

Landing Page Optimization Case Study: Data Protection Services

Background

The client is a top leading identity theft protection service provider, supporting customers with trusted identity and credit protection solutions.

Challenge

The client, a longtime paid search partner of The Search Agency, was investing significantly in pay-per-click advertising for its product. The campaigns were yielding high-quality traffic, but without targeted landing pages, the client struggled to convert traffic into sales. In order to improve its return on investment and increase conversions, the client needed to optimize its visitor's post-click experience.

Solution

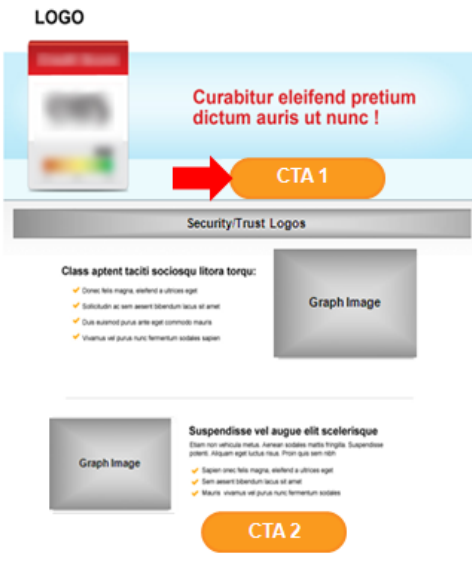
The Search Agency's Account Team immediately went to work, investigating possible reasons for the landing page's poor performance, optimizing its design, and developing A/B concept test strategy, design and parameters.

- **Developed a test hypothesis-** The Search Agency's Account Team first ran an assessment of the client's original landing page. The Account Team concluded that visitors were not converting because both the on-page content and landing page design lacked clarity making it difficult for visitors to quickly understand and assess the product's features and benefits.
- **Determined a test strategy-** For the initial test, the strategy used was to start with an A/B Split Concept Test, which compares the original page (A) against the new concept test page (B). The new concept page offers a completely different approach and requires a redesign instead of just isolating elements.
- **Created new concept landing page -** With a test hypothesis and strategy in place, the Team leveraged The Search Agency's Consumer Experience testing process to increase conversion rate by focusing on the clarity and relevance of the client's landing page design and offering.
 - **Clarity:**
 - Wrote new copy for the headline highlighting the value proposition. Re-wrote content copy and labeled content sections. New copy and messaging focused on user-centric benefits and was easy to scan.
 - Prioritized placement of key product features and benefits directly above the call-to-action button.
 - Increased the size of the call-to-action button and changed the coloring to make it more visually compelling.
 - Removed all copy that did not support the call-to-action.
 - Reduced the length of the page.
 - **Relevance:**
 - Replaced stock image on the banner with an image of the client's product to provide more information about the product.
 - Included a second call-to-action button at the bottom of the landing page to drive more conversions.

- **Defined A/B Test Parameters-** Before administering the 2-way 50%/50% split test with the client's original design as the Control and The Search Agency's new design as the Variable, the Account Team developed well defined test parameters and control metrics:
 - **Test Objective:** Increase conversions
 - **Measured Conversion Event:** Completed credit score access form.
 - **Traffic Sources:** The client's **non-brand "Credit" ad groups.**
 - **Demographics:** Age 35-54; \$55K+; 47% Male/ 53% Female; Educated
 - **Test Period:** 19 days
 - **Test Details:** 2-way 50%/50% split test

Design

Original Design



New Concept Test Page



Results

Employing The Search Agency's Consumer Experience testing process, the Account Team developed a landing page test that resulted in a page with optimal clarity, which more effectively featured information about and highlighted the benefits of the client's credit check product. The test landing page was 120% more effective in converting traffic into sales, with a conversion rate of 4.40% compared to the control page's 1.99% conversion rate.

Conversion Rate	
Original Page	1.99%
The Search Agency Concept Page	4.40%
Relative Difference	+ 120.76%