INTEGRATOR & CO.

CASE STUDIES

2020
INTEGRATOR & CO.
CASE STUDY
FUNNEL TYPE: Red Light Funnel
DR. CORY APLIN
HEALTH CARE PROVIDER
Dr. Cory Aplin has been helping people lose weight for over a decade, and has been featured on ABC, MSNBC, CBS, Fox, Bravo, and CNN. This current funnel focused on promoting Dr. Aplin's Red Light Whole Body Contouring Treatment to help people live fuller, healthier lives.
AS SEEN ON
Us WomansDay TODAY LA Times Forbes
ACHIEVED DURING PANDEMIC
GOALS:
Increase lifetime value of existing clients.
Bring awareness back to Red Light treatments - This part of their practice was closed for several months so many current clients had never been introduced to the body slimming treatments.
$20,000+ (Double last year, which was $10,000)
RESULTS
ROI: 92x
Exceeded goal by 23%
Impact to staff = seamless
I'm excited about how it went. It was really seamless on our end.
INTEGRATORANDCO.COM (508)217-6797 Exec.admin@integratorandco.com
INTEGRATOR & CO.
CASE STUDY
FUNNEL TYPE: Challenge Funnel
LATEST UPDATE
ALISON J. PRINCE:
E-COMMERCE COACH & ENTREPRENEUR
Driven to earn extra income for her family, Alison pivoted from teaching junior high to building 4 Multi-Million Dollar online businesses. After achieving immense success, Alison found her calling coaching others how to succeed. Today, Alison mentors thousands of women to build their own profitable online (e-comm) businesses.
AS SEEN ON
Forbes FunnelHacking Live 30 Women to Watch Social Media Costco Connection
ACHIEVED DURING PANDEMIC
GOALS:
Relaunch challenge funnel with a goal of exceeding previous launch of $571K
Implement changes to optimize the funnel and increase conversions
Reduce or eliminate manual tasks required to onboard new customers from the challenge
RESULTS
ROI: 44x IN 5 DAYS from doors open to doors closed
6.30% sales conversion rate.
$1.27M in revenue - Double previous launch
I could go on and rave about the amount of weight you've taken off my shoulders as an entrepreneur... seriously amazing!
INTEGRATORANDCO.COM (508)217-6797 Exec.admin@integratorandco.com
INTEGRATOR & CO.
CASE STUDY
FUNNEL TYPE: AUTOMATED WEBINAR
LATEST UPDATE 2021
HEALTH CARE PROVIDER
When the pandemic began, this doctor was no longer able to conduct live events to help patients regain control over their health and wellness. Motivated to find a new way to reach potential patients, we developed a unique strategy to simulate this doctor's live events online with an automated webinar. The results below demonstrate that the live event experience can be simulated online and can successfully convert patients into clinicians' programs.
Us WomansDay TODAY LA Times Forbes
ACHIEVED DURING PANDEMIC
GOALS:
Generate sales through automated webinar, with positive ROI, due to inability to conduct live events during pandemic
Motivate viewers to register for a paid 1 on 1 consultation
Expand to nationwide care via Telehealth
Convert 30% of consultations into the clinician's care
RESULTS
ROI: 21x
34% Closed (Sold) into Care
20% Book Paid Consult
92% EMAIL LIST GROWTH
37% Average Webinar Optin Rate
35% Viewers Reached Sales Call to Action (1hr and 20 min into video)
We've been really happy with the service you've provided... So much so that we want to continue working with you, to tap into your brain on how we can run even better than we do now.
INTEGRATORANDCO.COM (508)217-6797 Exec.admin@integratorandco.com

2021

INTEGRATOR & CO.

CASE STUDY

FUNNEL TYPE: **AUTOMATED WEBINAR**

LATEST UPDATE 2021

HEALTH CARE PROVIDER

When the pandemic began, this doctor was no longer able to conduct live events to help patients regain control over their health and wellness. Motivated to find a new way to reach potential patients, we developed a unique strategy to simulate this doctor's live events online with an automated webinar. The results below demonstrate that the live event experience can be simulated online and can successfully convert patients into clinicians' programs.

AS SEEN ON

Us · Woman's Day · Today · LA Times · Forbes

GOALS

- Generate sales through **automated webinar, with positive ROI,** due to inability to conduct live events during pandemic
- **Motivate viewers** to register for a paid 1 on 1 consultation
- **Expand to nationwide** care via Telehealth
- Convert **30% of consultations** into the clinician's care

ACHIEVED DURING PANDEMIC

RESULTS

- ROI: **21x**
- **34% Closed** (Sold) into Care
- **20%** Book Paid Consult
- **92%** EMAIL LIST GROWTH (1.1K TO 13,841 IN 6 MONTHS)
- **37%** Average Webinar Optin Rate
- **35% Viewers** Reached Sales Call to Action (1hr and 20 min into video)

> *"We've been really happy with the service you've provided... So much so that we want to continue working with you, to tap into your brain on how we can run even better than we do now.*

INTEGRATORANDCO.COM · (508)217-6797 · Exec.admin@integratorandco.com

INTEGRATOR & CO.

CASE STUDY

FUNNEL TYPE: **Challenge Funnel**

LATEST UPDATE 2021

ALISON J. PRINCE:

E-COMMERCE COACH & ENTREPRENEUR

Driven to earn extra income for her family, Alison pivoted from teaching junior high to building **4 Multi-Million Dollar online businesses**. After achieving immense success, Alison found her calling coaching others how to succeed. Today, Alison mentors thousands of women to build their own profitable online (e-comm) businesses.

AS SEEN ON

Forbes · FunnelHacking Live · 30 Women to Watch · Social Media Examiner · The Costco Connection

GOALS

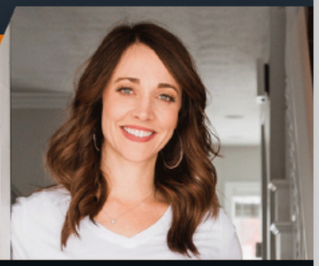
- Relaunch challenge funnel with a goal of **exceeding previous launch of $571K**
- **Implement changes** to optimize the funnel and increase conversions
- Reduce or eliminate manual tasks required to onboard **new customers** from the challenge

ACHIEVED DURING PANDEMIC

RESULTS

- ROI: **44x** IN 5 DAYS from doors open to doors closed
- **6.30%** sales conversion rate.
- **$1.27M in revenue** - Double previous launch

> *"I could go on and rave about the amount of weight you've taken off my shoulders as an entrepreneur... seriously amazing!*



INTEGRATORANDCO.COM · (508)217-6797 · Exec.admin@integratorandco.com

2020

INTEGRATOR & CO.

