

FULL-FUNNEL

Why Performance Is No Longer Just About Conversion

Embracing an App + Web Approach for Sustainable Growth



Introduction

The end of single-step performance marketing

For a long time, performance marketing followed a simple logic: activate the right levers to drive measurable conversions. In a data-rich environment, this approach proved highly effective, enabling brands to scale user acquisition quickly.

But the landscape has changed.

Today, acquisition costs are rising, data is becoming scarcer, and user journeys are increasingly fragmented. Between web, app, and social platforms, users no longer follow a linear path. In this new environment, focusing solely on the final conversion is no longer enough to deliver sustainable performance.

Performance is no longer built only at the moment of purchase or install. It takes shape much earlier, through the ability to capture attention, nurture interest, and maintain consistency across the entire user journey.

This is where a full-funnel approach becomes a key driver of performance marketing. Not as an alternative to profitability, but as a way to optimize the entire journey and therefore overall performance, by fully integrating App + Web dynamics.

Objectives of this guide



Clearly define what full-funnel marketing means when applied to performance



Explain why this approach has become critical in a context of rising costs and data pressure



Lay the foundations for a unified App + Web vision, designed to deliver more sustainable and profitable performance

PART 1

WHAT FULL-FUNNEL REALLY MEANS TODAY



PART 1

What Full-Funnel Really Means Today

The term full-funnel is now widely used in marketing. Yet it often refers to very different and sometimes contradictory realities.

For some, it simply means activating more channels. For others, it involves adding awareness campaigns to an existing performance strategy.

In reality, full-funnel marketing is neither about stacking levers nor about choosing between branding and performance.



Performance is no longer driven by a single touchpoint.



1.1. Full-funnel: a holistic view of the customer journey

Full-funnel marketing means approaching performance as a **complete customer journey**, not as a series of isolated actions.

It is built on a simple idea:

Every interaction between a brand and a user can influence the final decision, even if it doesn't generate an immediate, measurable conversion.



On average, a consumer interacts with 7–8 pieces of content before making a purchase.

Source: McKinsey

Within this framework, the funnel is structured around four complementary stages:



- **Discovery:** capturing attention and standing out in a competitive environment
- **Consideration:** nurturing interest, explaining the value proposition, building trust
- **Conversion:** triggering action
- **Retention & value:** driving usage, repeat engagement, and long-term value

Full-funnel is a system, not a sequence of isolated steps.

These stages do not operate independently. They form **a coherent whole**, where each interaction prepares the next.



Full-funnel is a holistic reading of the customer journey, not a sequence of siloed steps.

1.2. What full-funnel is not

One of the most common misconceptions is equating full-funnel with a multi-channel strategy. Activating multiple channels does not automatically mean adopting a full-funnel approach.

A multi-channel strategy can still operate in silos:

- ✓ each channel with its own objectives
- ✓ its own KPIs
- ✓ and a fragmented view of performance

By contrast, a full-funnel approach is built **on orchestration**, where each channel plays a specific role based on the stage of the user journey it addresses.

The goal is not to be everywhere, but to **understand why** a channel is activated, when it is activated, **and with what objective**. Today, 34% of organizations do not optimize their funnel at all, highlighting a significant growth opportunity for brands willing to take action.



Organizations that adopt a full-funnel marketing strategy, combining branding and performance, can generate **a 15–20% uplift in marketing ROI** compared to strategies focused solely on traditional performance channels

(Source: McKinsey)

In short, full-funnel is not:

- ✗ a simple multi-channel strategy
- ✗ a trade-off between branding and performance
- ✗ a stack of levers activated at the same time

In Summary:

Multi-channel	Full-Funnel
Channels in silos	Orchestrated channels
Isolated KPIs	Aligned KPIs
Short-term view	Holistic view
Local optimization	Global optimization

1.3. Full-funnel & performance: a natural fit

Adopting a full-funnel approach does not mean giving up on profitability or measurable performance.

On the contrary, **full-funnel enriches how performance is assessed**, by accounting for all the levers that contribute to decision-making, not just the final action.

It does not challenge traditional performance metrics. It **reframes them within a broader perspective** focused on overall value and journey coherence.

