Increasing AOV by over 100%

Without creating a single new product.

THE SITUATION

A client came to me with a low-priced digital product that was already converting well. Their funnel looked like this: Ad → Product → Upsell. The product was priced at $16.99, and while people were buying, revenue growth had started to plateau.

The client felt like something was missing but wasn't sure how to increase revenue without creating a completely new offer. Instead of building something new, I focused on optimising the existing funnel.

THE STRATEGY

The goal was to increase revenue without hurting conversion rates. I focused on two key levers:

→ **Improving the purchase journey**

→ **Increasing average order value**

If I could increase how much each customer spent while maintaining strong conversions, the economics of the funnel would improve dramatically.

THE OPTIMISATIONS

01

Added a sales page before checkout

Ad traffic had been sent directly to a cart page. I introduced a dedicated sales page first to better communicate the value of the product before the purchase decision.

02

Increased the product price

The product price increased from $16.99 → $27. The new price better reflected the value of the product while still remaining accessible as a low-ticket entry offer.

03

Fixed a major mobile experience issue

I discovered that key information was visible on desktop but missing for mobile users. Since most traffic came from mobile devices, this had a meaningful impact on conversion behaviour.

04

Strengthened the upsell messaging

I refined the positioning and urgency around the upsell offer, helping customers better understand the value of purchasing immediately.

THE RESULTS

Within six months, the funnel became significantly more profitable:

+100%	-21%	+82%
Average Order Value	Cost Per Purchase	ROAS (0.61 → 1.11)

In practical terms, the front end is now self-funding, meaning new customers are coming in at zero cost. From there, with a strong marketing ecosystem, back-end products and upsells become pure profit.

Key Takeaway

When a funnel is already converting, the biggest lever isn't always creating new offers. It's making the front end work harder. Once your entry-point product is breaking even on ad spend, every back-end sale and repeat purchase goes straight to the bottom line. **That's how you build a funnel that pays for its own growth.**