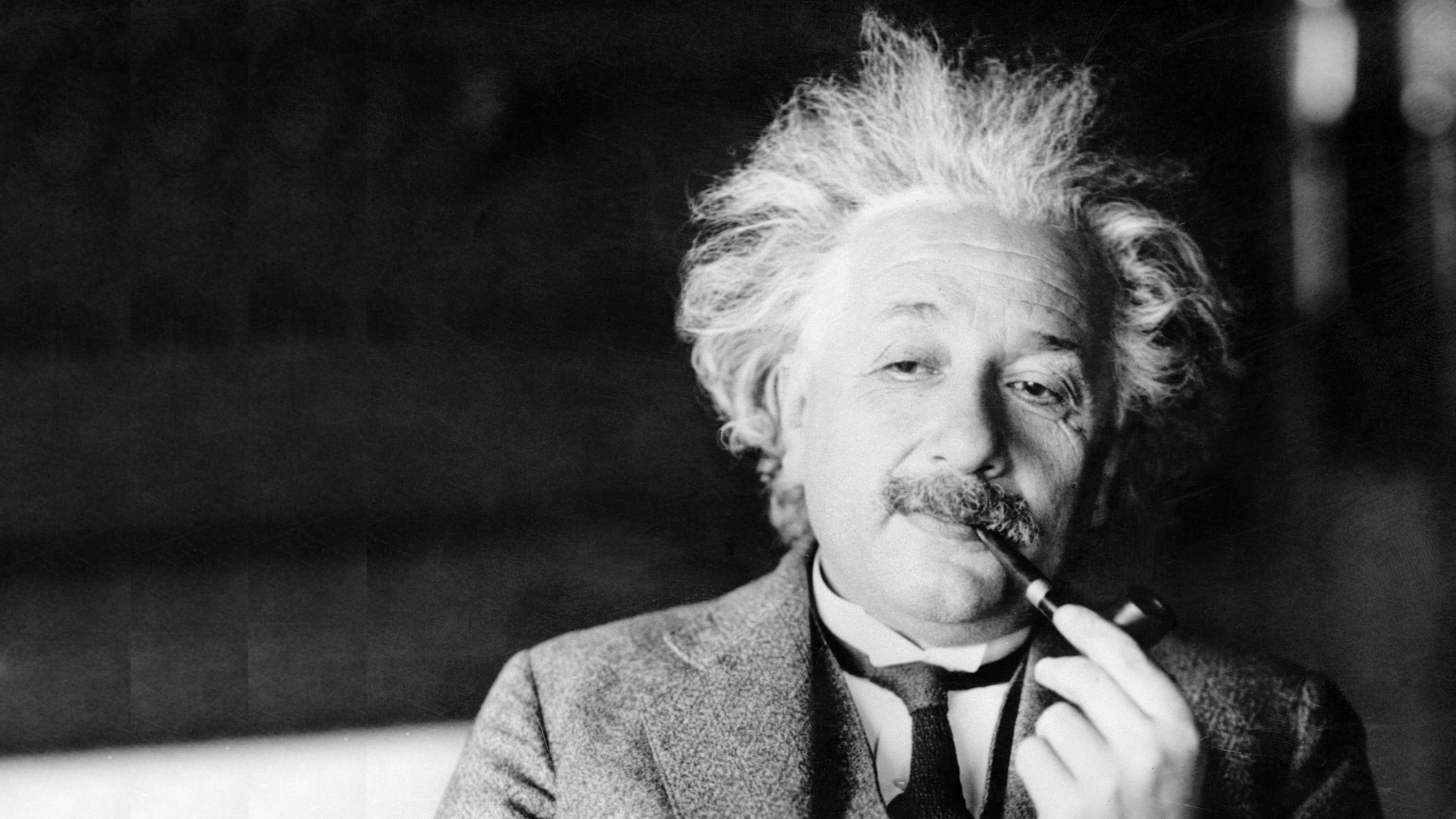
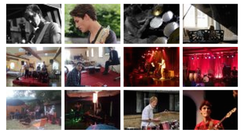
How to Conduct Solid, Data-Driven Conversion Research



KONTAKT KUNSTNER

Billeder



Tags

band til bryllup · bryllupsband · bryllupsmusik · bryllupsmusiker · bryllupstrio · coverband · danseband · dansemusik · festmusik · festtrio · kopiband · levende musik til fest · live band til fest · live musik til fest · musiker · musik til bryllup · musik til firmafest · musik til fødselsdag · musik til guldbryllup · musik til julefrokost · musik til kobberbryllup · musik til privatfest · musik til sølvbryllup · orkester · partyband · partymusiker

Carters Kartel

Prisniveau	Hjemby	Områder	Varighed
Kr. 12.000 - 25.000	København K	Hele landet	1-4 timer

Profil

4 drenge der ved hvad musik handler om, og som forstår at give det videre.
Løfter om en fantastisk musikoplevelse, en uforglemmelig aften og musik der rammer nerverne i benene.
Louis, Lasse, Magnus og Martin er alle meget dygtige musikkere, og som elsker at spille musik i genre som jazz, soul, lounge og pop.
Hvis du har et firma, et bryllup, fødselsdag, konfirmation eller en fest, er vi dem du ønsker hvis du vil have høj musisk kvalitet i øregangene.

Læs mere...

Videoklip

Kontakt Carters Kartel

Kontakt Carters Kartel via formularen her, så vil Carters Kartel vende tilbage hurtigst muligt. Det er *gratis*. Du er ikke forpligtet til at benytte det tilbud du modtager.

Dato for dit arrangement
Vælg dato…

Tidspunkt for optræden
Indtast start / slut tidspunkt…

Arrangementstype
Vælg hvilken type arrangement du afholder…

Antal deltagere
Indtast antal deltagere…

Hvor afholdes det?
Indtast postnummer / by…

*** Dit navn**
Indtast dit fulde navn…

*** E-mail adresse**
Indtast din e-mail…

*** Telefonnummer**
Indtast dit telefonnummer…

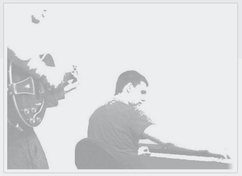
Kommentarfelt
Beskriv dit arrangement og skriv eventuelle ønsker mv. her…

SEND FORESPØRGSEL

@ContentVerve

eventzonen

Opret kunstner | Log ind



KONTAKT KUNSTNER

Musik > Bands > Allround festbands

Carters Kartel

Prisniveau	Hjemby	Områder	Varighed
Kr. 12.000 - 25.000	København K	Hele landet	1-4 timer

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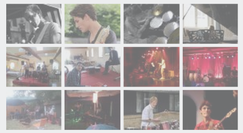
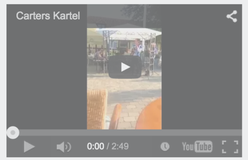


Videoklip



Tags

band til bryllup | bryllupsband | bryllupsmusik | bryllupsmusiker | bryllupstrio | coverband | danseband | dansemusik | festmusik | festtrio | kopiband | levende musik til fest | live band til fest | live musik til fest | musiker | musik til bryllup | musik til firmafest | musik til fødselsdag | musik til guldbryllup | musik til julefrokost | musik til kobberbryllup | musik til privatfest | musik til sølvbryllup | orkester | partyband | partymusiker

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Indtast dit telefonnummer…

Kommentarfelt
Beskriv dit arrangement og skriv eventuelle ønsker mv. her…

SEND FORESPØRGSEL

Date of your event

Time of performance

Type of event
Choose what type of event you are holding

Number of attendees

Where will the event take place?

***Your name**

***E-mail address**

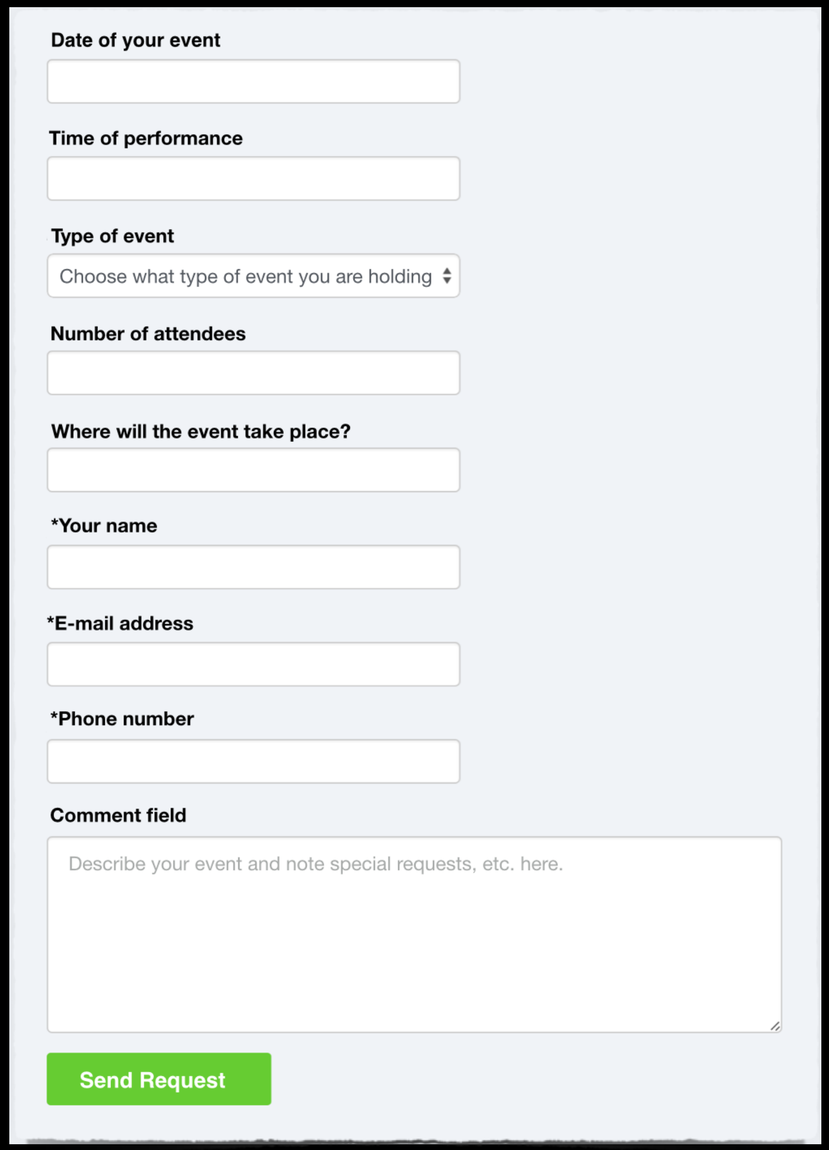
***Phone number**

Comment field
Describe your event and note special requests, etc. here.

