



# Traffik Boosters Exposes the Funnel Leak Costing Businesses Thousands in Lost Leads

FORT LAUDERDALE, FL, UNITED STATES, June 3, 2025 /EINPresswire.com/ -- Most businesses are unknowingly losing potential customers before the sales process even begins. According to Derrick Bowden, CMO at Traffik Boosters, the culprit is a common but overlooked problem: leaky funnels.

"Businesses think they need more traffic, but what they really need is a funnel that converts," said Bowden. "We've seen clients double their leads just by fixing friction points that most marketers ignore."

We at Traffik Boosters, a digital marketing agency specializing in lead generation, has identified three core reasons most funnels fail:

Wrong focus – Campaigns are optimized for clicks, not conversions.

High-friction forms – Lead forms ask for too much, too soon.

Ignored post-click behavior – Businesses don't analyze what users do after they land on a page.

With strategic funnel audits and data-backed optimization, our agency has helped clients achieve up to 43% increases in conversion rates—without increasing their ad spend.

## □ Fixes That Work

Traffik Boosters recommends the following quick wins:

Reduce form fields

Add trust signals like testimonials

Use micro-conversions (free tools, quizzes, or checklists)

Match ad messaging with landing page content

"Once we stop asking cold visitors to marry us on the first click and start earning their trust,

everything changes,” said Bowden.

Businesses can now request a free funnel audit at

□ <https://traffikboosters.com/contact/>

### About Traffik Boosters

Traffik Boosters is a growth-focused marketing agency that helps businesses turn traffic into revenue through data-driven lead generation and conversion funnel optimization. From startups to established brands, the agency delivers real results by fixing the invisible leaks in digital marketing pipelines. Learn more at <https://traffikboosters.com/>

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