CASE STUDY

FUNNEL TYPE: **CHALLENGE FUNNEL**

SHANNON TRIPP

REGISTERED NURSE AND EDUCATOR

As a mom of four and pediatric ER nurse, Shannon Tripp uses her experience within the walls of her home and the hospital to educate mothers on mastering medical emergencies. Shannon has been featured on Good Morning America, Intermountain Healthcare, and the I Am Mom Summit.

AS SEEN ON

3×30 TAKEAWAYS FOR MOMS · I AM MOM SUMMIT · Intermountain Healthcare · GOOD MORNING AMERICA · HERself podcast

GOALS

- Successfully launch her **first funnel**
- **35% opt-in** conversion rate
- **80% of people** that register sign up for the Facebook group
- **Gross $250,000** in revenue

ACHIEVED DURING PANDEMIC

RESULTS

- ROI: **23x**
- **71%** opt-in conversion rate
- **$338,000** in revenue
- **90%** of people that registered signed up for the Facebook group

"Booking all the seats really exceeded our expectations... As our first one, we've learned so much and are looking forward to our next launch

INTEGRATORANDCO.COM · (508)217-6797 · Exec.admin@integratorandco.com

INTEGRATOR & CO.

LATEST UPDATE 2021

CASE STUDY

FUNNEL TYPE: **RED LIGHT FUNNEL**

DR. CORY APLIN

HEALTH CARE PROVIDER

Dr. Cory Aplin has been helping people lose weight for over a decade, and has been featured on ABC, MSNBC, CBS, Fox, Bravo, and CNN. This current funnel focused on promoting Dr. Aplin's Red Light Whole Body Contouring Treatment to help people live fuller, healthier lives.

AS SEEN ON

Us · Woman's Day · TODAY · LA Times · Forbes

GOALS

- Increase **lifetime value** of existing clients.
- Bring awareness back to **Red Light treatments** - This part of their practice was closed for several months so many current clients had never been introduced to the body slimming treatments.
- **$20,000+** (Double last year, which was $10,000)

ACHIEVED DURING PANDEMIC

RESULTS

- ROI: **92x**
- Exceeded goal by **23%**
- Impact to staff = **seamless**

"I'm excited about how it went. It was really seamless on our end.

INTEGRATORANDCO.COM · (508)217-6797 · Exec.admin@integratorandco.com

2023

INTEGRATOR & CO.

The Metamorphosis of Alison J. Prince:
An E-Commerce Vanguard's Evolution to Global Change-Maker

From the quiet hallways of public school teaching to the bustling world of e-commerce, Alison J. Prince's journey is an odyssey of personal growth and business acumen. Today, she stands as a World Changer and successful e-commerce coach with **four multi-million dollar businesses to her name**. Yet, beneath her accomplishments lay challenges. Operational issues were hampering her full potential. Alison, driven by a mission far beyond monetary success, yearned to ascend to a new level of influence. This yearning was met when she collaborated with Joel Louis, a funnel strategy expert renowned for revitalizing businesses globally.

CHAPTER 1

THE CONFLUENCE OF VISIONARIES

With Joel handling the technical side of things, Dr. Ed was able to lay down a solid strategy for consistent revenue, freeing him from the constant firefighting. Over the years, Joel's expert handling of the operational aspects of Dr. Ed's online ventures allowed him to focus on what he did best – innovating, creating, and connecting with his audience. Together, they refined Dr. Ed's sales funnels and marketing automation. Joel's integrative services provided the necessary support to scale Dr. Ed's businesses.

CHAPTER 2

RAPID ANALYSIS AND RESTORATION

Joel and his team, armed with their expertise in funnel strategy, plunged into Alison's business scenario. In less than two weeks, they not only resurrected three of her broken funnels but also plugged the leaks in her core offer automated webinar funnel. They optimized her funnels to ensure a consistent 4.0X ROI, a target that was previously unmet. The success was rapid and palpable - within the first seven days, they had generated an additional $30K for Alison's business, and her income doubled in the following month.

CHAPTER 3

DIVERSIFICATION AND OPTIMIZATION

Throughout their collaboration, Joel's team helped Alison launch a variety of funnels, including a Live Event Funnel, Challenge Funnel, Live Webinar Funnel, Free+Shipping Book Funnel, and various versions of the Automated Webinar Funnel. Each funnel was meticulously designed and optimized, ensuring that Alison's revenue streams were diversified and profitable.

CHAPTER 4

COORDINATION AND CONSISTENCY

But Joel's contribution to Alison's business wasn't confined to fixing broken funnels and designing new ones. He collaborated with various members of her team - from the executive admin to the Facebook team, and even her website developer - to ensure consistency and forward momentum. Joel's coordinator role ensured everyone was on the same page and that improvements were continually implemented.

CHAPTER 5

A REVOLUTIONIZED BUSINESS AND UNPRECEDENTED GROWTH

The remarkable transformation that Alison's business underwent under Joel's guidance was nothing short of a business miracle. Her revenue skyrocketed, and her operations streamlined. She even earned the prestigious **2ccx award for raking in over $10 million** through a single funnel.

FROM ENTREPRENEUR TO CHANGE-MAKER

Alison J. Prince's extraordinary journey from an industry leader to a world changer wasn't a chance occurrence. It resulted from strategic collaboration with Joel Louis, whose expert skills in funnel strategy and operational optimization helped her overcome significant challenges. Joel's collaboration with Alison paints a vivid picture of how **strategic planning, keen attention to detail, and expert implementation** can propel a successful business to staggering heights of achievement.

"Working with Joel and his team moved my business forward by months in just a matter of days. The level of organization and attention to detail was unprecedented, taking the weight off my shoulders and allowing me to focus on what I do best. I can confidently say, working with Integrator and Co. has been the best decision for my business."

- Alison J. Prince

Alison's story serves as a beacon of inspiration for entrepreneurs looking to elevate their businesses. Joel and his team at **Integrator and Co.** stand ready to help you automate and simplify processes, increase revenue, and reach your goals.

Let's write your success story together. No matter what stage of business you're in – Legacy Builder, Industry Leader, or World Changer – Integrator and Co. are committed to helping you reach new heights.

Click the button below to book a free strategy call with us today.

- "From Classroom to E-Commerce Champion: Alison J. Prince's Profitable Partnership with Integrator and Co."
- "Mastering Million-Dollar Funnels: How Alison J. Prince Transformed her E-Commerce Empire"
- "The Alison J. Prince Turnaround: Boosting Business and Impacting Lives with Integrator and Co."
- "Fixing Funnels, Scaling Success: The Stellar Journey of Alison J. Prince with Integrator and Co."
- "Redefining E-Commerce Excellence: Alison J. Prince's Profitable Partnership with Integrator and Co."
- "Alison J. Prince's Business Breakthrough: A Story of Strategic Synergy with Integrator and Co."
- "E-Commerce Evolution: How Alison J. Prince Boosted her ROI and Became a Global Change-Maker"
- "Transforming the Trade: Alison J. Prince's Journey from E-Commerce Leader to Global Change-Maker"

2023

CLIENT PROFILE

Alison J. Prince, once a public school teacher, transformed her life to become a renowned e-commerce coach and industry leader, owning four multi-million dollar businesses. Despite her success, she was grappling with operational challenges and needed to optimize her business performance. Her primary offer, the 0-$100K program, was yielding a low 1.5X ROI, falling short of her goal of a consistent 4.0X ROI. With a mission beyond monetary success, Alison sought to impact lives globally through her business.

THE CHALLENGE

Alison faced a range of issues from entirely **dysfunctional funnels to substantial leakage of leads and revenue**. She required an expert who could conduct a holistic evaluation of her operations, identify the problems, and implement an effective solution.

THE SOLUTION

Joel Louis and his team at Integrator and Co., introduced to Alison through a mutual contact, Mary Katherine Johnson, promptly delved into action. Within two weeks, the team revitalized three malfunctioning funnels and sealed the leaks in Alison's core offer automated webinar funnel. This strategic intervention **rapidly added $30K** to Alison's business within the first week and **doubled her income in the following month.**

In addition to funnel revitalization, the team launched various new funnels for Alison, including a **Live Event Funnel, Challenge Funnel, Live Webinar Funnel, Free+Shipping Book Funnel, and different versions of the Automated Webinar Funnel.**

Joel also coordinated closely with other members of Alison's team - executive admin, Facebook team, website developer - organizing weekly team meetings to ensure unified vision and continual progress.

THE RESULTS

Joel's expert interventions led to Alison's primary offer funnel consistently hitting a **4.0X ROI.** Her income dramatically increased, her operations streamlined, and she earned the coveted **2ccx award for generating over $10 million** through a single funnel.

CLIENT TESTIMONIAL

"Working with Joel and his team moved my business forward by months in just a matter of days. The level of organization and attention to detail was unprecedented, taking the weight off my shoulders and allowing me to focus on what I do best. I can confidently say, working with Integrator and Co. has been the best decision for my business."
- Alison J. Prince

CONCLUSION

Alison J. Prince's transformation from a successful industry leader to a global change-maker symbolizes the immense potential of strategic planning, keen attention to detail, and expert implementation. This partnership has not only boosted her business but also enabled her to further her mission of impacting lives globally. Her story serves as a testament to how Integrator and Co. can elevate a successful business to phenomenal new heights of achievement.

For more information about our methods and how we can assist your business, **download** our comprehensive Case Study PDF or **schedule a free strategy call** with us today.

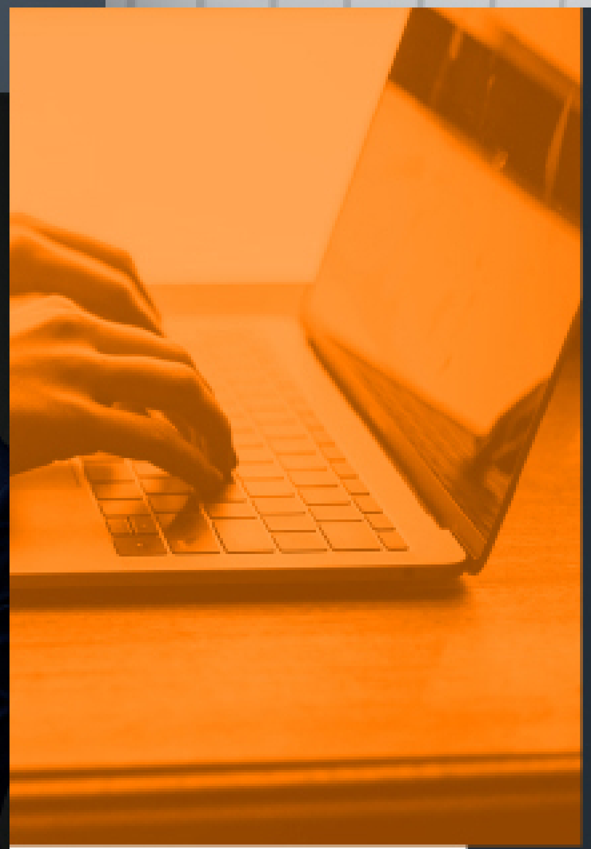
2023

INTEGRATOR & CO

The Visionary and the Integrator:
How Dr. Ed Osburn's Partnership with Joel Louis Transformed His Business and Made Him an Industry Leader

Every great visionary needs an exceptional integrator to turn their vision into reality. For chiropractor turned online entrepreneur, Dr. Ed Osburn, that integrator was Joel Louis. Together, they embarked on a transformative journey that saw Dr. Ed evolved from The Legacy Builder Stage to The Industry Leader Stage.

Their partnership began serendipitously, back in 2016 when Joel, then freshly launching his business, Webinar Productions, was scouring Facebook for potential clients. He noticed Dr. Ed had just conducted a webinar and reached out to him with a proposition - to handle the technical aspect of the webinars while Dr. Ed focused on delivering valuable content. Dr. Ed, who was already feeling overwhelmed doing everything himself and struggling to scale his business, responded almost instantly, intrigued.



Working with Joel provided Dr. Ed the opportunity to focus on promoting the webinars and being present for his audience. The effects were immediate and substantial. Dr. Ed, who was earning less than **$500K a year** and struggling with imposter syndrome, generated **$33K in one webinar**, a clear indication he was on the right track.

With Joel handling the technical side of things, Dr. Ed was able to lay down a solid strategy for consistent revenue, freeing him from the constant firefighting. Over the years, Joel's expert handling of the operational aspects of Dr. Ed's online ventures allowed him to focus on what he did best – innovating, creating, and connecting with his audience. Together, they refined Dr. Ed's sales funnels and marketing automation. Joel's integrative services provided the necessary support to scale Dr. Ed's businesses.

The fruits of their partnership were clear. Dr. Ed's business scaled from making $15K per month to generating consistent revenues of **over $1M**, doubling his income, and owning two multi-million-dollar businesses. But the transformation didn't stop there. He received two **Two Comma Club Awards**, signifying that the funnels Joel and his team built for him had generated over **$1,000,000** each, twice, and with two completely different businesses.