Send Request

@ContentVerve

Control:



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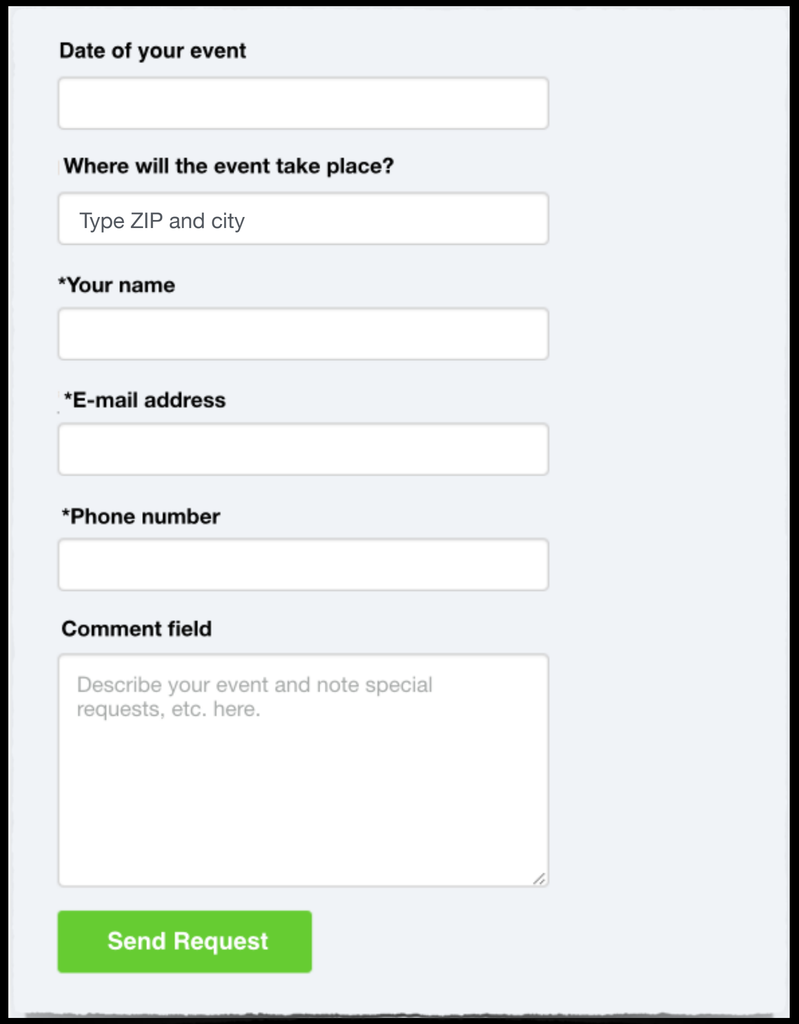

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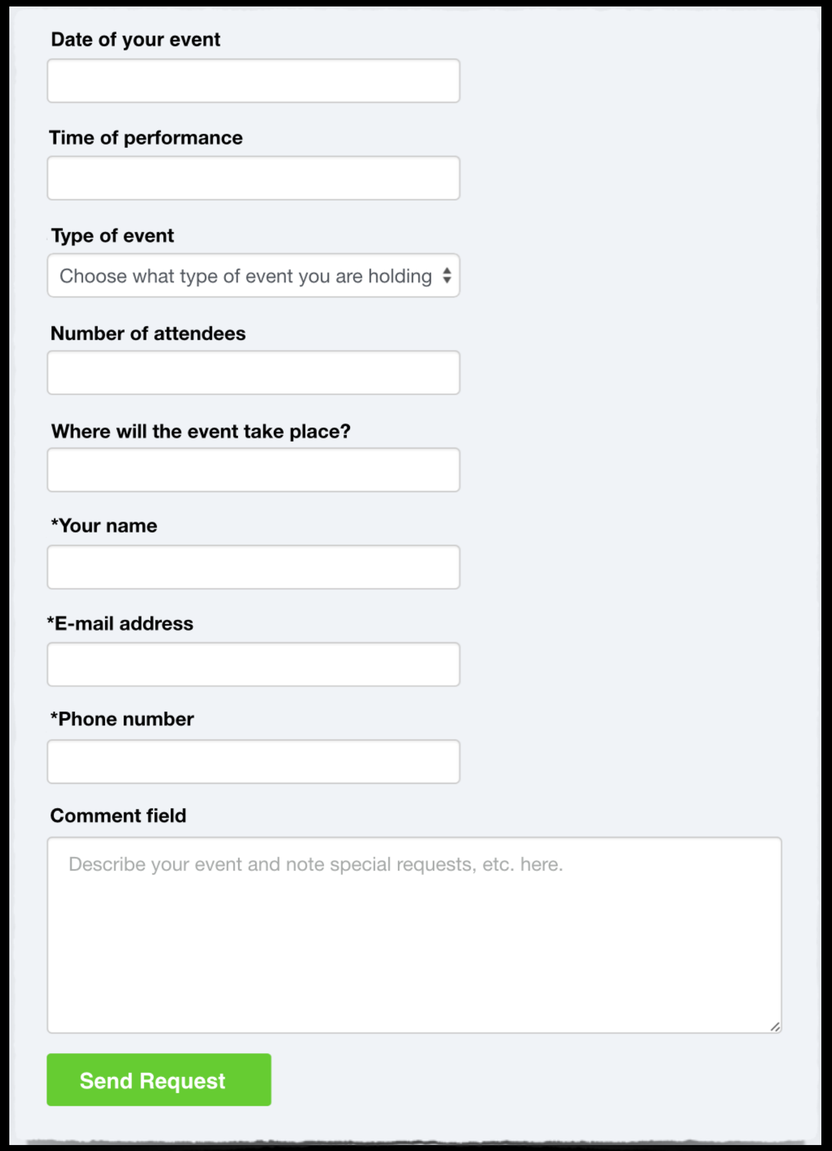
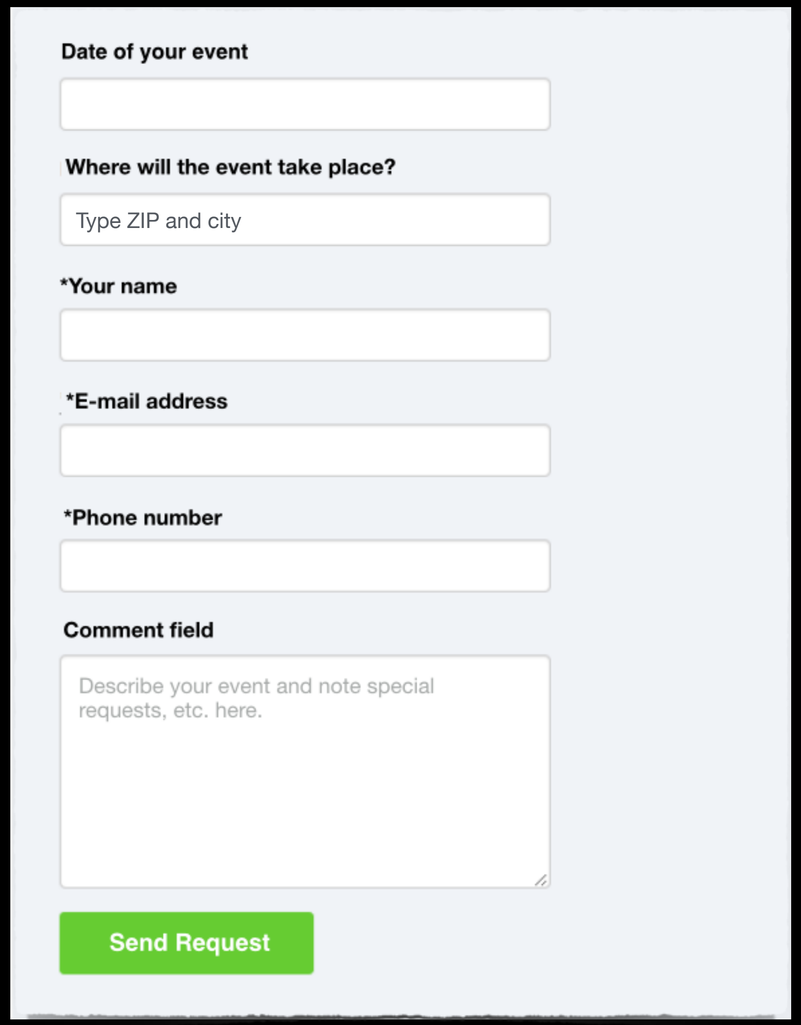


A: Form with 9 fields

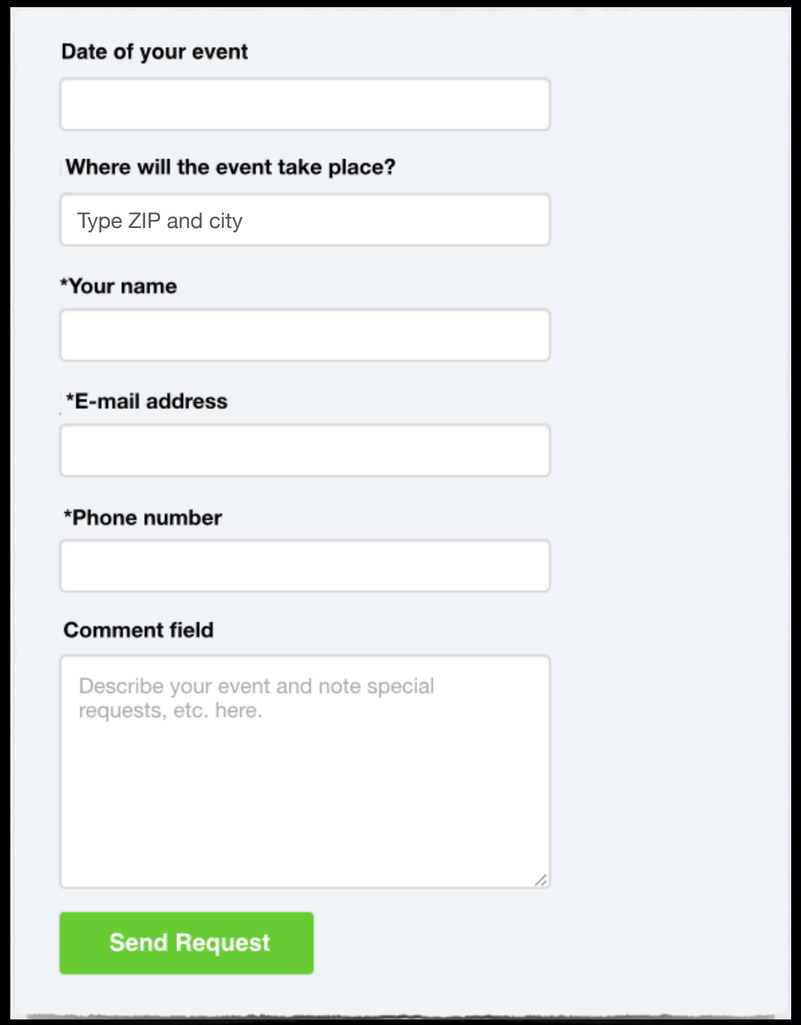
@ContentVerve



A: Form with 9 fields

B: Form with 6 fields

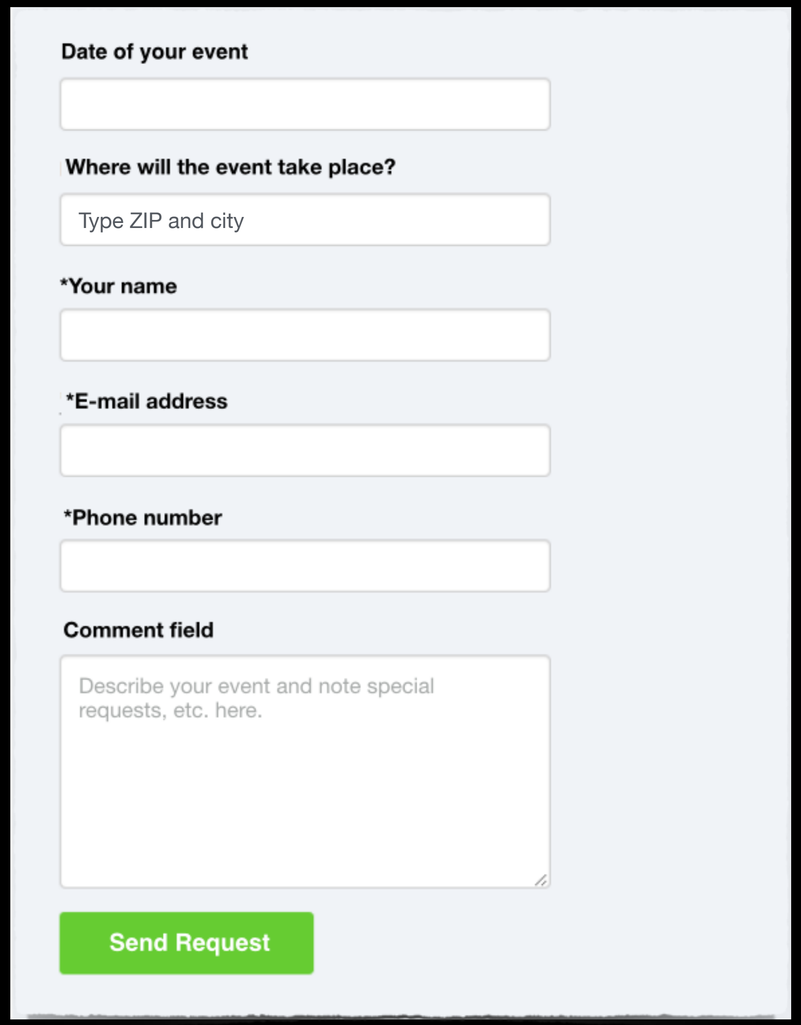
@ContentVerve



A: Form with 9 fields

B: Form with 6 fields

- ✓ 4 full weeks of data
- ✓ 512 conversions
- ✓ 95% confidence level



A: Form with 9 fields

B: Form with 6 fields

✓ 4 full weeks of data
✓ 512 conversions
✓ 95% confidence level

14.23% drop in leads

@ContentVerve

Highest interaction

Date of your event

Time of performance

Type of event

Choose what type of event you are holding

Number of attendees

Where will the event take place?

*Your name

*E-mail address

*Phone number

Comment field

Describe your event and note special requests, etc. here.

Send Request

tVerve

Lowest interaction

Date of your event

Time of performance

Type of event

Choose what type of event you are holding

Number of attendees

Where will the event take place?

Type ZIP and city

***Your name**

***E-mail address**

***Phone number**

Comment field

Describe your event and note special requests, etc. here.

Send Request

tVerve

Highest drop-off

Date of your event

Time of performance

Type of event

Choose what type of event you are holding

Number of attendees

Where will the event take place?

*Your name

*E-mail address

*Phone number

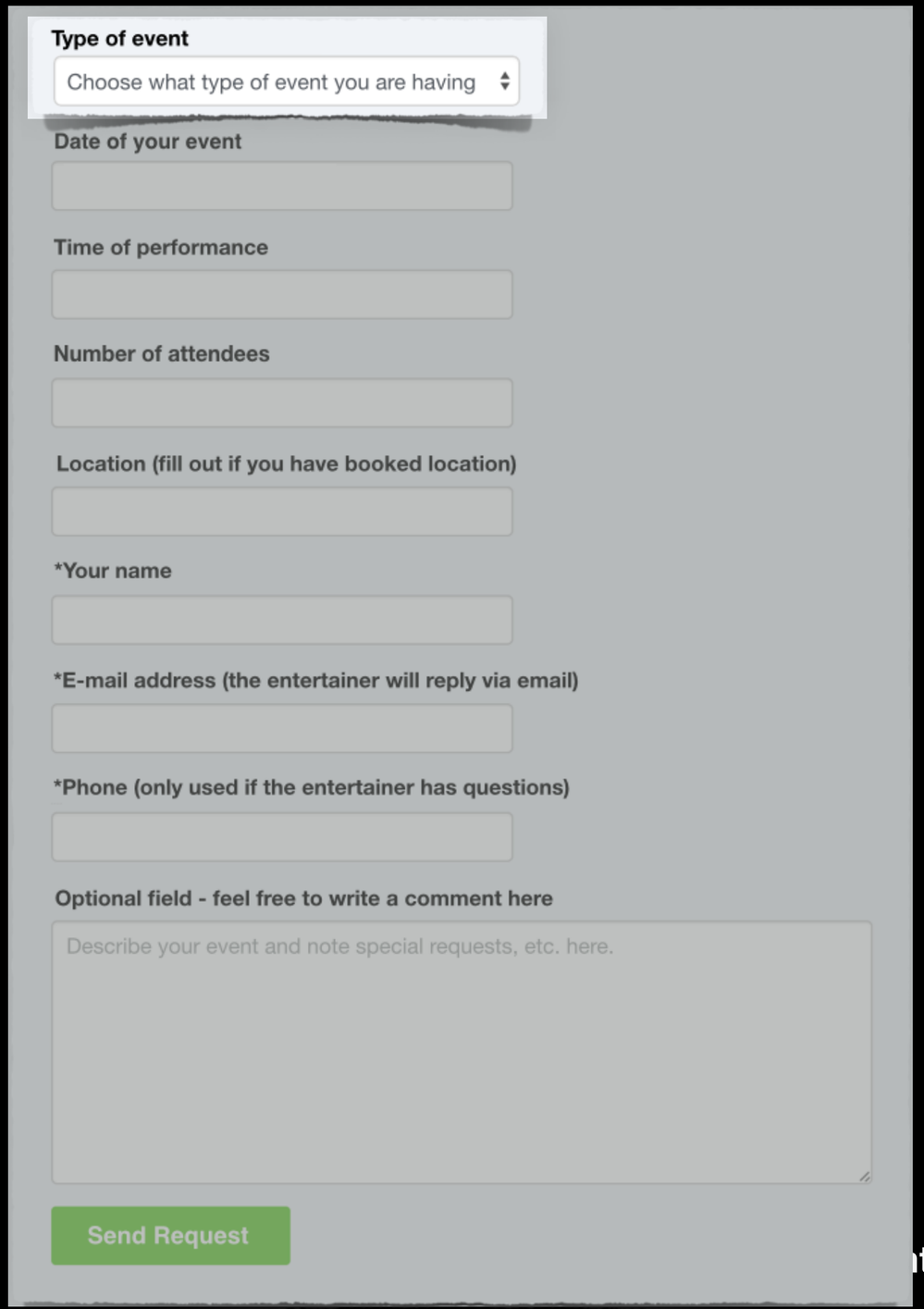
Comment field

Describe your event and note special requests, etc. here.

Send Request

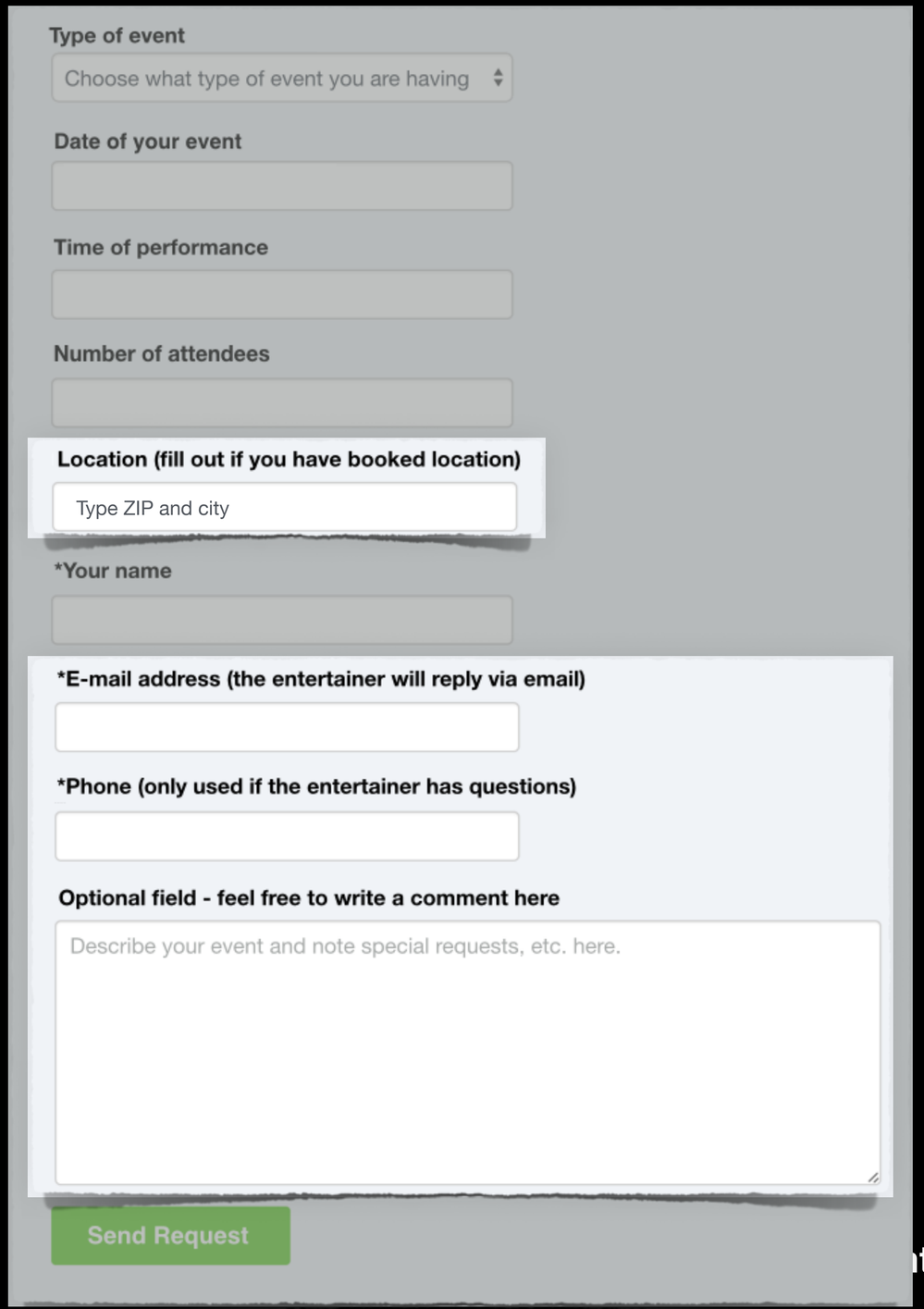
tVerve

Moved to top


Type of event
Choose what type of event you are having
Date of your event
Time of performance
Number of attendees
Location (fill out if you have booked location)
*Your name
*E-mail address (the entertainer will reply via email)
*Phone (only used if the entertainer has questions)
Optional field - feel free to write a comment here
Describe your event and note special requests, etc. here.
Send Request

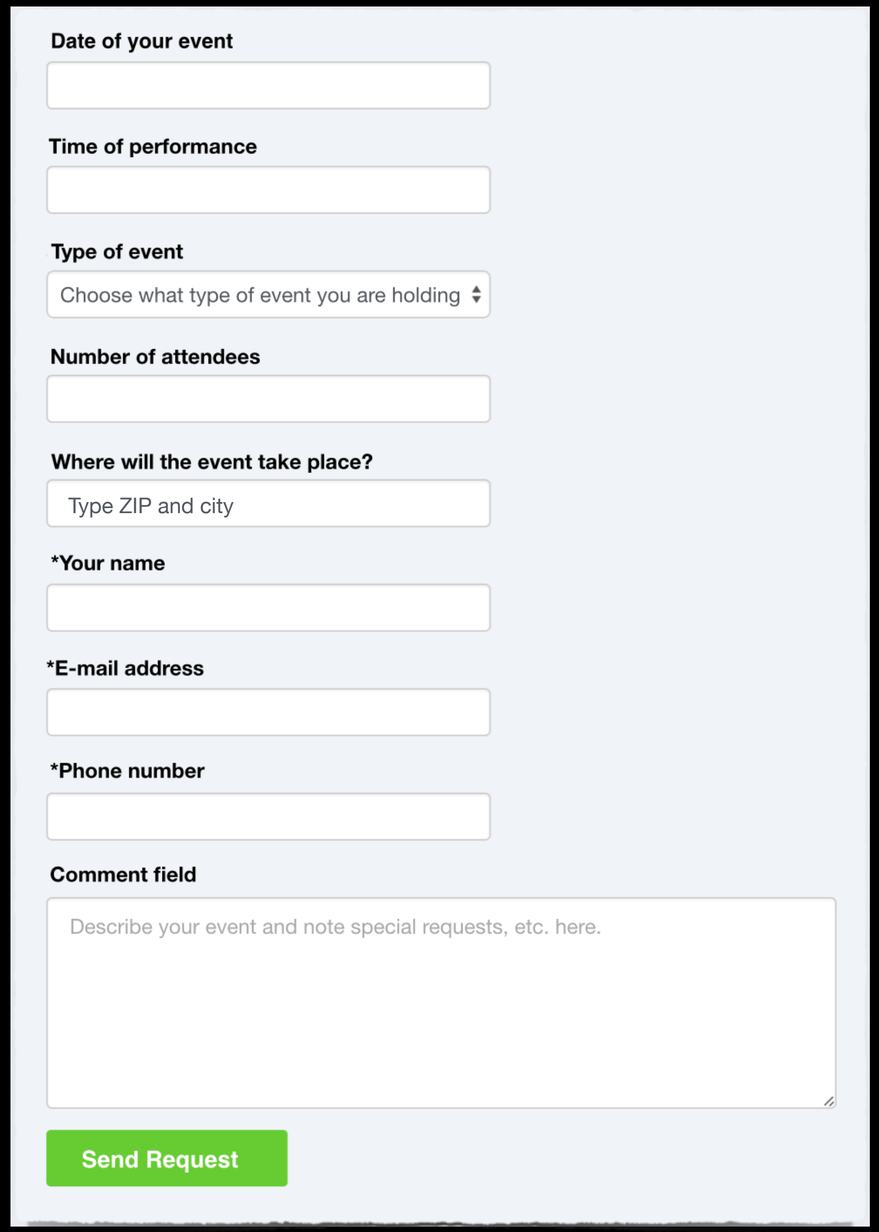
Tweaked label copy

Tweaked label copy

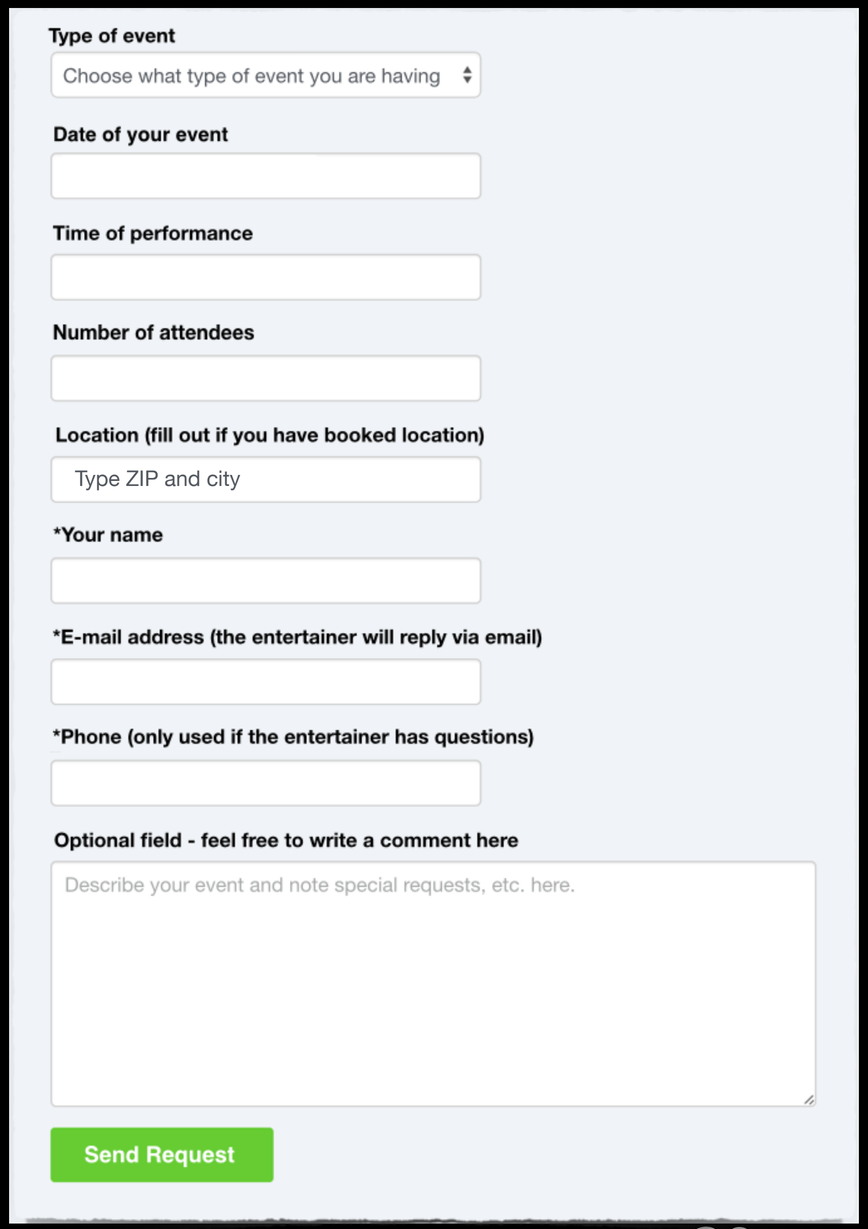


tVerve

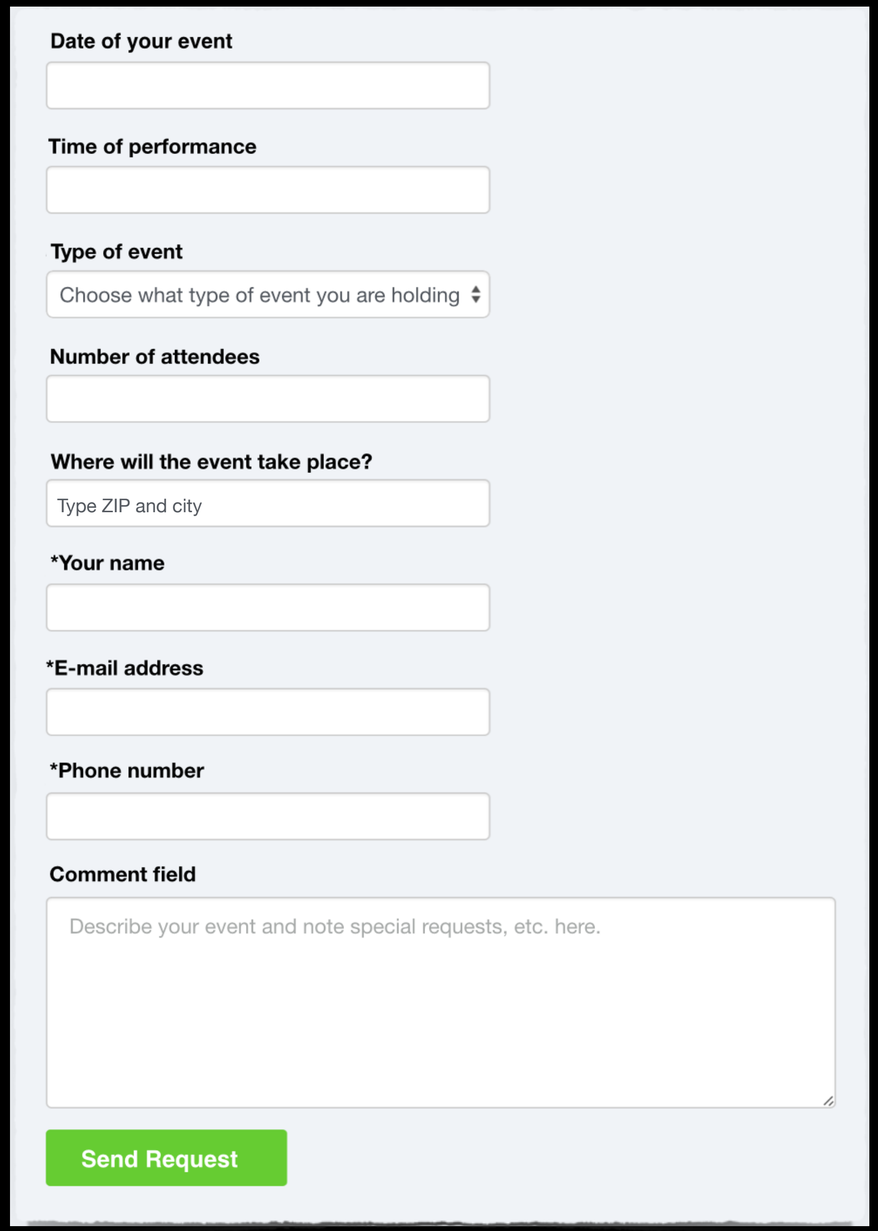
Control:



Treatment B:

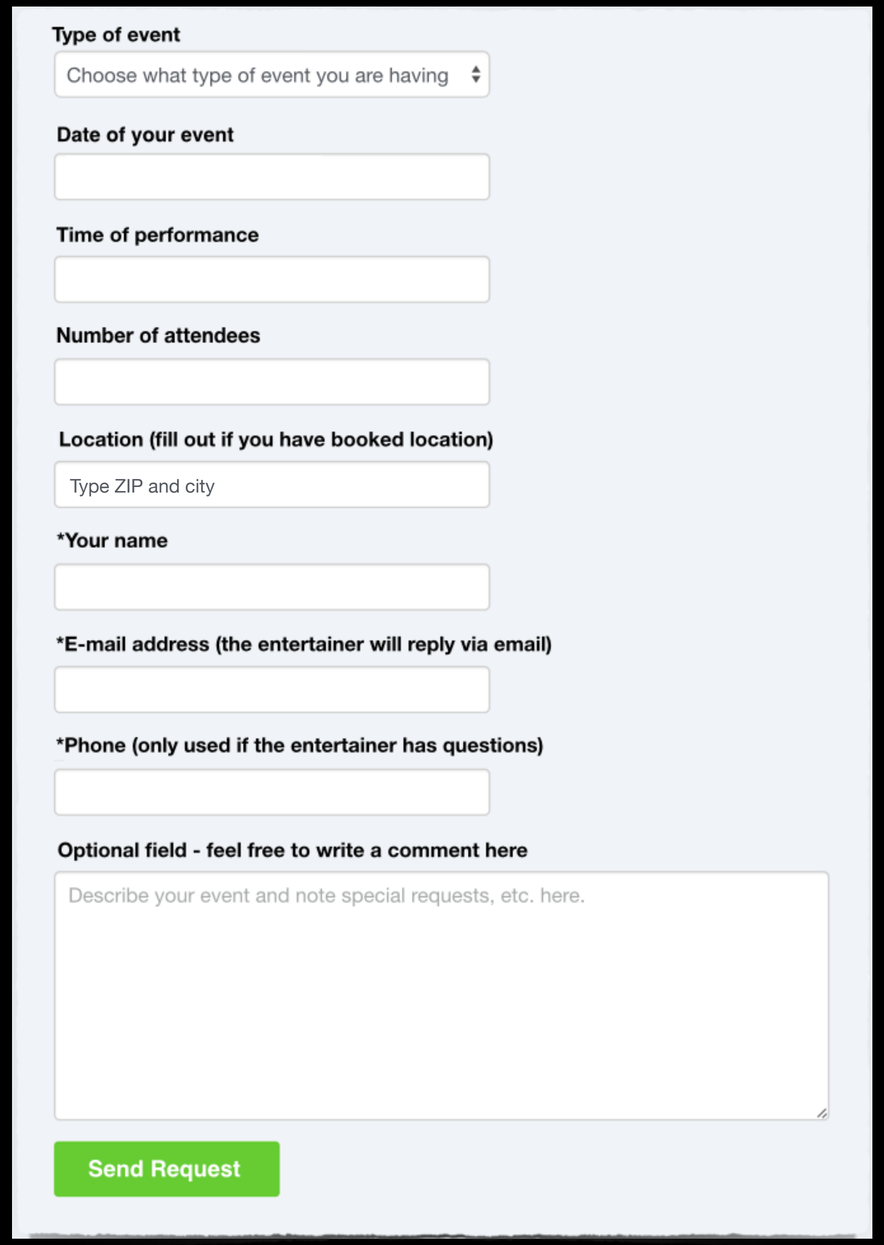


@ContentVerve



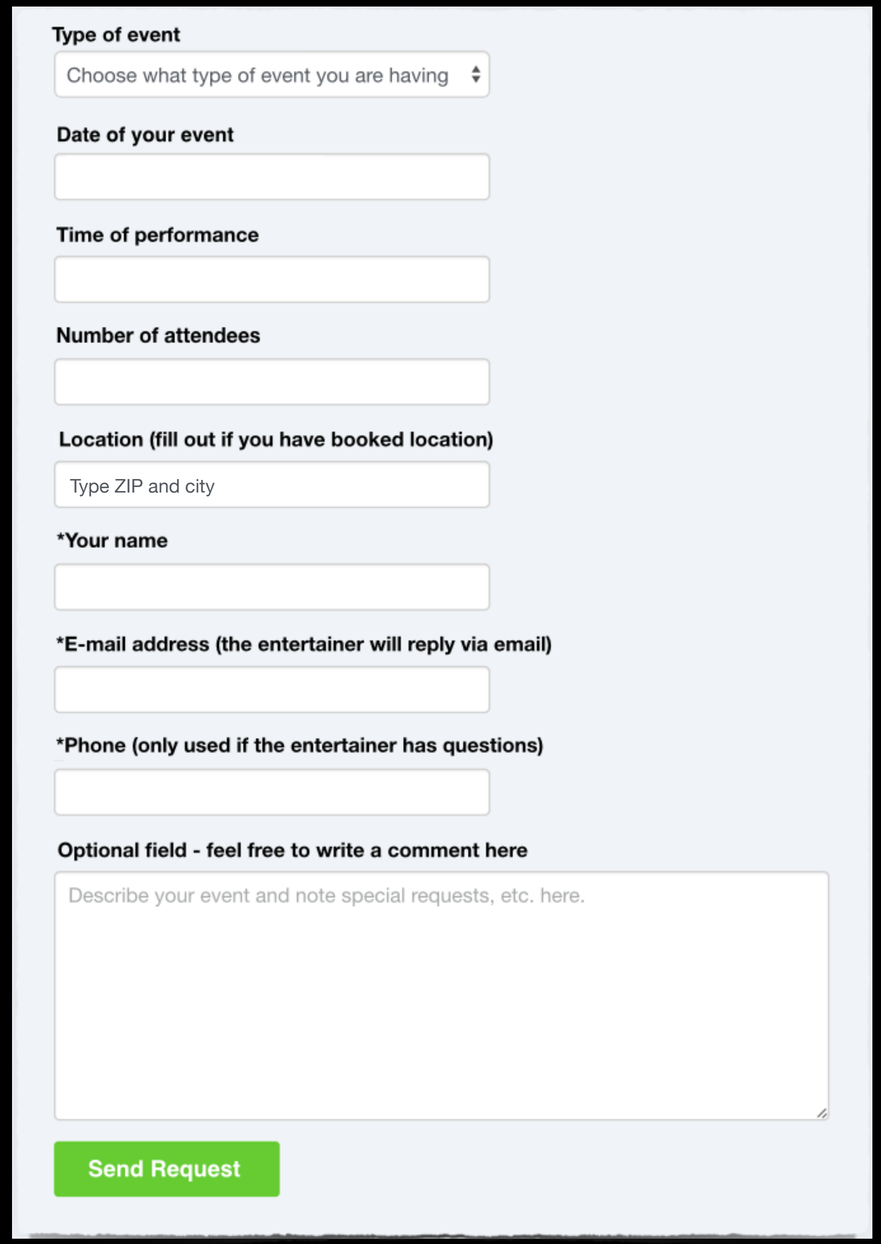
A: Control (9 fields)

@ContentVerve



A: Control (9 fields)

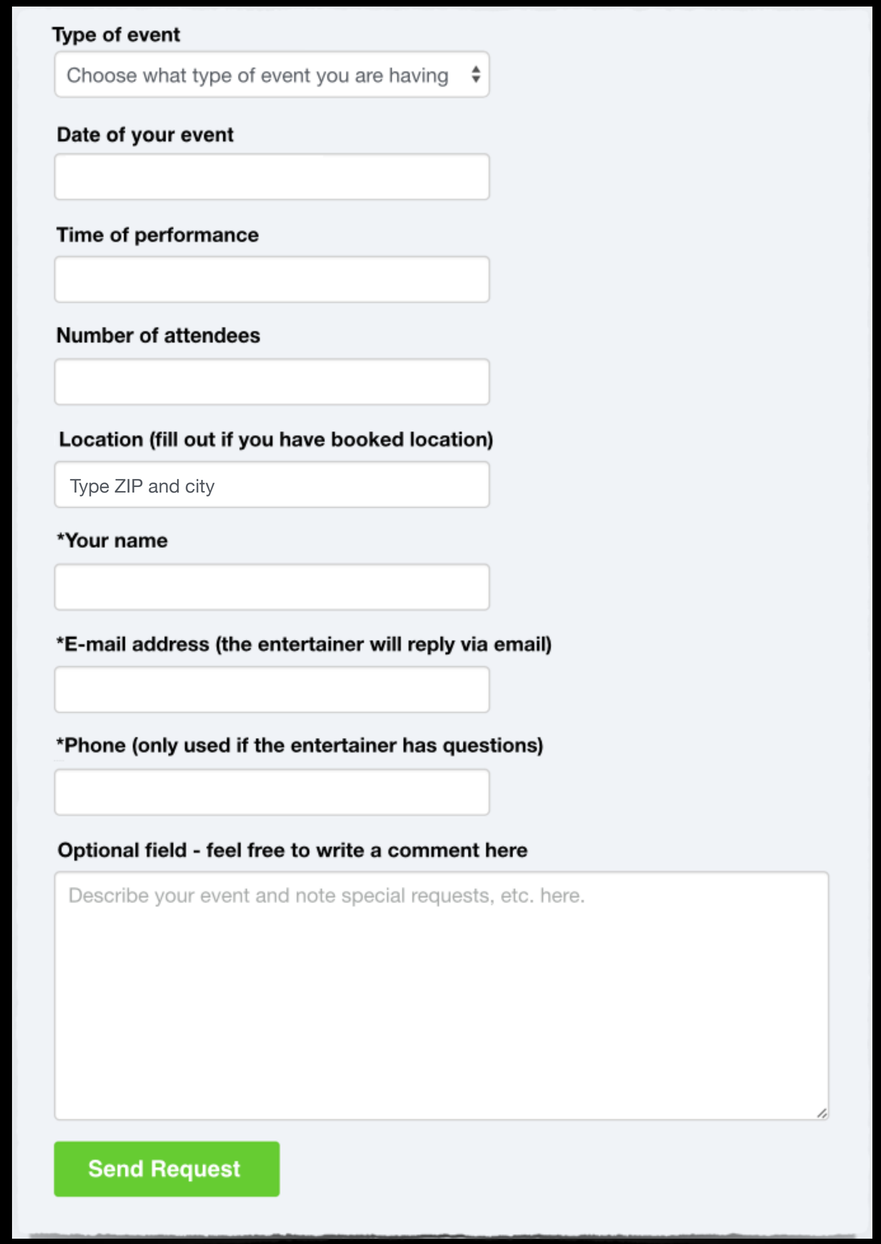
B: Variation (9 fields w/ tweaked labels)



A: Control (9 fields)

B: Variation (9 fields w/ tweaked labels)

- ✓ 4 full weeks of data
- ✓ 671 conversions
- ✓ 96% confidence level



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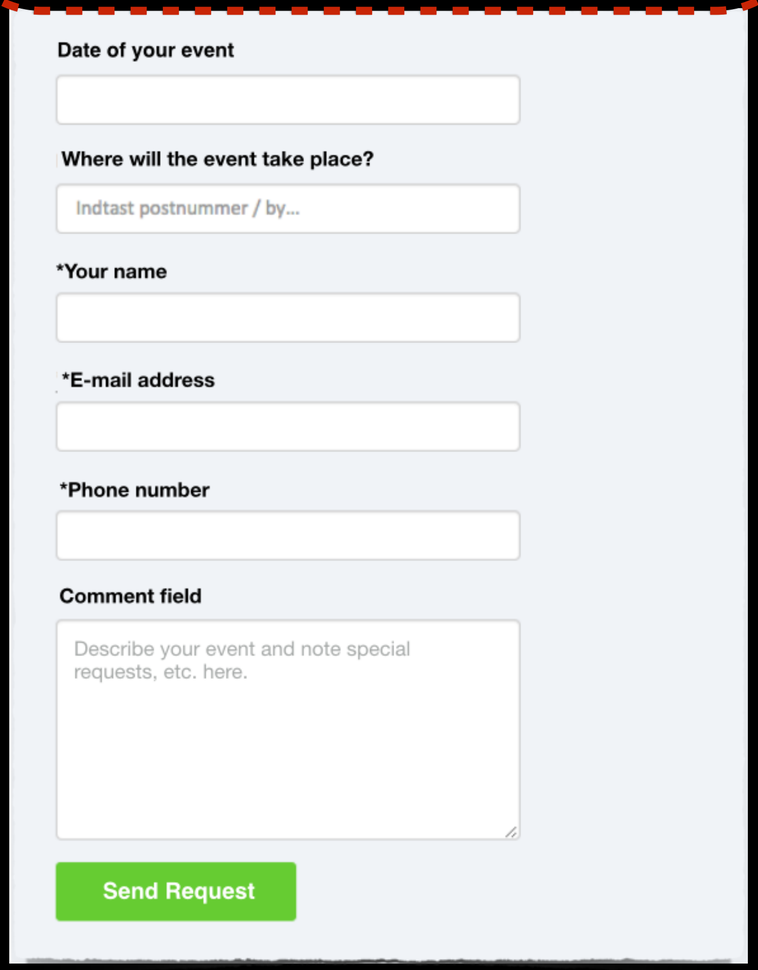
19.21% increase in leads

@ContentVerve

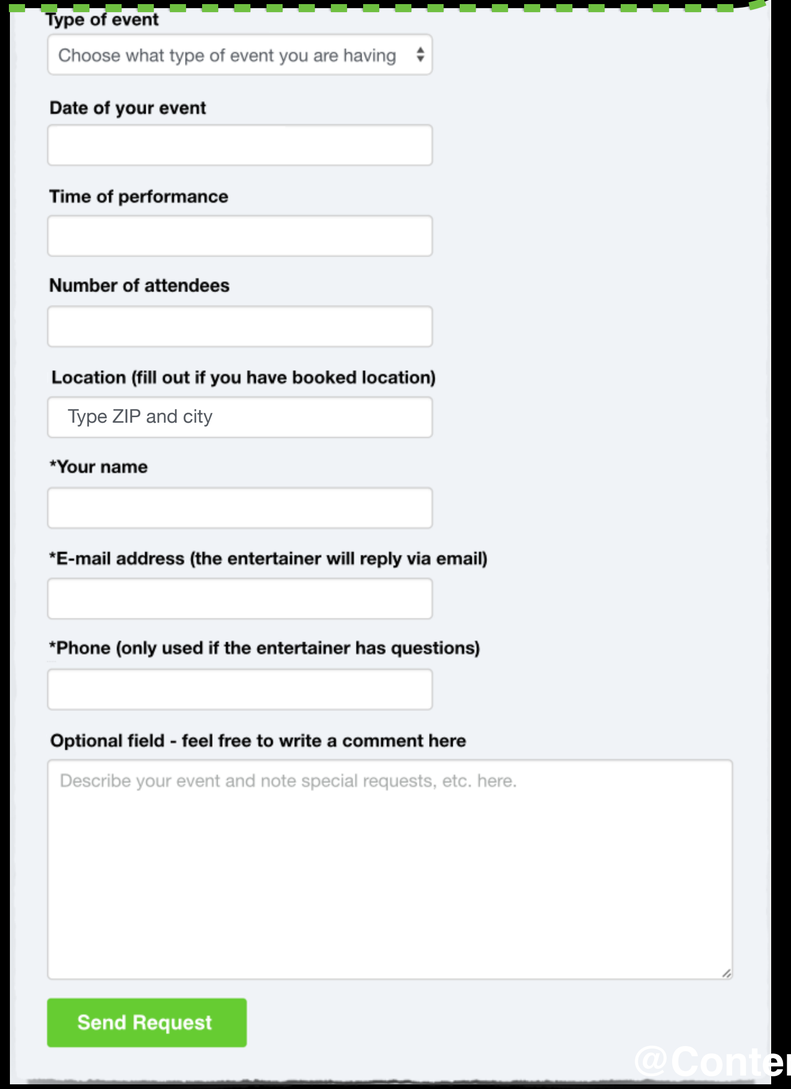
Treatment A

14.23% drop in leads



Treatment B

19.21% increase in leads



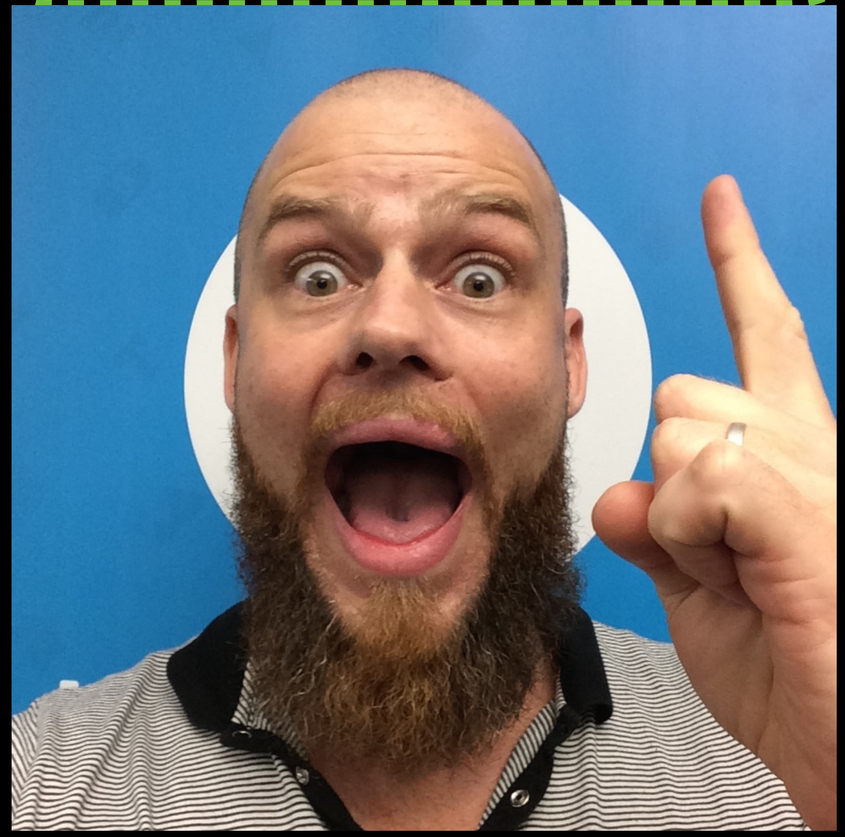
@ContentVerve

Treatment A

14.23% drop in leads

Treatment B

19.21% increase in leads



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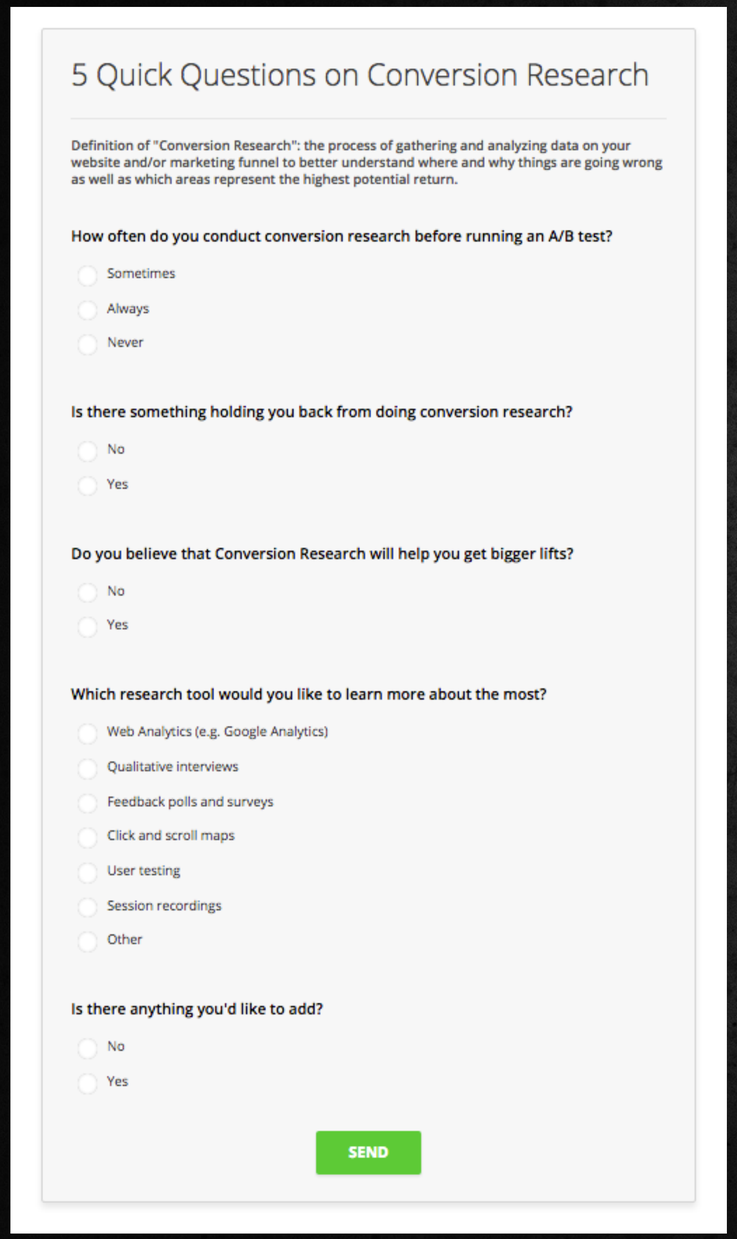
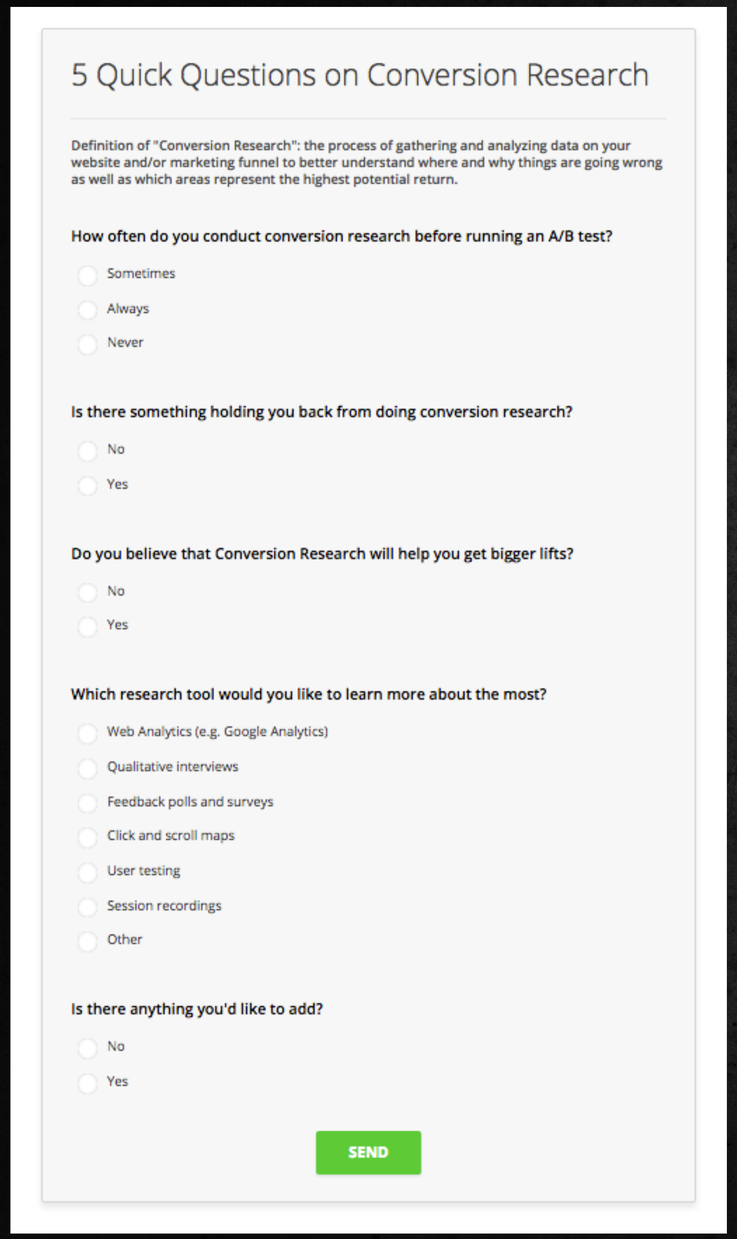
IT IS DIFFICULT TO SOLVE A PROBLEM YOU DON’T UNDERSTAND



Is there anything holding you from doing conversion research?