➔ **Full-funnel is not the opposite of performance, it is its evolution.**

Key takeaway

- Full-funnel marketing means viewing **performance as a complete journey, not as isolated actions**
- It enhances traditional performance approaches by **integrating all funnel stages**
- Full-funnel is built on **coherence and orchestration**, not on multiplying levers



PART 2

WHY FULL-FUNNEL HAS BECOME ESSENTIAL

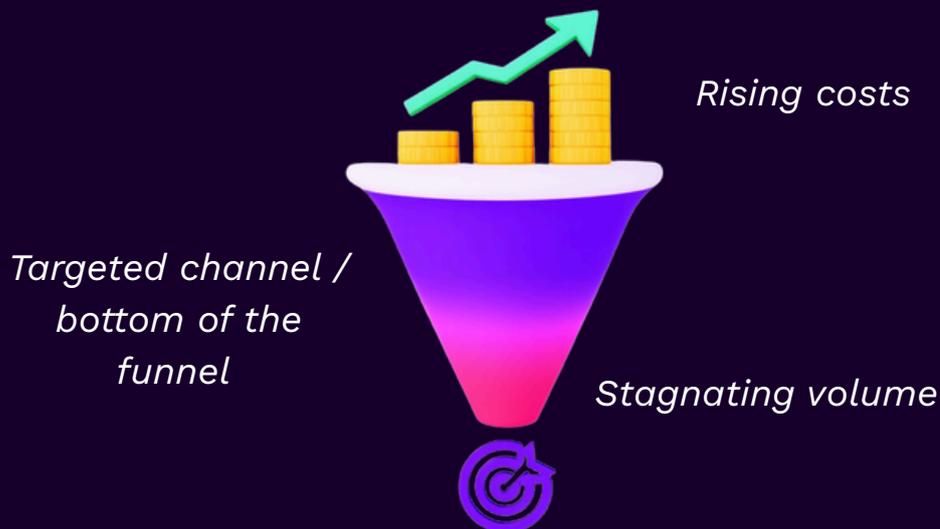


PART 2

Why Full-Funnel has become essential

As customer journeys and marketing levers become more complex, focusing solely on conversion is no longer enough. Taking a step back and accounting for all touchpoints is now critical to making better decisions. This is precisely where a full-funnel approach delivers value.

2.1 Focusing only on conversion no longer scales



Focusing only on conversion limits overall performance

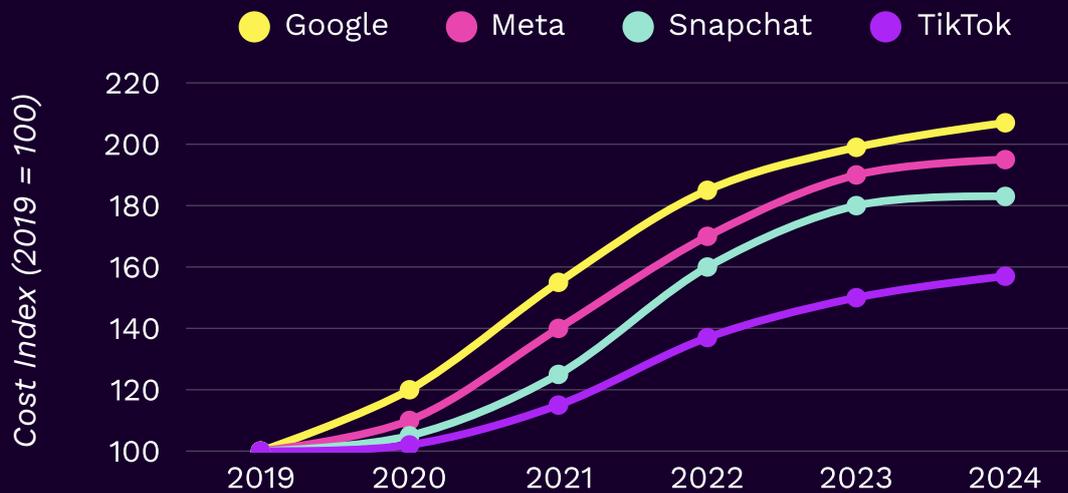
For years, allocating budgets primarily to the bottom of the funnel delivered fast, measurable results. By targeting high-intent audiences, brands maximized conversions and tightly controlled ROI.

But this logic is reaching its limits.

As the most intent-driven audiences become overexposed, competition intensifies, acquisition costs rise, and volumes stagnate. Performance does not disappear, **it simply becomes more expensive and less scalable** when it relies solely on final conversion.

Optimizing only the last step of the journey means overlooking many of the factors that truly influence decisions: discovery, message repetition, value proposition clarity, and brand trust.

Indexed increase in acquisition costs (CPM) - Google, Meta, Snapchat, TikTok



Index based on aggregated market trends (Skai, Tinuiti, eMarketer reports).

➔ **Optimizing only the end of the journey means ignoring much of what actually drives decisions.**



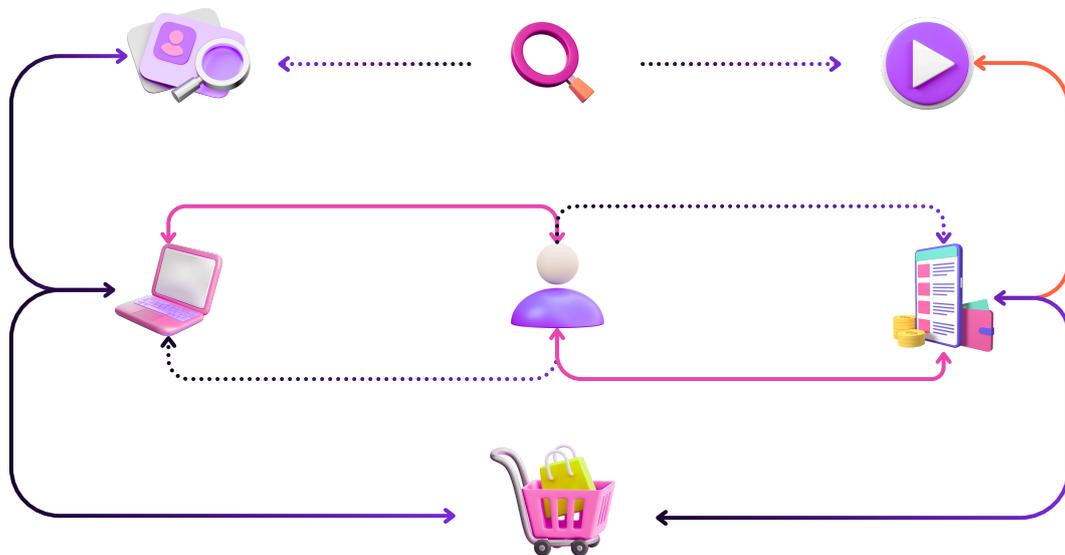
2.2 Customer journeys are now unpredictable

User journeys are no longer linear or predictable.

Across social platforms, search engines, video content, websites, and apps, a single user may engage with multiple touchpoints before converting, sometimes over days or even weeks.

In this context, relying on an “ideal” funnel where each step follows the next is counterproductive. Performance must be viewed as **a network of interactions that reinforce one another.**

Studies show that consumers interact with an average of **7–8 pieces of content before purchasing**, highlighting the true complexity of real journeys. Some interactions may not drive immediate conversion, yet still play a decisive role.



Users do not follow an ideal funnel, they follow real journeys.

2.3 App and Web: a blind spot in performance analysis

In many organizations, App and Web are still managed as separate levers, with different teams, tools, and KPIs.

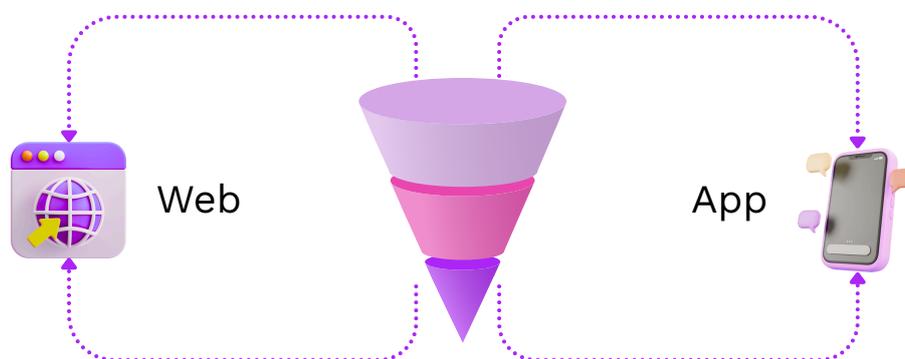
From a user perspective, however, they are part of a single journey.

The Web often plays a key role in discovery, information, and reassurance.

The App becomes a critical driver of engagement, retention, and long-term value.

In practice, a large share of App conversions are preceded by Web or social interactions, research, ad exposure, content consumption. Treating these environments separately prevents a clear understanding of what actually creates value.

➔ **Performance is built at the journey level, not at the channel or environment level.**



Good to know:

- A significant share of App conversions are **preceded by Web or social interactions**.
- Brands that unify their App + Web vision gain **a stronger business understanding of performance** (quality, retention, LTV).

2.4 Conversion alone no longer reflects true performance

In fragmented journeys, the final conversion no longer tells the full story. Some actions strongly influence decisions without being directly attributed: message exposure, repetition, reassurance, intermediate engagement.

Adopting a full-funnel approach means moving beyond a purely last-click view to include **contribution, user quality, and long-term value.**

 **Sustainable performance is measured over time, not just at a single moment.**



The LTV/CAC ratio (lifetime value vs acquisition cost) **is a key KPI** for assessing **long-term profitability** and building **sustainable performance.**

Key takeaway

- Relying solely on bottom-of-the-funnel tactics is no longer enough to scale performance sustainably: **costs are rising and volumes are stagnating.**
- **User journeys are now non-linear and hybrid across App and Web.** Performance is built across the entire journey, not on a single interaction.
- Sustainable performance requires **looking beyond the final conversion** to account for channel contribution and the long-term value of users.



PART 3

DELIVERING REAL PERFORMANCE WITH A FULL-FUNNEL STRATEGY



PART 3

Delivering real performance with a Full-Funnel strategy

A full-funnel approach requires a framework that enables brands to produce coherent assets and messaging, while maintaining the level of performance their objectives demand.

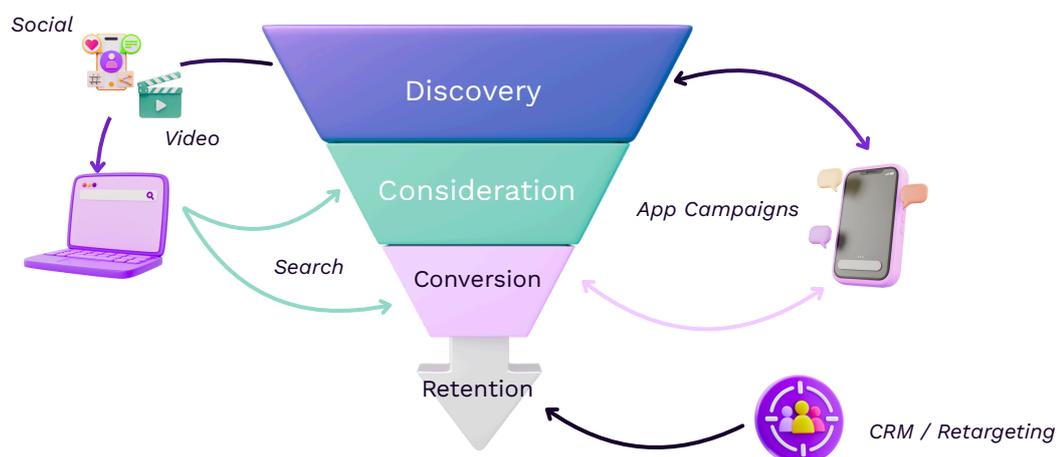
3.1 Performance is driven by orchestration, not accumulation

Activating more channels does not automatically improve performance. In many strategies, levers run in parallel with separate goals and KPIs, without real coordination.

A full-funnel approach relies **on orchestration, where each channel plays a specific role** depending on the stage of the user journey it targets.

The goal is not to be everywhere, but to **understand why a channel is activated, when, and with which message.**

➡ **Performance comes from channel complementarity, not from stacking levers.**



A channel is neither good nor bad; it all depends on its role within the funnel.

3.2 Aligning messaging and creatives with funnel stages

In a full-funnel strategy, creatives are not just execution assets. They play a central role in performance, shaping how messages are perceived at each stage.

