



SITUATION

Enlighten wanted to drive more leads from its paid advertising campaigns.

SOLUTION

Phase One: We recommended the landing page be redesigned and its effectiveness then tested against the current landing page. Enlighten’s internal design team tackled the important landing page redesign.

Phase Two: ToTheWeb ran A/B tests on both the old and new pages.

Both landing pages were running high-value assets from Forrester and Gartner. Side-by-side A/B testing is important because it eliminates variables such as seasonality.

The content and offers did not change between the two versions. Redesign alone led to remarkable results.

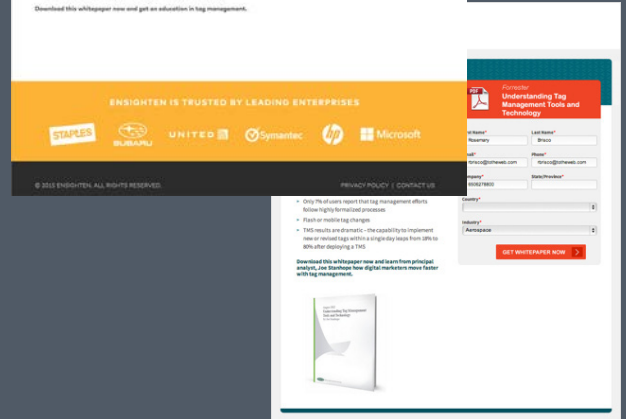
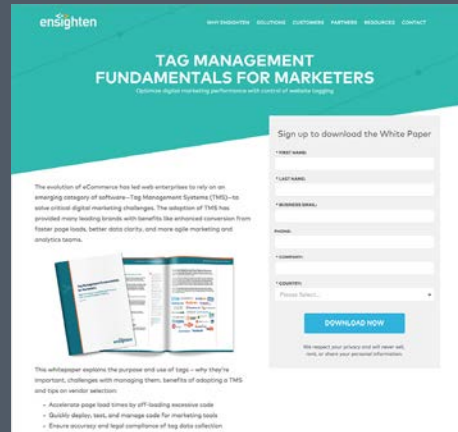
RESULTS

- 35%** higher conversion rate
- 9%** more conversions
- 20%** reduction in ad spend

Case Study

Savvy Landing Page Redesign

New



Old



“The PPC campaigns were driving solid leads. We knew the conversion rate improvement would come from landing page improvements.”

Tim Peacock
Director of Digital Marketing



WHAT WORKED

- Cleaner visuals
- Enhanced treatment of logos of stellar clients to draw the visitor's eye and add credibility
- Room for multiple offers on the landing page
- More vivid colors
- Simplified registration



The PPC campaigns were driving solid leads. We knew the conversion rate improvement would come from landing page improvements.

Demo with Case Study

Webinar

USE ANALYTICS TO CREATE MOBILE BEST PRACTICES

Learn how to create insights out of mobile data to transform customer experiences. Fill out the form below to get instant access!

Sign up to attend the webinar. Please complete all fields.

First Name:

Last Name:

Business Email:

Phone:

Company:

Industry:

REGISTER NOW

MEET THE HOSTS

PHIL THORNTON
Chief Enterprise Officer, Ensignten

KAREN WOOD
Director of Product Marketing, Ensignten

Demo with Industry Breakdown

USE ANALYTICS TO CREATE MOBILE BEST PRACTICES

Learn how to create insights out of mobile data to transform customer experiences. Fill out the form below to get instant access!

Sign up to attend the webinar. Please complete all fields.

First Name:

Last Name:

Business Email:

Phone:

Company:

Industry:

REGISTER NOW

See Ensignten in action

Tell us about your needs and we'll get right back to you. One of our experts will share customer results, demonstrate Ensignten in action, and discuss the benefits we can bring to your digital marketing programs and overall business.

REQUEST A DEMO

ENSIGNTEN IS TRUSTED BY HUNDREDS OF ENTERPRISES

STAPLES | UNITED | Symantec | HP | Microsoft