Is there anything holding you from doing conversion research?

1. Time
2. Client/Company Buy-In
3. Budget
4. Don’t know where to start

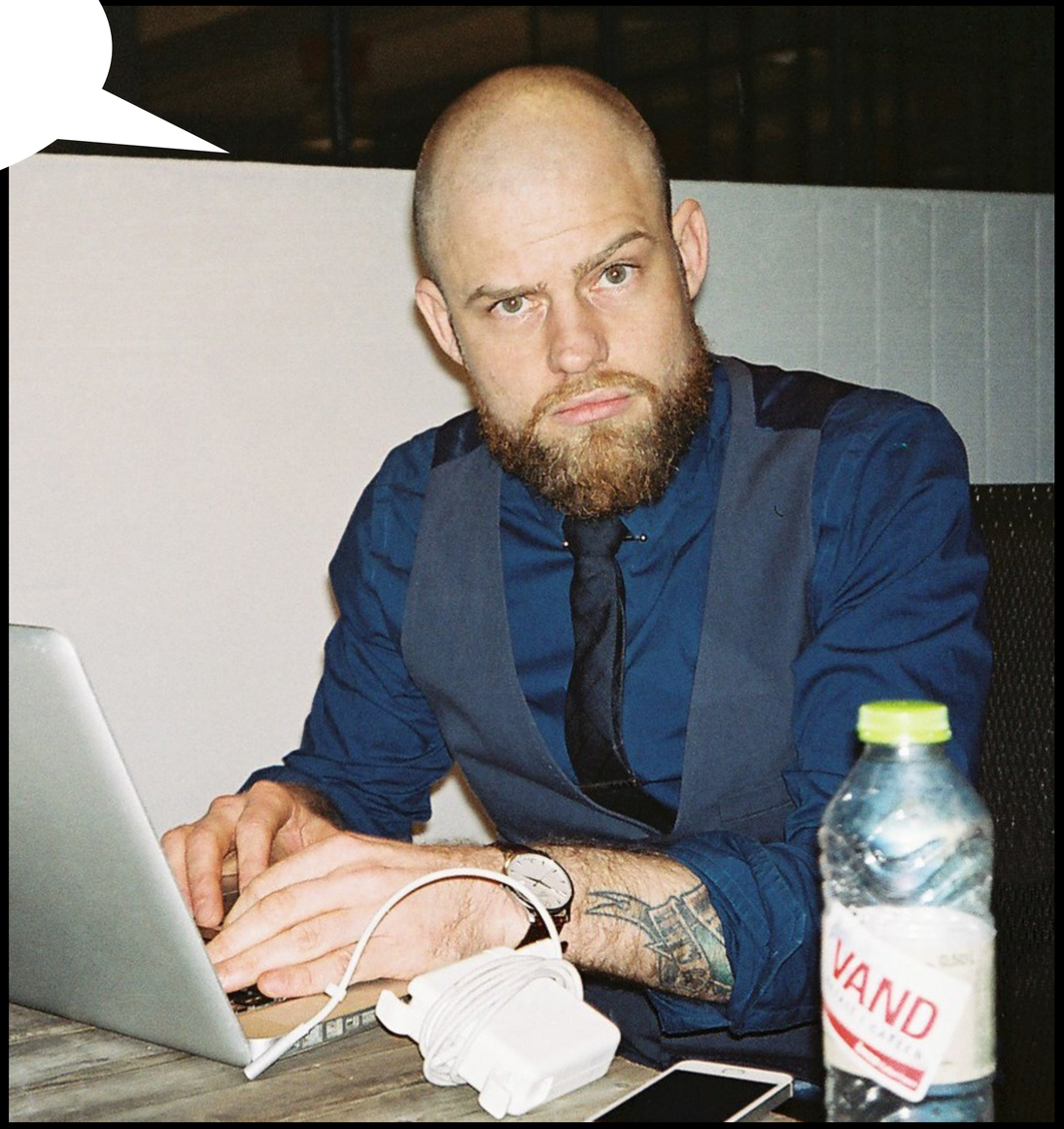
Expert Marketer's
Magic Crystal Ball

@ContentVerve

Research
schmesearch
JUST TEST IT!!!

@ContentVerve

Dumbass…

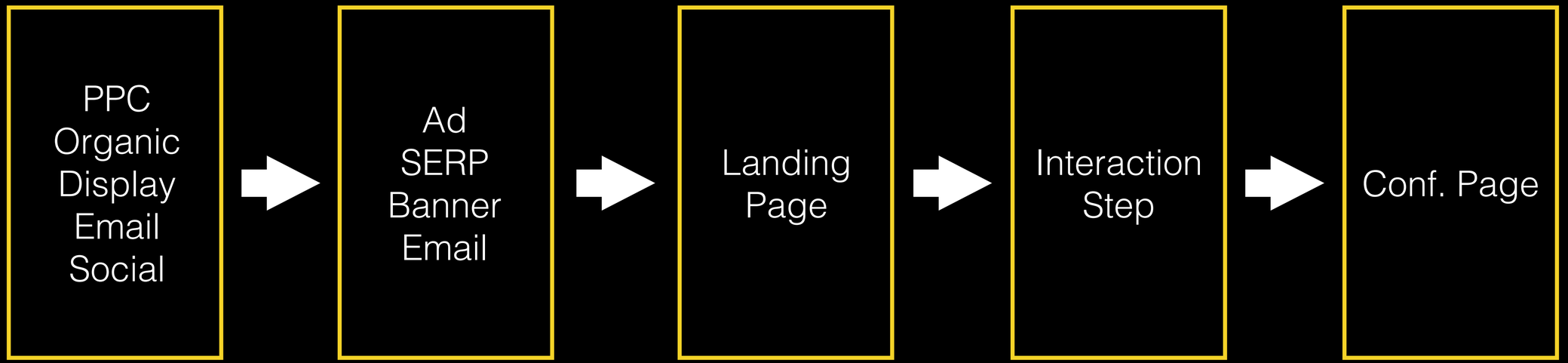


@ContentVerve

SPLIT TESTING IS NOT AN EXCUSE TO SKIP YOUR HOMEWORK!!!

