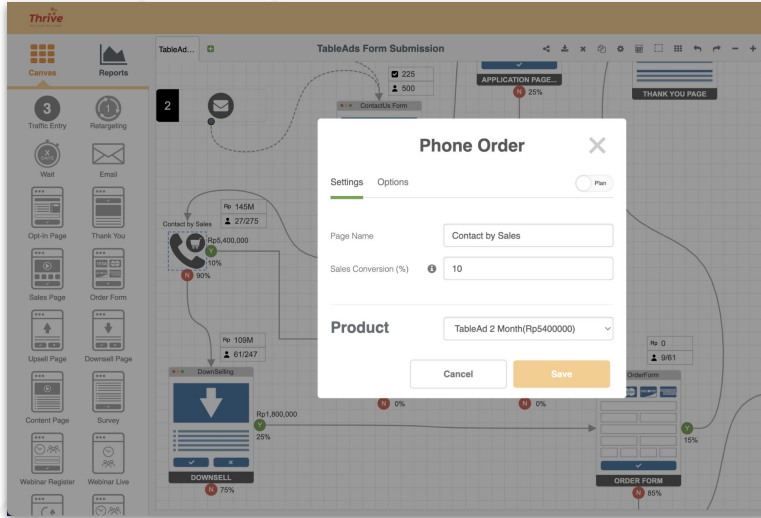


The screenshot displays the Thrive dashboard interface. On the left, there is a navigation menu with options: Project Summary, Traffic Reinvestment, Scenario Comparison (highlighted), Dream Profit Goal, Published Status, MRR Forecast, and List View. The main content area shows a 'SCENARIO COMPARISON' report for 'mToyota2'. The report includes a table with columns for 'PRIMARY', 'SCENARIO 2', and 'SCENARIO 3', and rows for various financial metrics.

	PRIMARY	SCENARIO 2	SCENARIO 3
REVENUE (Monthly)	\$0	\$0	\$0
PROFIT (Monthly)	\$-1,063	\$0 +1,063 --100%	\$-196,878,450 -196,877,387 --18,520,921%
REVENUE (Yearly)	\$0	\$0	\$0
PROFIT (Yearly)	\$-12,756	\$0 +12,756 --100%	\$-2,362,541,400 -2,362,528,644 --18,520,921%
CPL	\$0.00	\$0.00	\$0.00
CPA	\$1.82	\$0.00 -1.00 --100.00%	\$0.00 -1.00 --100.00%
AOV	\$0.00	\$0.00	\$0.00
LTV	\$0.00	\$0.00	\$0.00

## Easy to Create Budget Simulation

## Easy to View Revenue Simulation



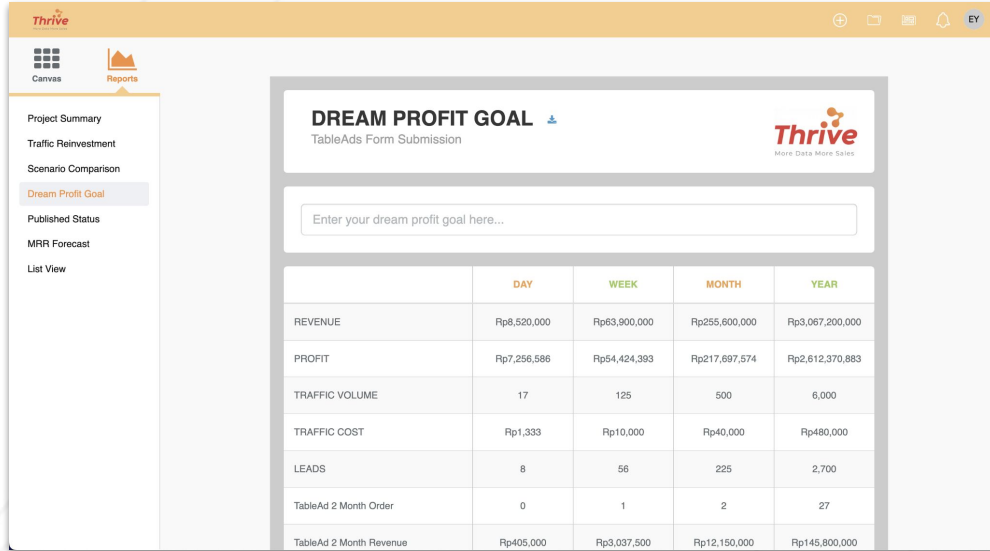
## Simulate Profits to Attract More Traffic

You can simulate profits and use them to see the proportion of profit invested in traffic.

## Compare Marketing Plans

Marketers may use more than one marketing plan. Use the Scenario Comparison menu to compare simulations from one plan to another.





The screenshot displays the Thrive dashboard interface. On the left, a sidebar menu includes options like 'Project Summary', 'Traffic Reinvestment', 'Scenario Comparison', 'Dream Profit Goal' (highlighted), 'Published Status', 'MRR Forecast', and 'List View'. The main content area is titled 'DREAM PROFIT GOAL' and includes a sub-header 'TableAds Form Submission'. Below this is a text input field with the placeholder 'Enter your dream profit goal here...'. A table below the input field provides a breakdown of metrics over time.

	DAY	WEEK	MONTH	YEAR
REVENUE	Rp8,520,000	Rp63,900,000	Rp255,600,000	Rp3,067,200,000
PROFIT	Rp7,256,586	Rp54,424,383	Rp217,697,574	Rp2,612,370,883
TRAFFIC VOLUME	17	125	500	6,000
TRAFFIC COST	Rp1,333	Rp10,000	Rp40,000	Rp480,000
LEADS	8	56	225	2,700
TableAd 2 Month Order	0	1	2	27
TableAd 2 Month Revenue	Rp405,000	Rp3,037,500	Rp12,150,000	Rp145,800,000

## Check Your Goals

Through the Dream Profit Goal menu, you can see the estimated revenue, profit, traffic volume, traffic cost and leads by day, week, month and year.

# **Abandon the manual ways of creating and executing marketing plans**

**Use Funnel Tools to make marketing planning easier, well simulated and directed.**



## **Get Free Consultation**

**Discuss your IT requirements  
with our customer support at**

**+62 822 9998 8870**



# Thank You

Prepared by:

