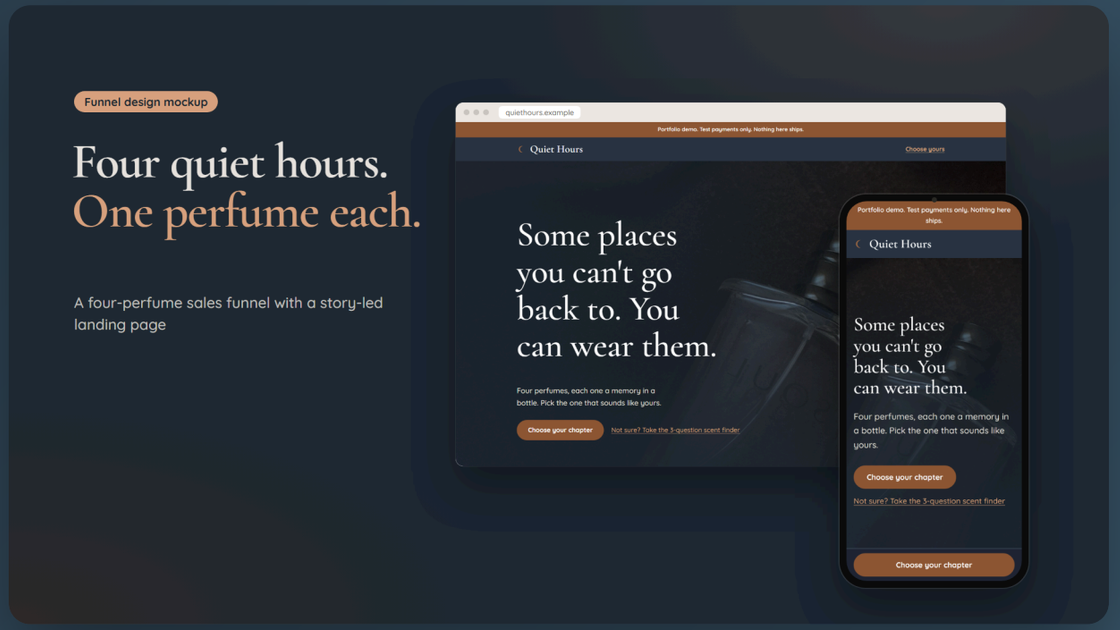
FUNNEL CASE STUDY

Quiet Hours

A story-led sales funnel for four perfumes: landing page, scent finder, order form, half-price second bottle, sample set, PayPal sandbox payment and a thank-you page. Built and tested end to end.

Ed Robert Azarcon Fuentes Funnel Designer



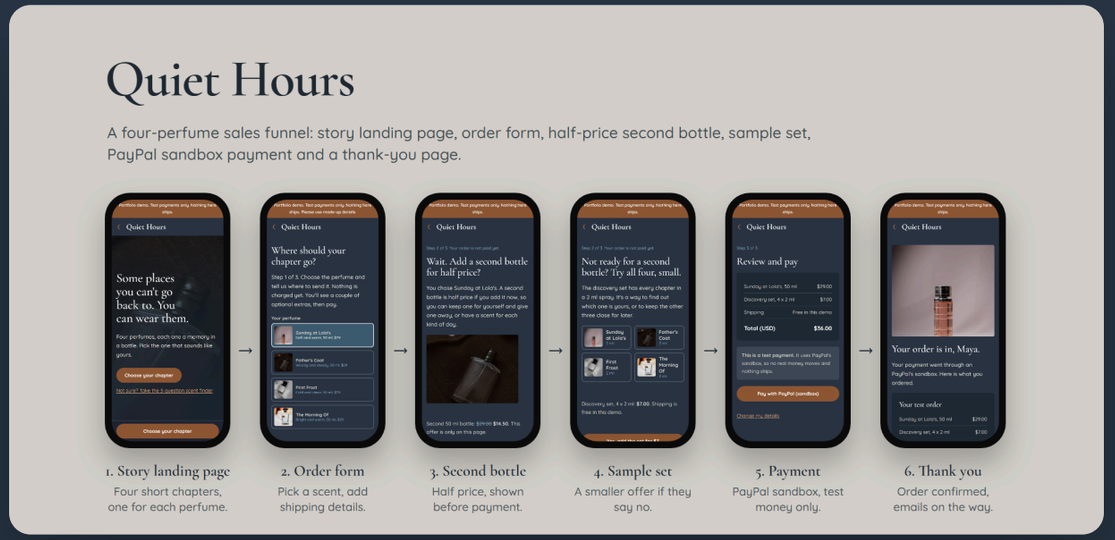
THE BRIEF

Make people *feel* a perfume before they read about it.