DR. ED'S GLOWING TESTIMONIAL FOR JOEL ATTESTS TO THEIR FRUITFUL COLLABORATION

"Before I connected with Joel, I was a solo entrepreneur, juggling everything in my business, struggling to give up control, and feeling overwhelmed. My collaboration with Joel changed everything. His mastery in handling the technical side of my business has been transformative. My monthly income has not only doubled since working with him, but I've also been able to scale my business to a level I never thought possible. In a single webinar with Joel's help, I generated **$33,000 in sales**, and that was just the beginning. We went on to build two multi-million dollar businesses together, achieving success that truly is life-changing. If you're trying to do it all on your own, I urge you to stop. Connect with Joel. His incredible work has been a game-changer for me and my family, and I'm beyond grateful for finding him and his program."

- Dr. Ed Osburn, Chiropractor Turned Online Entrepreneur

Dr. Ed is not just an Industry Leader now; he is on his path to becoming a World Changer.

His annual revenue goal is set to $10M & bigger. He's ready to level up his brand, and Joel and his team are right behind him to optimize his systems and ensure no opportunity is left on the table.

Today, while Dr. Ed is no longer a client, the impact of their collaboration resonates. Thanks to Joel's expertise, Dr. Ed was able to scale his businesses, increase his revenue, and create a profound and far-reaching impact on his audience.

In addition to Dr. Ed's remarkable transformation, Integrator and Co. have helped numerous clients achieve outstanding results:

Dr. Ed Osburn's Journey and Success is not Unique. Other Clients Also Experience Incredible Results:

Connect with Joel and his team if you're ready to transform your business like Dr. Ed. They're ready to turn your vision into a reality and help you scale from a Legacy Builder to an Industry Leader, and beyond

INTEGRATORANDCO.COM (508)217-6797 Exec.admin@integratorandco.com

2023
INTEGRATOR & CO
Transforming Chef Alina's Gluten-Free Baking Business:
Accelerating Growth with Scalable Systems and Automations
CHEF ALINA EISENHAUER
a talented and experienced gluten-free baker, was seeking ways to scale her business and maximize her impact in the industry. With a career spanning over 30 years, she had built a solid reputation but needed help growing her email list and membership subscriptions. That's when our company stepped in to provide her with the support and strategies she needed. Chef Alina's case is a prime example of a Legacy Builder in the Grow Stage, someone with extensive experience but struggling to scale their business in the online world.
CHEF Alina
BACKGROUND
Chef Alina is a highly skilled and experienced pro fessional with over 30 years in the culinary industry. She is passionate about gluten-free baking and has dedicated her career to creating innovative and delicious recipes.
She has a strong online presence, with over 54K members in her Private Facebook Group, and has been featured in numerous publi- cations and television shows, including Food Net work's Chopped, Cupcake Wars, Beat Bobby Flay, Re-Wrapped, and Sweet Genius.
Her online business targets moms, homemakers, and retirees who are seeking to improve their glu ten-free baking skills. Despite her vast knowledg FB Private Group size, and years of experience, Chef Alina had not been able to scale her busines and achieve the level of financial success she desired. She was facing challenges in growing he email list and membership subscriptions, which had become stagnant at roughly 7,000 emai subscribers and 100 monthly members.
CHALLENGES
Before working with our company, Chef Alina felt over- whelmed by the challenges she faced in scaling her business. Despite her passion for gluten-free baking and her strong following, she felt frustrated by her inability to generate more revenue and reach a wider audience. As she watched her peers thrive online, she knew she needed expert guidance to help her business flourish. After partnering with our company, Chef Alina's newfound confidence, and hope fueled her dedication to creating a thriving online business.
OBJECTIVES
Grow her email list
Increase membership subscriptions

SOLUTIONS

Our company devised a comprehensive strategy to address Chef Alina's challenges, with:

- Designed and built a seamless acquisition-to-activation Marketing/Sales Funnel that effectively captured her target audience's attention, engaged them with valuable content, and guided them toward taking action. This funnel played a critical role in **growing Chef Alina's email list** and **increasing her membership subscriptions.**
- Created backend offer funnels specifically designed to pitch relevant products and services to her growing email list subscribers (i.e. warm audience). These targeted funnels allowed Chef Alina to **capitalize on the trust she had built with her audience, driving sales and boosting revenue.**
- By integrating the Hello Bar app into Chef Alina's website, we were able to **divert 5 to 35% of her website traffic**, depending on the promotion, directly to the relevant funnels. This removed distractions and provided a more focused call to action for her potential customers, resulting in higher conversion rates.
- Built a Shop page featuring Chef Alina's top 8 products, streamlining the purchasing process for her customers. This focused approach **increased sales by 100%**, making it easier for customers to find and purchase the products they were most interested in.

OUR COMPANY'S EXPERTISE IN CREATING SCALABLE SYSTEMS AND AUTOMATIONS, COUPLED WITH OUR DEEP UNDERSTANDING OF THE UNIQUE NEEDS OF CLIENTS LIKE CHEF ALINA, ENABLED US TO DEVELOP ***HIGHLY EFFECTIVE, CUSTOMIZED STRATEGIES THAT DELIVERED REMARKABLE RESULTS.***

RESULTS AND ROI

Our tailored solutions delivered substantial results for Chef Alina's business within a **5-month** campaign timeframe

Email list growth	**16,995** subscribers	(243% increase from 7,000)
Membership subscribers	**296** members	(296% increase from 100)
Total direct sales since implementation	**$142,192**	
Projected Monthly Recurring Revenue	**≈ $16,000**	

ROI CALCULATION

INITIAL ROI (NOT CONSIDERING MRR):

Ad Spend:
$22,332.24

Net Profit:
$119,859.76

ROI:
537% (For every dollar spent on ads, she gained a return of $5.37)

NOTE

These projections are **estimates and can be influenced by factors** such as market conditions, competition, and customer behavior.

ROI CONSIDERING MRR FOR 12 MONTHS:

Membership Subscriptions:
296 new subscribers

Price per Membership:
$40/month for 12 months

Total Projected Revenue from Membership Subscriptions:
$142,080

Total Revenue (including MRR):
$284,272

ROI:
1,173% (11.73 times the initial ad spend)

THE NEXT 12-MONTHS GROWTH PROJECTIONS (ASSUMING SIMILAR GROWTH RATES):

EMAIL LIST GROWTH

Current subscribers:
23,995

Projected growth:
38,389 new subscribers

Total projected email subscribers:
62,384

MEMBERSHIP SUBSCRIBERS GROWTH

Current subscribers:
396

Projected growth:
1,570 new subscribers

Total projected membership subscribers:
1,966

TOTAL SALES PROJECTION

Current sales:
$142,192

Projected growth:
$239,695

Total projected sales:
$381,887

NOTE: These projections assume that Chef Alina will continue to have the same level of success with her marketing strategies and that there won't be significant changes in her industry or target audience.

