

# LANDING PAGE LEAD GENERATION

BEFORE



**118%**  
CONVERSION  
RATE INCREASE



AFTER



## OUR STRATEGY

- Removed navigation and irrelevant links
- Emphasized the “Call to Action”
- Improved graphical elements
- Focused the message/offer
- Added standard form

## THE RESULTS

CONVERSION RATE INCREASED	<b>118%</b>
INCREASED # OF CONVERSIONS	<b>253%</b>
COST PER LEAD DECREASED	<b>33%</b>