A perfume is bought with the heart, not a spec sheet. The brief was one problem: **solid storytelling that captures the hearts of customers**.

The funnel had to take a stranger from an ad to a completed test order, send the right emails, and work at phone width.

> Portfolio demo. The perfumes, prices and stories are samples. Nothing ships and no real money moves.



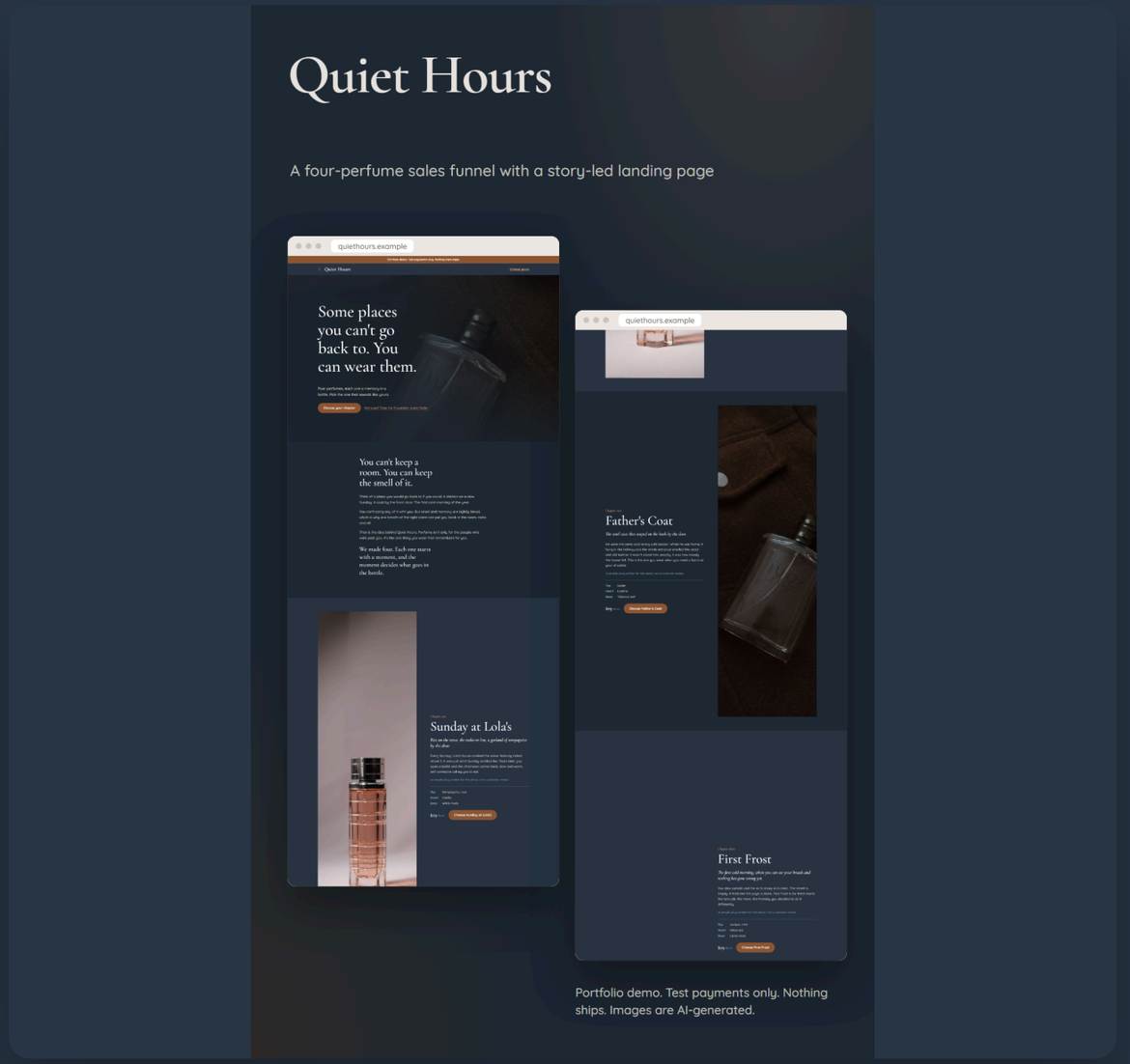
THE IDEA

Some places you can't go back to. *You can wear them.*

Instead of listing notes and sizes, each perfume is a short chapter about a memory.