"Working with Integrator and Co. has been a game-changer for my business. Their expertise in scalable systems and automations not only helped me reach more customers but also made running my business much more manageable. I finally feel like I'm on the path to achieving the success I've always dreamed of."

-CHEF ALINA EISENHAUER

CONCLUSION

Chef Alina's success story demonstrates the power of implementing scalable systems and automations to grow a business. By partnering with our company, Chef Alina was able to **break through her limitations and achieve her goals, transforming her business and reaching her target audience.** Our tailored solutions and strategies can help businesses at any stage, from Legacy Builders like Chef Alina in the Grow Stage to Industry Leaders in the Scale Stage and World Changers in the Optimize Stage, **reach their full potential and make a lasting impact** in their industries.

Ready to experience the transformative power of scalable systems and automations for your own business?

Contact us today to schedule a free consultation, and let us help you unlock your business's full potential.

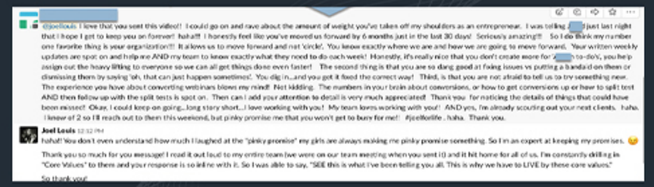
INTEGRATORANDCO.COM (508)217-6797 Exec.admin@integratorandco.com

2023
INTEGRATOR & CO
CASE STUDIES
ENTREPRENEURS AND LOCAL BUSINESSES
COACHES, AUTHORS, ECOMMERCE, DOCTORS, AGENCY OWNERS
STEM CELL, LIVE EVENTS,
LEAD GENERATION,
SUPPLEMENTS,
WEBINARS, QUIZZES,
VIDEO SERIES,
DOCUMENTARIES,
FREE + SHIPPING,
HIGH TICKET,
LIST GROWTH
-COMM BUSINESS
1 MONTH LATER & BEYOND...
111,978
13,472
$98,898.69
$2.34K
$10.71K
$56.59K
$1.109M
E-COMM BUSINESS
GROW YOUR LIST, BUILD YOUR TRIBE,
MAKE MORE MONEY...
1 week / $30,395
WHAT???
96,606
11,678
$58,769.04
We came onboard...
Look at this growth!

IMPACT & CONTRIBUTION

"...I could go on and rave about the amount of weight you've taken off my shoulders as an entrepreneur."

"...I honestly feel like you've moved us forward by 6 months just in the last 30 days! Seriously amazing!!!"



IMPACT & CONTRIBUTION

JULY 16

"Joel is a master at what he does. Since starting, my monthly income has doubled! I did $33,000 in sales...WOW!"

March 2018

*Two Comma Club Award Winner - **$1,000,000** in ONE funnel!*

Dr. Ed Osburn
Laptop Lifestyle Mentor
The Chiropractor Philanthropist

IMPACT & CONTRIBUTION

2023

STEM CELL

Weekly Dinner with a Doc Live Event Funnel

2 COMMA Club Award Winning FUNNEL

1. $30 CPA
2. 18.5% CONVERSION
3. 15844 LIST GROWTH

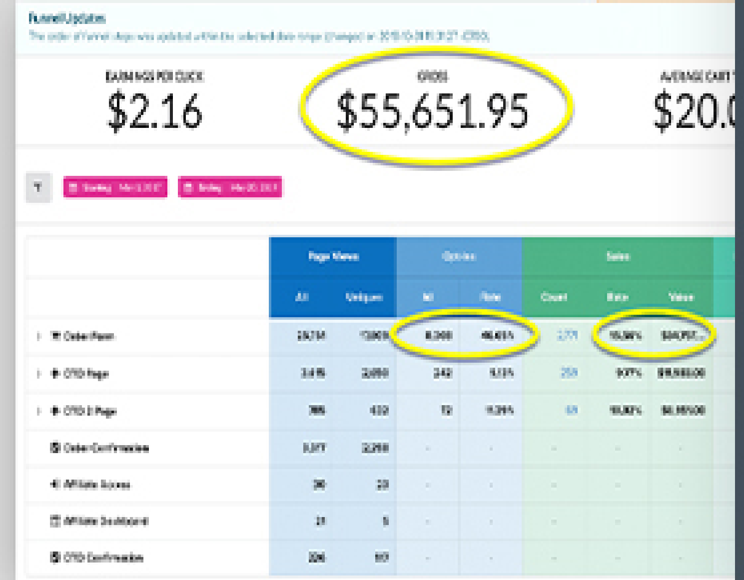
LIST GROWTH

FREE + SHIPPING BOOK FUNNEL

B2C (Health & Wellness)

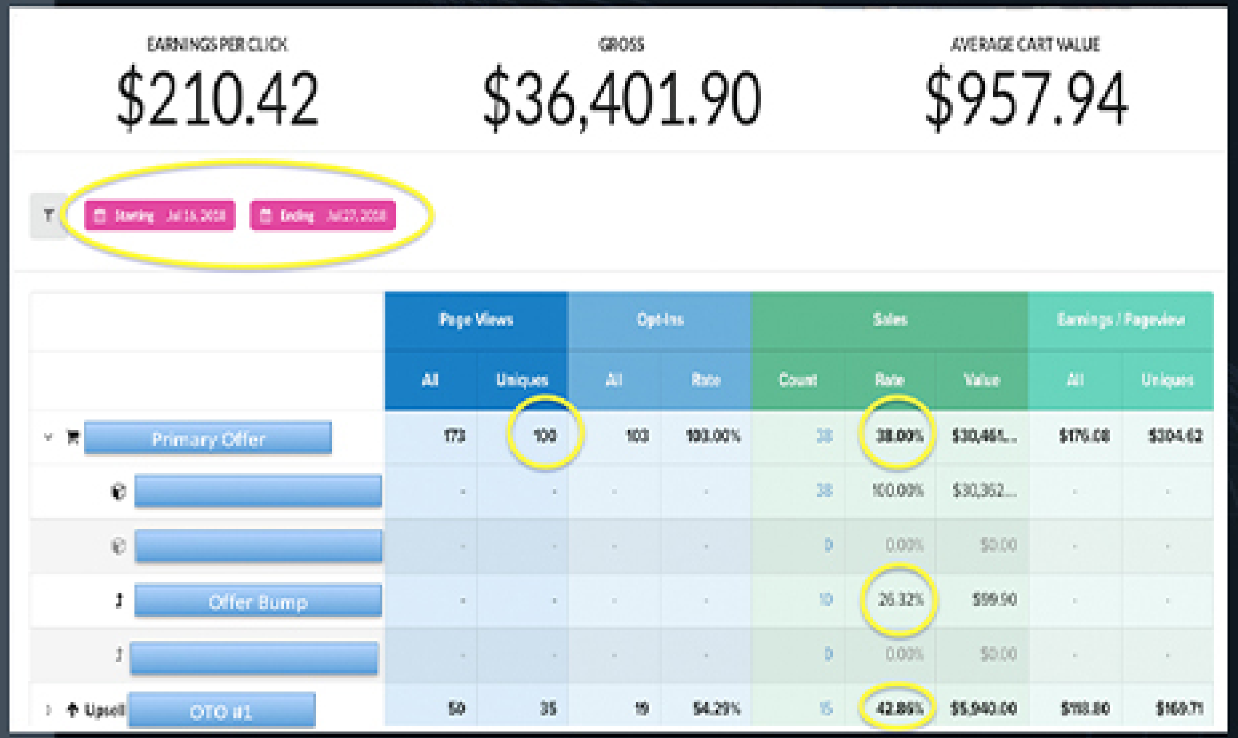
This book was 3 years old when we launched this funnel.