A single message cannot be effective at every moment. User expectations differ between discovery, conversion, and long-term engagement.

Aligning messages, formats, and creative angles with funnel stages helps:

- ✓ clarify the value proposition
- ✓ strengthen journey consistency
- ✓ improve overall campaign effectiveness

➔ **Funnel-aligned creatives amplify performance at every stage.**

	Discovery	Consideration	Conversion	Retention
	 Inspiration, Attention	 Proof, Benefits	 Clarity, Reassurance	 Value, Usage
	 Stories	Articles	Landing Pages	Event Web
	 Videos	Comparisons	Store Page	Event in-app

3.3 Managing performance through a unified lens

Full-funnel performance cannot be managed through isolated metrics. When each team or channel follows its own KPIs, the overall view becomes fragmented and sometimes misleading.

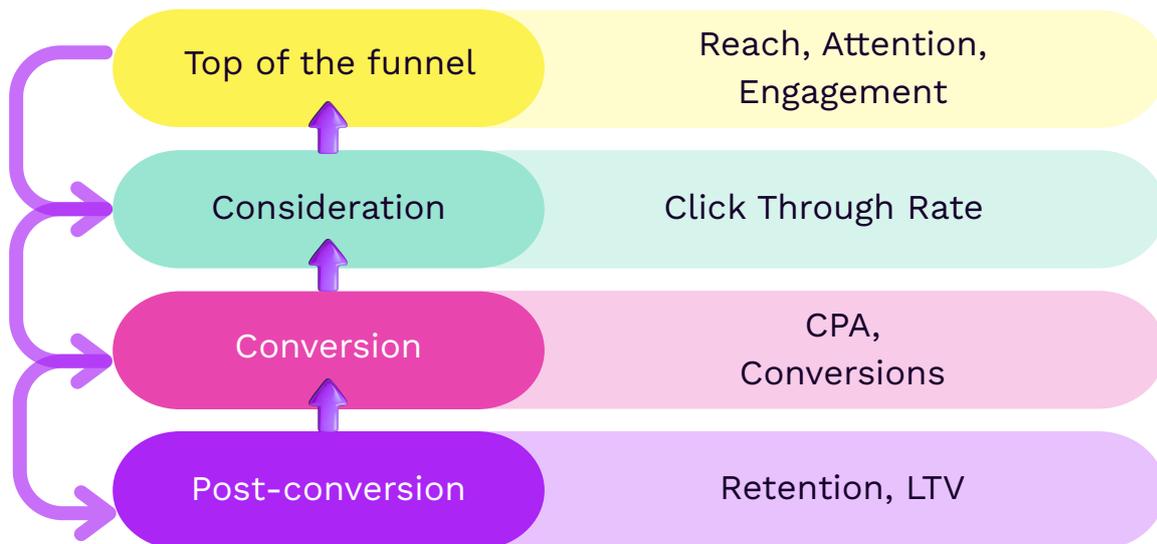
A full-funnel approach **reconnects metrics** to understand how different actions contribute to final performance, without abandoning traditional KPIs, but reframing them within a broader value-driven perspective.

This does not mean abandoning traditional performance KPIs, but rather placing them within a broader framework that integrates:

- »» the contribution of channels
- »» user quality
- »» and the value generated over time.

➔ **Unified measurement leads to better, more sustainable decisions.**

KPIs by funnel stage



3.4 Why most “full-funnel” strategies fail

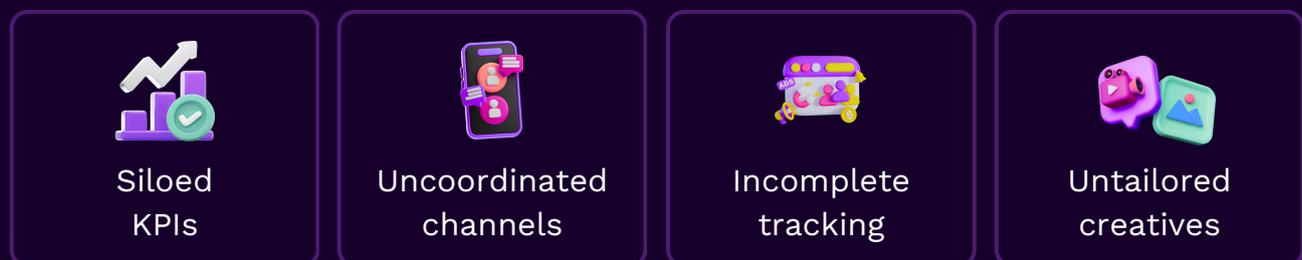
Many strategies claim to be full-funnel without respecting its core principles. Failures usually stem not from tools, but from organization and governance.