Sunday at Lola's | Father's Coat | First Frost | The Morning Of

Visitors pick the chapter that sounds like theirs. Each story is labelled as a sample, never passed off as a customer review.

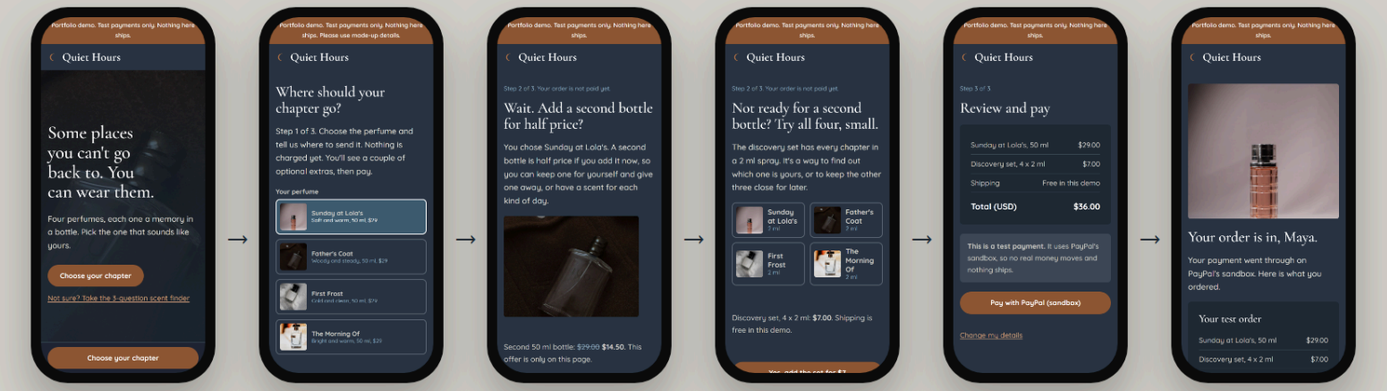


THE FUNNEL

Six steps, one payment, *no surprises.*

Quiet Hours

A four-perfume sales funnel: story landing page, order form, half-price second bottle, sample set, PayPal sandbox payment and a thank-you page.