1. 47% OPT-IN
2. 8,308 LIST GROWTH
3. 16% BOOK SALES CONVERSIONS
4. 2,771 COPIES OF BOOK SOLD
5. 10% OTO1 SALES CONVERSION
6. 11% OTO2 SALES CONVERSION



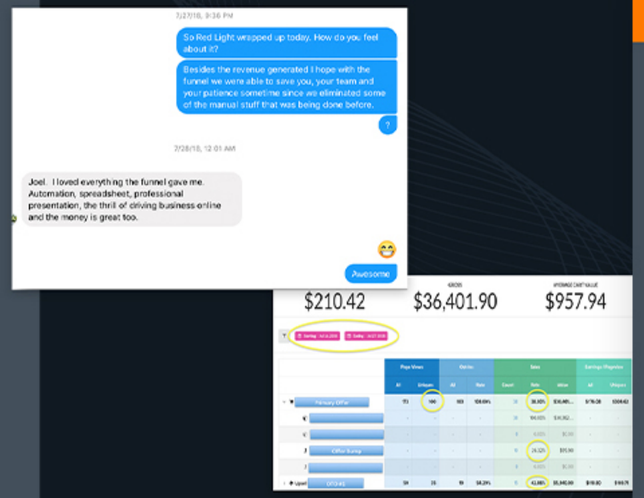
LASER LIPO (LIKE...)

NO ADS...
ONLY FROM CLIENTS EMAIL LIST



LASER LIPO (LIKE...)

CLIENT RESPONSE...



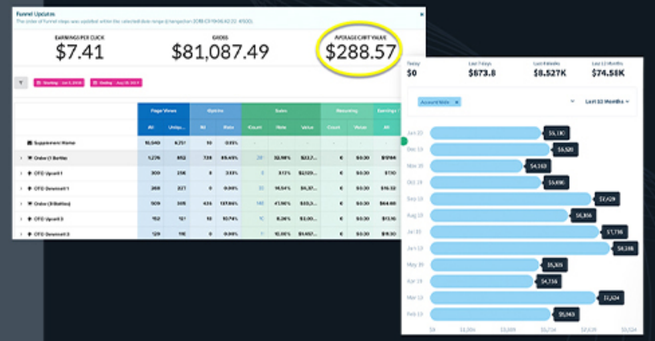
SUPPLEMENT COMPANY

PRE-LAUNCH LIST GROWTH STRATEGY...

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Optin	16,159	10,781	5,092	47.23%

SUPPLEMENT COMPANY

GROW YOUR LIST, BUILD YOUR TRIBE, MAKE MORE MONEY...



2023
IMPACT & CONTRIBUTION
Rob Vasquez is with Randall B. Johns.
Having a great TEAM essential to getting MASSIVE s#$t done! Huge shout out to Joel Louis & the Integrator and Co. Team for being on The Happy Healthy Guys Team! Without you guys we would not be able to get our message of living Happy and Healthy out to the World! #team #sctoil #happyhealthy
Rob Vasquez Thank you Joel Louis for helping The Happy Healthy Guys get SCT OIL out and helping us to leave our Happy Healthy Life legacy! We are blessed to have you and the Integrator team as part of our team! #waymorefunnelstocome #justgettingstarted #startupdadrevolution
Love · Reply · 18h
Christopher Colgin and 3 others
Matthew Milonas
They really are amazing!
Write a comment...
LIVE WEBINAR
FASHION INDUSTRY
Here are some of the stats:
Page Views
Opt-ins
All
Uniques
All
Rate
Registration/Landing Page
1,690
1,320
672
50.91%
Webinar Thank You
805
643
Look at how many watched the replay. 206 / 672 = 31% on the replay.
Webinar Replay
318
206
some of the email open and click rate stats.
I'm Excited for YOU! [IMPORTANT INFO]
Settings
0
635
0
283
123
51% Webinar Registration
31% Watched Replay
45% Email Open Rate
19% Email Click Rate
LIVE & AUTOMATED WEBINARS
NO ADS...
Organic Traffic Diverted From Clients Website
45% REGISTRATION
158% VIEW RATE BETWEEN LIVE AND REPLAY
79.5% LIVE WEBINAR REGISTRATION CONVERSION

E-COMM BUSINESS

AUTOMATED WEBINAR FUNNEL

FROM 0.7% CONVERSION TO 3.4%

EARNINGS PER CLICK	GROSS SALES	AVERAGE CART VALUE
$15.90	$293,893.00	$648.77

Starting Jun 1, 2019 Ending Feb 3, 2020

	Page Views		Opt-Ins			Sales			Recurring		Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	Count	Value	All	Uniques
Go	18,482	13,323	1,736	13.03%	453	3.40%	$293,893...	382	$114,218...	$15.90	$2
Welcome	1,002	770	0	0.00%	-	-	-	-	-	-	

IMPACT & CONTRIBUTION

Dr. Charles Francis
Integrative Freedom

"We were able to put together a webinar with Joel in under 10 days, pack the lines and earn $100,000 in one day."

GREATER THAN INDUSTRY AVERAGE SALES CONVERSION

(5%)

Good Design + Good Copy + Great Offer!

