

Funnels Overview

One of the challenges of targeting customers with relevant campaigns is understanding where they are in their customer journey. Many organizations use the traditional marketing funnel to understand where their customers are in the buying process. Knowing where customers are in the marketing funnel allows organizations to create campaigns and analyze customer behaviors that are specific to individual customers or customer groups. Being able to use all available customer data to accurately identify exactly in which stage customers are in gives marketers a clear advantage.

Treasure Data offers Funnels, a premium subscription feature in Audience Studio, which provides this advantage to its users. Funnels make it easier for marketers to see exactly where their customers are in the buying process, allowing them to create more customer-tailored marketing campaigns using multi-channel activations.

Funnels enables marketers to create and customize a marketing funnel with up to 8 stages in the Audience Studio to reflect the exact buying experience of their customers. After the Funnel stages have been created, marketers can further analyze and refine the stages and activate specific stages for campaigns.

This topic includes:

- [Funnels Pane](#)
 - [Dashboard](#)
 - [Stages](#)
 - [Profiles](#)

Funnels Pane

Dashboard

The Funnels Dashboard provides a single pane for marketing professionals to quickly analyze total profiles and growth rates within a funnel. For detailed information, see [About Funnels Dashboard](#).

Stages

The Stages tab provides an overview of each funnel stage including created by, last updated, and number of profiles.










Dashboard **Stages** ProfilesEdit funnel ...

Stage Name	Created By	Last Updated (GMT)	# Profiles
Awareness	Marketing	Nov 17, 2021, 8:40 pm	0
Consideration	Marketing	Nov 17, 2021, 8:42 pm	0
Purchase	Marketing	Nov 17, 2021, 8:43 pm	0
Care	Marketing	Nov 17, 2021, 8:44 pm	0

Profiles

The Profiles tab provides a list of profiles in the Parent Segment. From here, you can click on a particular profile to view the specific attributes and behaviors of that profile.

Dashboard Stages **Profiles**

 -- 0007a2958ee89af8f3b99428612e756...	 -- 00099500186c0dbfd9feb16cc0776323...
 -- 0058072e316ef46e7158aa9f0e89da9a...	 -- 0058eddf1be55c9b7709a62fd4a8a83...
 -- 0081ce3427a640d45bb5905cd8b40ad...	 -- 008392df2a7e3cf22c50be65fc0cd3f52...
 -- 00bf904657320d9c52b126a230fab88...	 -- 00c4465457497f789cc6362751c2acb...
 -- 01236578a4150258e9fc308f6ddb60a...	 -- 0137d1cc0bfd3500502b28d02e5a727...

Learn more about:

- [Funnels Dashboard Overview](#)
- [Building and Editing Funnels](#)
- [Create and Edit Stage Rules](#)
- [Duplicating, Moving and Deleting Funnels](#)