1. Story landing page
Four short chapters, one for each perfume.

2. Order form
Pick a scent, add shipping details.

3. Second bottle
Half price, shown before payment.

4. Sample set
A smaller offer if they say no.

5. Payment
PayPal sandbox, test money only.

6. Thank you
Order confirmed, emails on the way.

$29
50 ml bottle

$14.50
second bottle, half price

$7
4 x 2 ml discovery set

1
payment, after the extras

CAPTURE THE LEAD

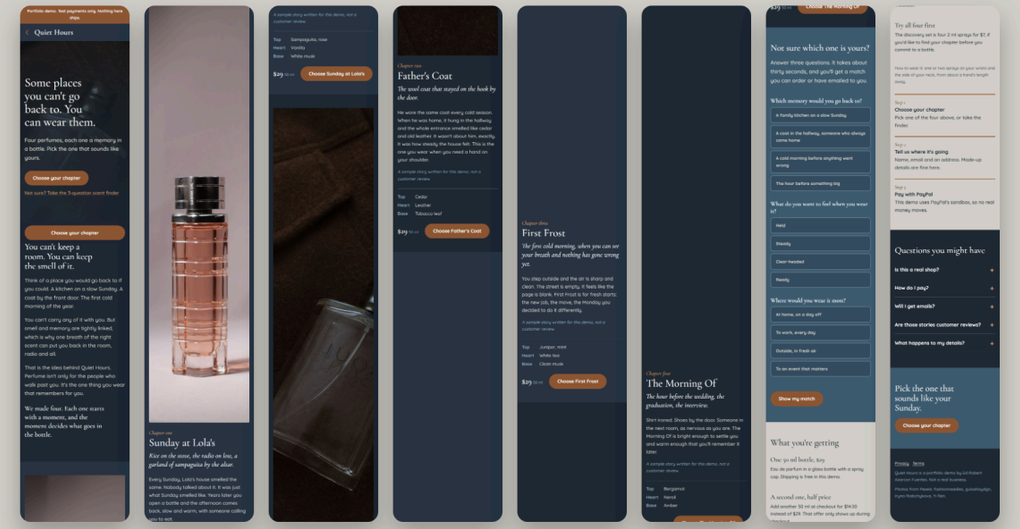
Not sure which one? *Three questions.*

A short scent finder matches each visitor with one perfume. To get the match emailed, they leave their name and email. The phone number is optional, with a country-code picker.

Names accept letters only and emails only plain characters, so the CRM stays clean. The first door a contact used (finder or order) is saved once and never overwritten.

The whole landing page, on a phone

One continuous page, read left to right.