	Page Views		Opt-Ins		Sales			Recurring		Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	Count	Value	All	Uniques
Sales Page	664	400	100	25.00%	30	7.50%	$13,152.00	22	$4,378.00	$19.81	$32.88
Thank You / Conf	61	43	-	-	-	-	-	-	-	-	-
Simple Order Form	77	43	25	58.14%	7	16.28%	$2,191.00	9	$1,791.00	$28.45	$50.95

LIVE EVENT SOLD OUT IN LESS THAN 48HRS

Funnel Updates
The order of funnel steps was updated within the selected date range (changed on 2019-09-26 11:23:00 -0600).

EARNINGS PER CLICK	GROSS	AVERAGE CART VALUE
$23.03	$33,525.00	$0.00

Starting Sep 26, 2019 Ending Sep 28, 2019

	Page Views		Opt-Ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
Landing Page	1,456	784	0	0.00%	0	0.00%	$0.00	$0.00	$0.00
Order Form	747	308	80	25.97%	75	24.35%	$33,525....	$44.88	$108.85

TRIPWIRE FUNNELS

NO ADS

Organic Traffic Diverted From Clients Websites

47.8% LEAD MAGNET OPT-IN
5% TAKE RATE FOR TRIPWIRE
8% TAKE RATE FOR OTO

	Page Views		Opt-Ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
7 Lessons Optin	17,483	12,601	6,018	47.76%	-	-	-	-	-
Thank You - 7 lessons	7,690	5,772	-	-	-	-	-	-	-
Book Tripwire	2,616	1,815	307	16.91%	91	5.01%	$3,582.55	$1.37	$1.9
OTO - Relationship Interviews	177	111	9	8.11%	9	8.11%	$873.00	$4.93	$7.8
Thank You	125	82	-	-	-	-	-	-	-

WEIGHT LOSS QUIZ TO 7 DAY CHALLENG

Multi-Level Marketing

79% QUIZ COMPLETION
31% CHALLENGE OPT-IN
14,683 LIST GROWTH **< 30 DAYS**

Funnel Updates
The order of funnel steps was updated within the selected date range (changed on 2018-03-30 19:53:33 UTC). The starting date for stats has been updated to reflect that change.

Starting Mar 30, 2018 | Ending Apr 24, 2018

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Optin	67,913	47,746	0	0.00%
Pop 1	8,578	7,285	5,763	79.11%
Pop 2	3,588	3,047	2,400	78.77%
Pop 3	4,250	3,629	2,871	79.11%
Pop 4	8,482	7,292	5,709	78.29%
Welcome Page	20,986	14,683	-	-
Invite Your Friends	33	6	0	0.00%
Waitlist	493	322	79	24.53%
Waitlist Thank You	104	77	-	-

LASER LIPO (LIKE...2)

No Ads... Cold List 181 Contacts...

11 Day Promotion Ending Today!

EARNINGS PER CLICK	GROSS	AVERAGE CART VALUE
$50.15	$12,087.00	$0.00

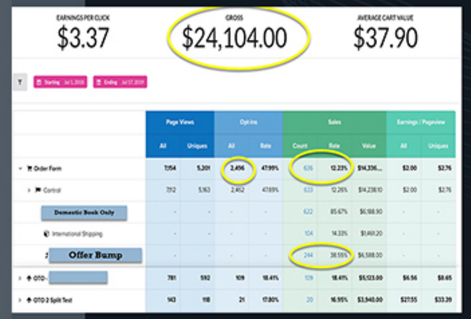
Starting Aug 19, 2019 | Ending Aug 30, 2019

	Page Views		Opt-Ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
Primary Offer	241	126	0	0.00%	0	0.00%	$0.00	$0.00	$0.00
	34	23	34	147.83%	13	56.52%	$10,387...	$305.50	$451.61
Upsell 1 OTO	15	12	4	33.33%	4	33.33%	$1,592.00	$106.13	$132.67
OTO 2	5	4	1	25.00%	1	25.00%	$108.00	$21.60	$27.00
Thank You	14	12	-	-	-	-	-	-	-

CASE STUDY – BOOK FUNNEL

NO ADS

Organic Traffic Diverted
From Clients Website



48% opt-in

2,496 list growth

12% Book sales conversions

636 copies of book sold

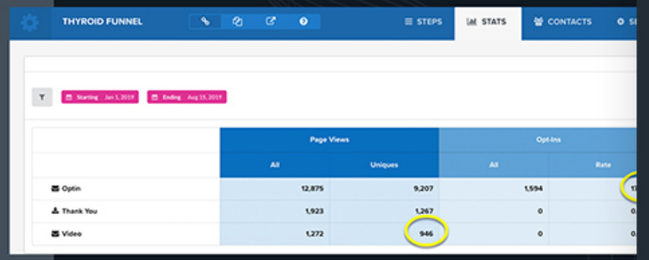
39% order bump conversion

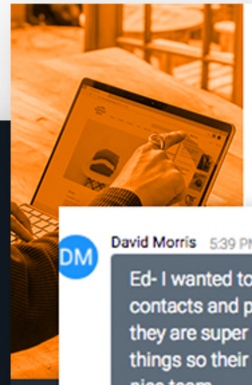
18% OTO1 sales conversion

17% OTO2 sales conversion

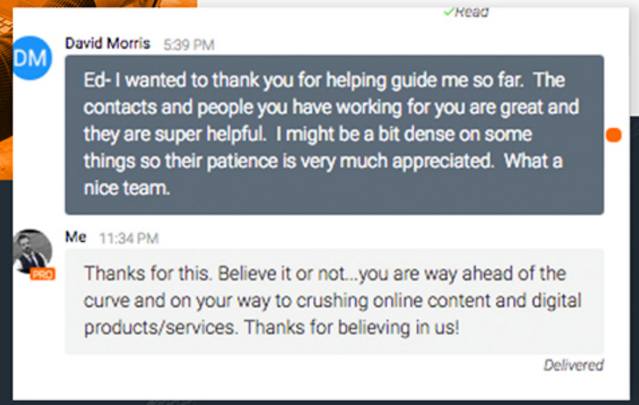
THYROID FUNNEL

RUNNING FOR OVER 2 YEARS





IMPACT & CONTRIBUTION



AUTOIMMUNE QUIZ FUNNEL

STEM CELL

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Optin One	25,468	20,033	7	0.03%
No-Quiz Page Director	7	4	0	0.00%
Optin Crohns	344	243	110	45.27%
Optin RA	1,336	1,143	494	43.22%
Optin MS	1,135	899	420	46.72%
Optin Lupus	2,085	1,729	609	35.22%
Optin Other	3,106	2,669	1,143	42.83%
Sales Page Return	117	63	31	49.21%
Sales Page Crohns	112	80	34	42.50%
Sales Page RA	464	389	135	34.70%
Sales Page MS	352	272	95	34.93%
Sales Page Lupus	546	414	133	32.13%
Sales Page Other	2,687	1,978	536	27.10%
Thank You	997	860	-	-