Common pitfalls include:

- ✗ conflicting objectives across channels
- ✗ overly short-term performance views
- ✗ incomplete or poorly leveraged tracking
- ✗ creatives disconnected from funnel challenges

➔ **Full-funnel rarely fails due to a lack of levers. It fails due to a lack of coherence.**

In summary:



Key takeaway

- A full-funnel performance strategy relies on **orchestrating channels**, not simply stacking them.
- **Messaging and creative must evolve across the different stages of the journey** to maximize impact.
- Effective management **requires a unified view of performance**, beyond isolated KPIs.

PART 4

**TOWARDS A NEW
PERFORMANCE VISION**



PART 4

Towards a new performance vision

A full-funnel approach delivers a holistic view of the customer journey. Levers are no longer evaluated in isolation; the focus shifts from attribution to contribution. Aligning media, data, and creatives results in performance that is more readable and closer to reality.

4.1 Performance can no longer be managed in silos

For a long time, performance marketing was managed channel by channel: one channel, one objective, one KPI.

Optimizing channels independently once drove operational efficiency. Today, it leads to over-optimization, budget misallocation, and distorted performance insights.

When each channel is optimized independently, locally driven decisions can undermine overall performance: over-optimization of a single channel, cross-channel cannibalization, poor budget allocation, or distorted performance insights.



In a full-funnel context, a channel's value is measured by its contribution to the overall journey.

➔ **Performance is no longer a sum of local optimizations, but a global balance.**

4.2 From attribution to contribution

Traditional attribution models struggle to reflect non-linear journeys. Many interactions influence decisions without generating immediate conversions.

A full-funnel mindset shifts the focus to contribution, understanding how each lever supports overall performance.

➡ **What doesn't convert immediately can still create value.**

From attribution to contribution



Conversion-only focus

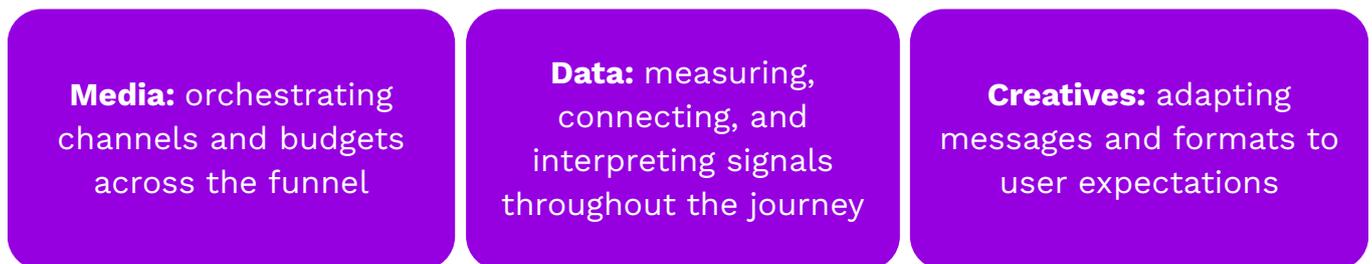


The entire user journey

4.3 Performance as a system: media, data, creative

In a full-funnel approach, performance does not rely on a single channel or an isolated tool.