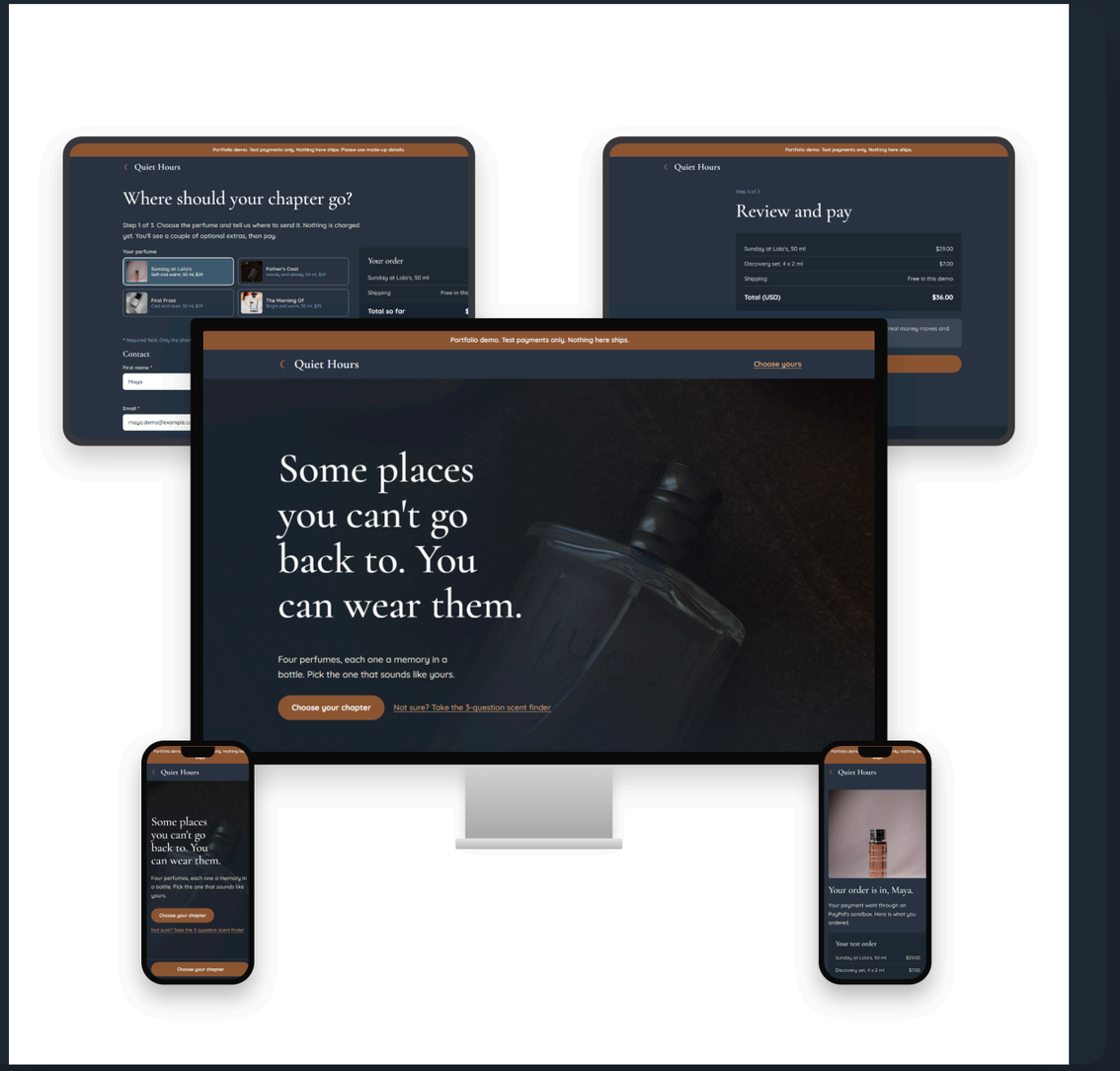


ORDER, UPSELL, DOWNSELL, PAY

Extras first, *then one payment.*

The order form saves the contact and gives a signed cart token. The upsell offers a second bottle at half price. Saying no shows the sample set. Only then does the PayPal sandbox payment open, so the buyer pays once.

On the thank-you page every perfume they bought is shown whole, with the story for the scent they chose.



BEHIND THE SCENES

GoHighLevel tracks *where each person is.*

Lead
took the scent finder

→

Interested
started the order form

→

Customer
paid

The stage only moves forward, so a customer who retakes the finder stays a customer.

Tags

Every tag starts with `perfume-` so it never touches the other funnels. Examples: `perfume-lead`, `perfume-checkout-started`, `perfume-customer`.

Fields

Choice, order total, first door, site and stage are saved on each contact, with a smart list of its own so this project's contacts stay apart.

Emails

Three email workflows start from the free trigger "Contact tag added" and stop the moment someone buys. Details on the next slide.

THE EMAIL FOLLOW-UPS

Three workflows, *each one stops when you buy.*

A · Abandoned checkout

starts when `perfume-checkout-started` is added

1. **1 hour** later: "your perfume is still waiting"
2. **1 day** later: a short story about waiting
3. **2 days** later: the $7 sample set, a smaller way to start

B · Order and aftercare

starts when `perfume-customer` is added

1. **Now**: order confirmation
2. **Day 1**: where to put it on
3. **Day 3**: the story of the exact perfume they bought (4 versions)
4. **Day 7**: "what did it remind you of?"

C · Scent finder leads

starts when `perfume-lead` is added

1. **Now**: "your match is…"
2. **Day 2**: why there are only four
3. **Day 4**: "no rush", the last note

Before each email in A and C, a check looks for `perfume-customer`, so nobody who bought is nagged. Every email has an unsubscribe link and a demo label, and the sender is a dedicated domain.

HOW I TESTED IT

12 years in QA, *so I broke it on purpose.*

I treated this like a release. **61 automated checks** run against the server code, and a real PayPal sandbox order went from the order form to the Customer stage in GoHighLevel.

- Prices are rebuilt on the server, so editing the page changes nothing.
- The cart token is signed and expires after 6 hours.
- A payment is checked: completed, in USD, enough money, and tied to that cart.
- Replaying an old payment does not make another contact a customer.
- Empty fields, numbers in names, symbols in emails and a missing country code are refused.
- All three email series passed a live test on the test site: the right emails arrived, with working links and an unsubscribe line.