42% who started the quiz completed it and provided (email) information

35% of those watched automated webinar and then provided (name, email and phone #) information in order to be contacted

LIST GROWTH

NEW CONTACTS 32

LIFETIME CONTACTS 14546

UNSUBSCRIBERS 0

BACK PAIN – STEM CELL

FILTERED
(NAME, EMAIL & PHONE NUMBER)

BACK PAIN QUIZ - IN | STEPS | STATS | CONTACTS | SETTIN

Starting Jun 1, 2019 | Ending Aug 16, 2019

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Back Pain Quiz	817	669	71	10.61%
Results Page	77	72	8	11.11%
Quiz Thank You Page	8	8	0	0.00%
Not Qualified Popup	119	112	0	0.00%

LIST GROWTH

NEW CONTACTS 32

LIFETIME CONTACTS 14546

UNSUBSCRIBERS 0

BACK PAIN – STEM CELL

FILTERED
(NAME, EMAIL & PHONE NUMBER)

BACK- IN | STEPS | STATS | CONTACTS | SETTINGS

Funnel Updates
The order of funnel steps was updated within the selected date range (changed on 2019-08-09 20:07:04 UTC).

Starting Jun 1, 2019 | Ending Aug 16, 2019

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Optin	9,827	7,724	385	4.98%
Thank You	365	332	-	-
Clickpop	0	0	0	0.00%
Popup Thank You	0	0	-	-

LIST GROWTH

NEW CONTACTS 32

LIFETIME CONTACTS 14546

UNSUBSCRIBERS 0

KNEE PAIN – STEM CELL

(NAME, EMAIL & PHONE NUMBER)

KNEE - IN | STEPS | STATS | CONTACTS | SETTING

Funnel Updates
The order of funnel steps was updated within the selected date range (changed on 2019-08-07 19:43:25 UTC).

Starting Jun 1, 2019 | Ending Aug 16, 2019

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Optin	12,365	9,506	608	6.40%
Thank You	567	508	-	-
Clickpop	0	0	0	0.00%
Popup Thank You	0	0	-	-

LIST GROWTH

NEW CONTACTS	LIFETIME CONTACTS	UNSUBSCRIBERS
32	14546	0

COPD QUIZ

FILTERED
(NAME, EMAIL & PHONE NUMBER)

COPD QUIZ - IN | STEPS | STATS | CONTACTS | SETTINGS

Starting May 16, 2019 | Ending Aug 16, 2019

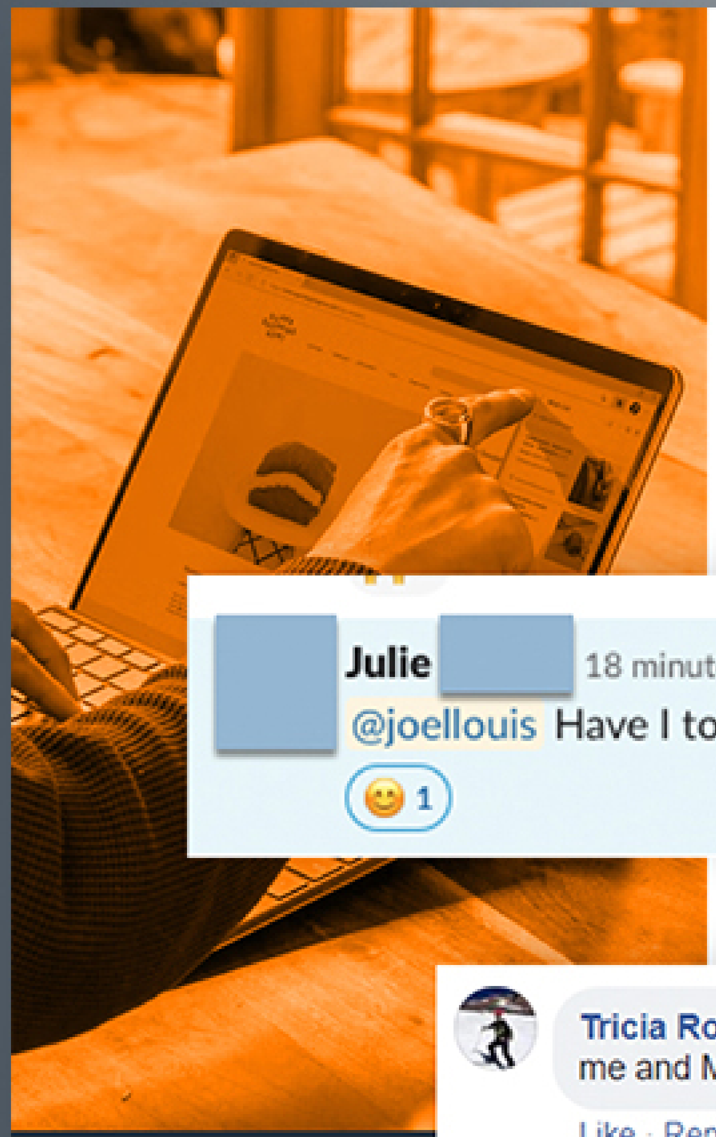
	Page Views		Opt-Ins	
	All	Uniques	All	Rate
COPD Quiz	1,937	1,574	169	10.74%
COPD Results	226	174	32	18.39%
Thank You - COPD	39	34	0	0.00%
Not Accepting Smokers	308	261	47	18.01%
Email Opt-in Thank You	45	44	0	0.00%

LIST GROWTH

NEW CONTACTS	LIFETIME CONTACTS	UNSUBSCRIBERS
32	14546	0

2023

IMPACT & CONTRIBUTION



Julie 18 minutes ago
@joellouis Have I told you lately how fantastic you are? Thank you for this!
😊 1

Tricia Robinow You all rock! Thanks for taking such good care of me and MY business
Like · Reply · 3h ❤️ 1

Alison 1:41 PM
@joellouis where have you been all of our lives!?! This is so good!!!! Thank you. YES!! Implement it!
😊 1

Tricia Robinow 11:41 AM
@joellouis @calexis_admin @ap.delmastro @melinda @I want you all to know how much I really really love the 5 day video plus worksheet piece. I just love it!!
😍 1

SCHEDULE FREE 20 MINUTE STRATEGY CALL

TEXT: "YES + NAME" TO 516-435-6432

INTEGRATOR & CO.