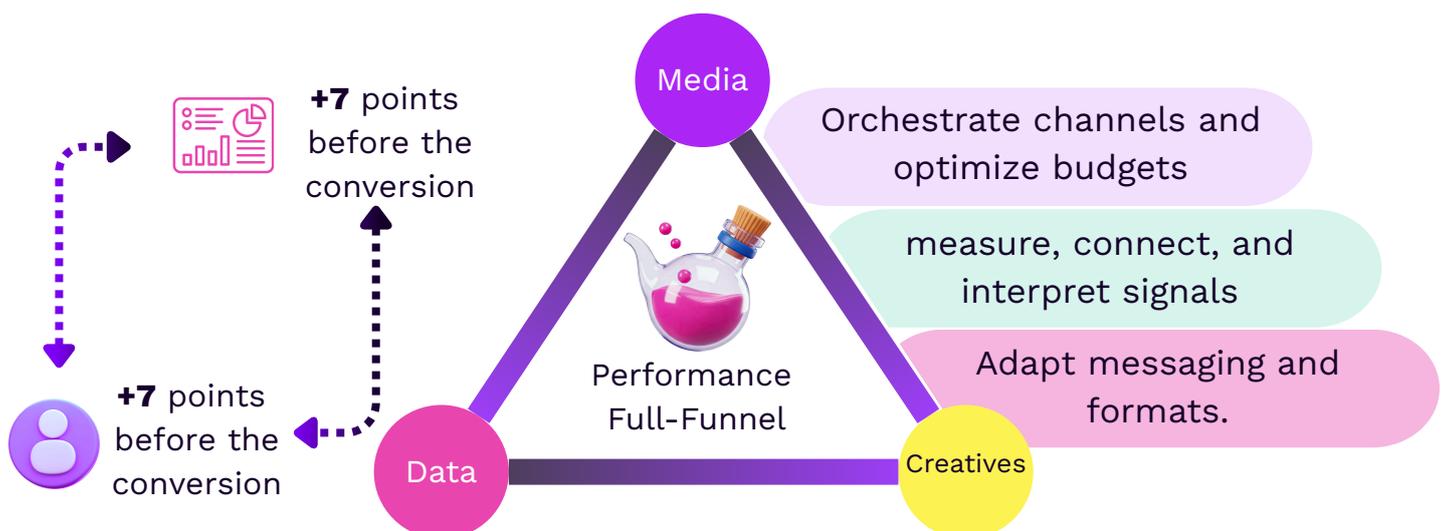
Full-funnel performance relies on the alignment of three inseparable pillars:



When aligned, performance becomes clearer, more optimizable, and more durable.

Conversely, misalignment between media, data, and creative leads to biased decisions and a loss of efficiency.

➡ **Full-funnel performance is a matter of systemic coherence.**



4.4 Why a framework is essential

Understanding full-funnel principles is only the first step.

To apply them effectively, brands need a clear framework to structure strategy, execution, and measurement.

Without one:

- ❌ Teams operate in silos
- ❌ Decisions are made channel by channel
- ❌ Performance becomes harder to manage over time

A full-funnel performance framework helps:

- ✅ Align business and marketing goals
- ✅ Orchestrate App + Web channels
- ✅ Structure measurement and decision-making
- ✅ Deliver sustainable, scalable performance

 **Full-funnel cannot be improvised, it must be structured.**

Key takeaway

- Performance can no longer be managed channel by channel; it must be designed as **a unified system.**
- Shifting from attribution to contribution provides a **clearer understanding of what truly drives value.**
- **A structured framework** is essential to turn full-funnel principles into sustainable and scalable performance.

Conclusion

Full-funnel as the new performance standard.

Performance marketing has fundamentally evolved.

Rising costs, data scarcity, and increasingly complex user journeys have exposed the limits of strategies focused on a single lever or funnel stage.

Throughout this guide, we've shown that performance can no longer be built through isolated optimizations. It must be designed at the journey level, fully integrating App + Web dynamics, orchestrating channels, messages, and metrics, and embracing a broader value-driven perspective.

Adopting a full-funnel approach does not mean sacrificing performance. It makes it **clearer, more profitable, and more sustainable** by accounting for all the interactions that influence decisions. Understanding full-funnel principles is only the beginning.

Turning this vision into tangible results requires **a structured framework** that guides strategy, execution, and performance management across platforms.

That is precisely the focus **of the next guide**, which will detail **how to build a full-funnel App + Web performance framework**, from defining channel roles to measuring long-term value.

 **From vision to method: the next step toward sustainable performance.**

Addict Mobile

Addict Mobile is an international performance marketing agency offering a full-service approach, from campaign management to creative production, with in-house technologies to deliver services. With over 12 years of expertise, the agency has supported more than +650 apps and +180 games in launching performance-driven campaigns across all sources and formats.



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