61
automated checks pass

1
real PayPal sandbox order, start to finish

3
email workflows tested on the test site

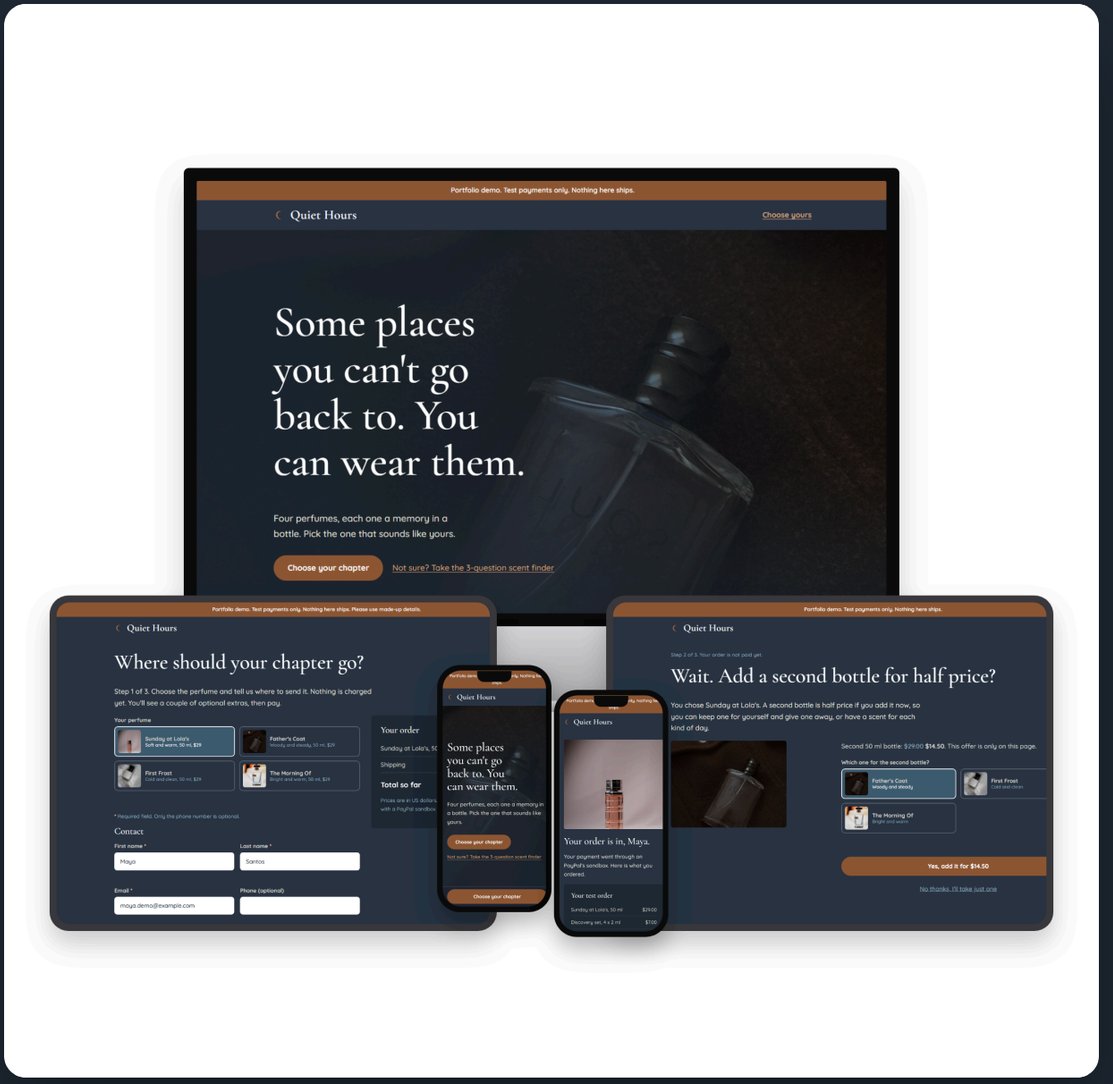
0
prices the browser can change

EVERY SCREEN

Laptop, tablet and phone *feel the same.*

The funnel is plain HTML and CSS that adapts to the screen, with no app to install. I checked it at phone width (375 px) as well as on a laptop.

> Device frames are drawn for this case study. The screens inside are the real pages.



WHERE IT STANDS

Built on free tools, *honest about what's left.*

Done and tested: the whole funnel on the test site, PayPal sandbox payment, CRM tags, stages and fields.

Also done and tested: the three email workflows, with every email written, an unsubscribe link in each, and a pass on the test site.

Next: set the real waits, then switch the workflows on for the live address.

> Stack: Cloudflare Pages, GoHighLevel, PayPal sandbox. Plain HTML, CSS and JavaScript. No paid plan was needed to build or test it.



A four-perfume sales funnel with a story-led landing page

Quiet Hours. Portfolio demo.

LET'S WORK TOGETHER

Thank you

Thanks for looking through this case study. I design funnels and test every path before launch. Email edrcdigital@gmail.com

> Portfolio demo. Samples are labelled; images are AI-generated.