DON’T THINK OF SPLIT TESTING AS A RESEARCH TOOL

Landing Page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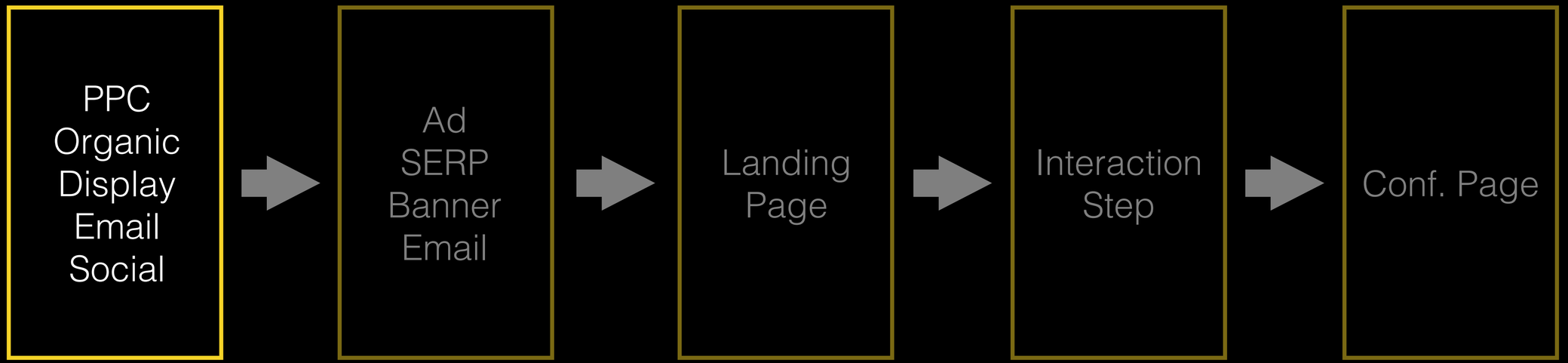
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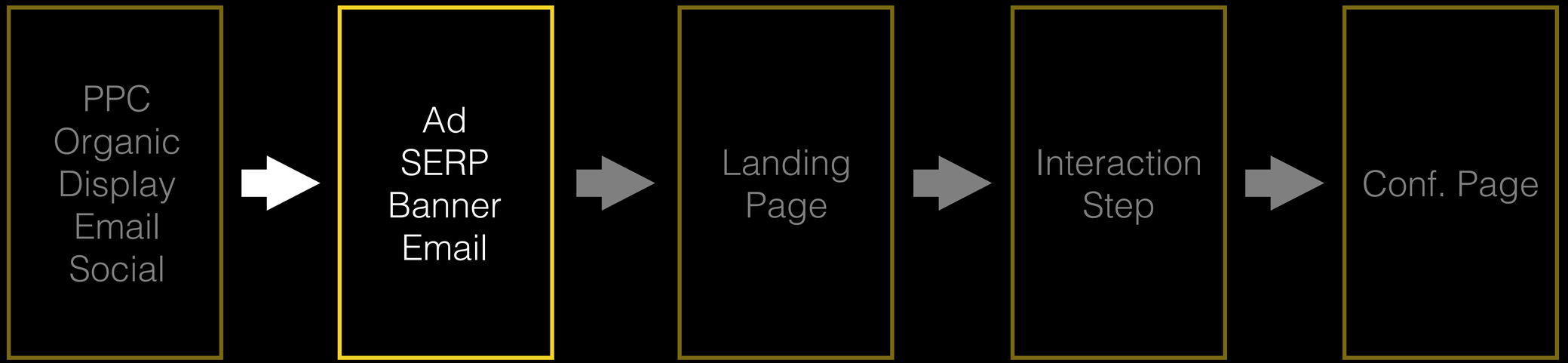
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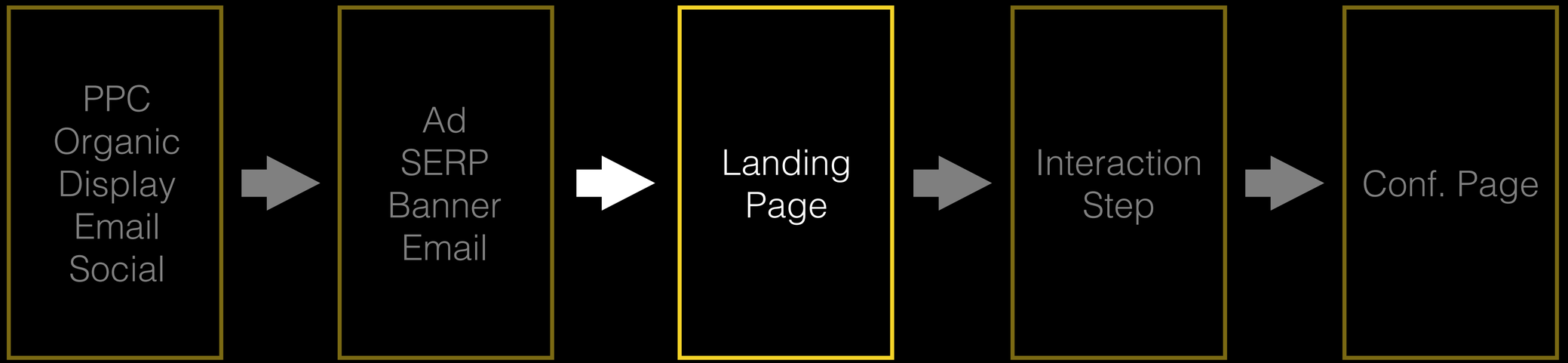
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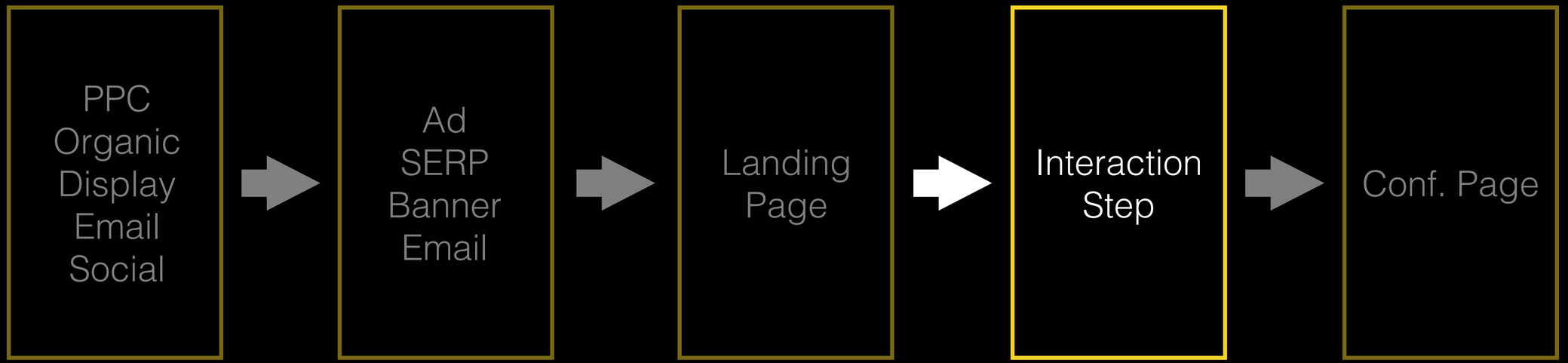
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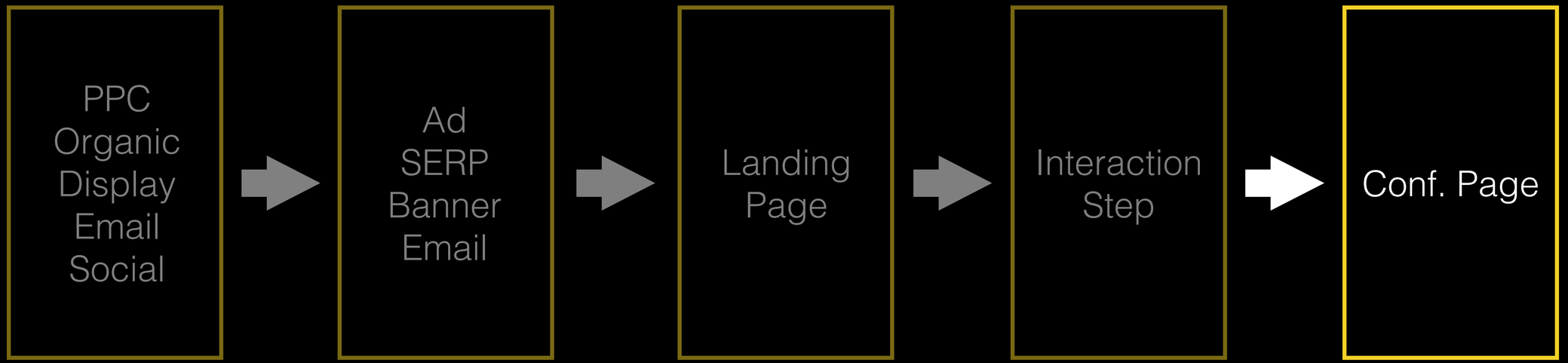
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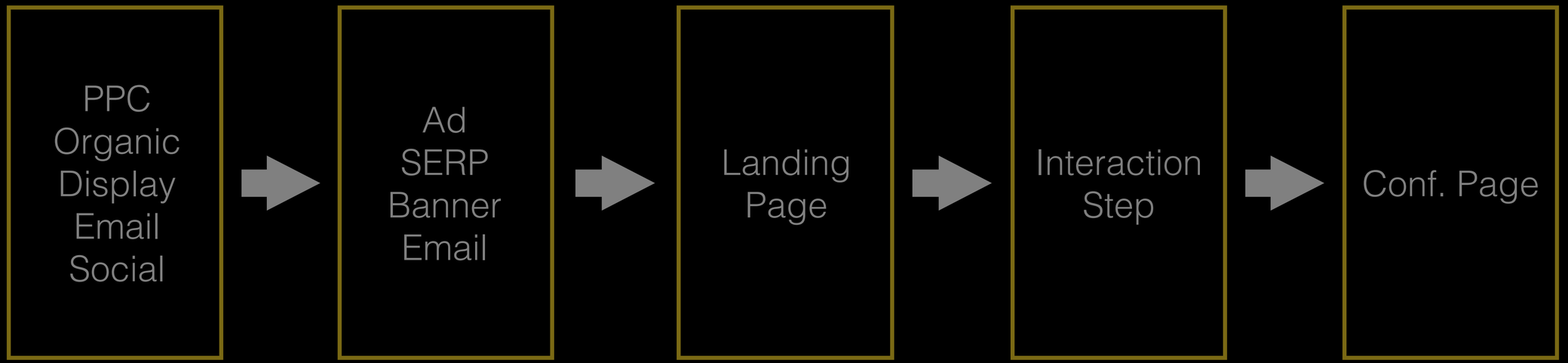
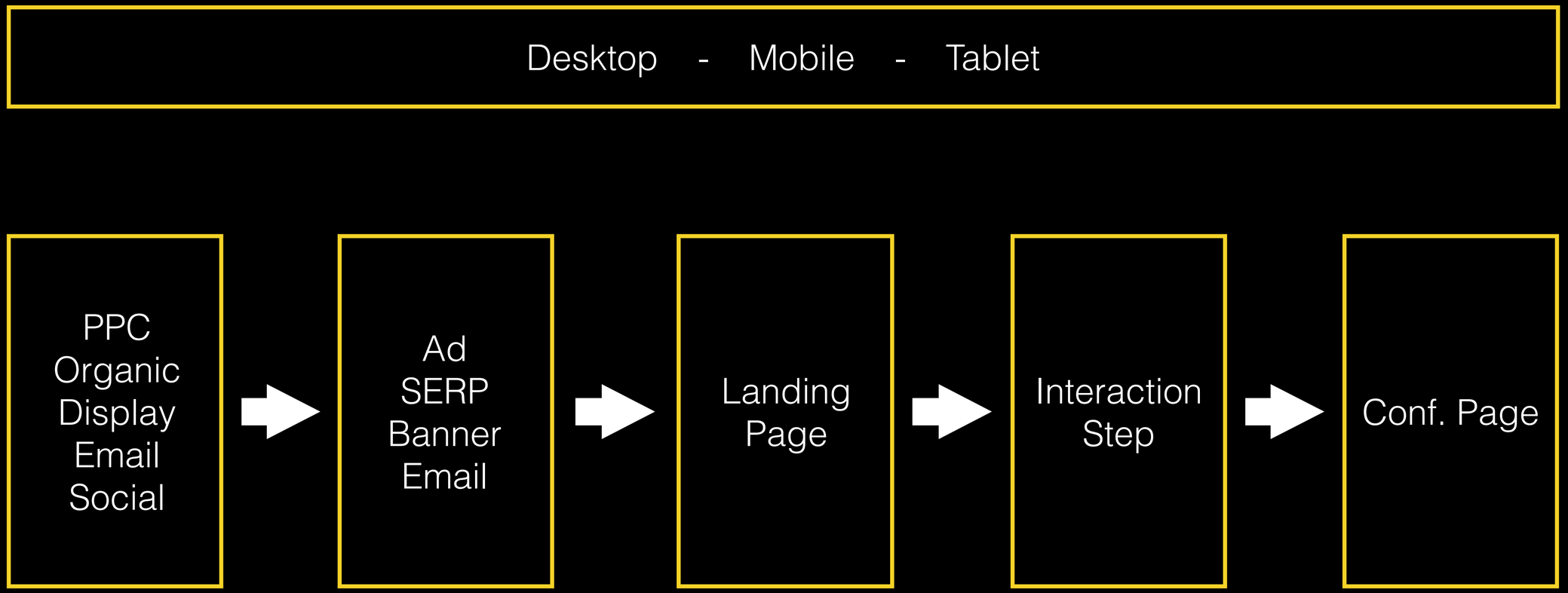
Desktop - Mobile - Tablet




Desktop - Mobile - Tablet
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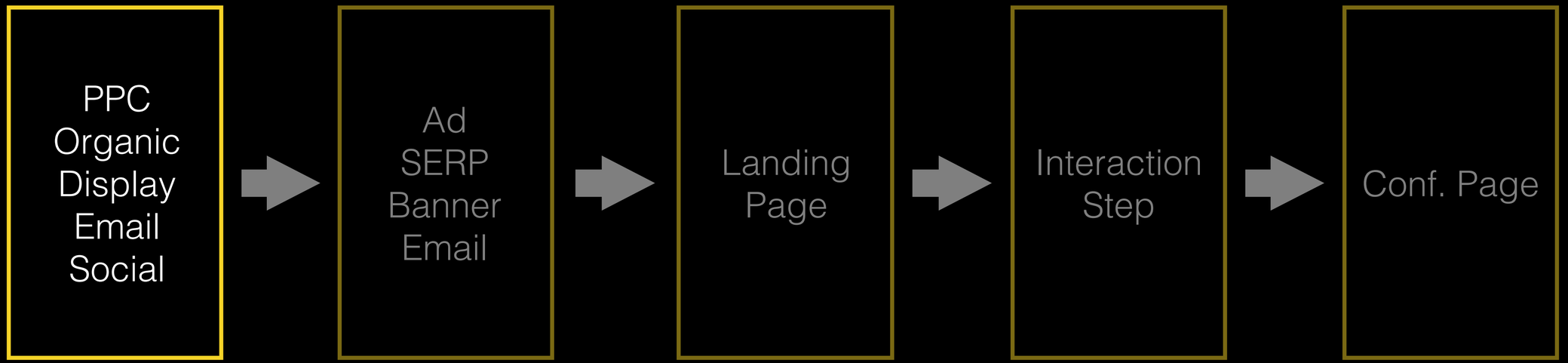
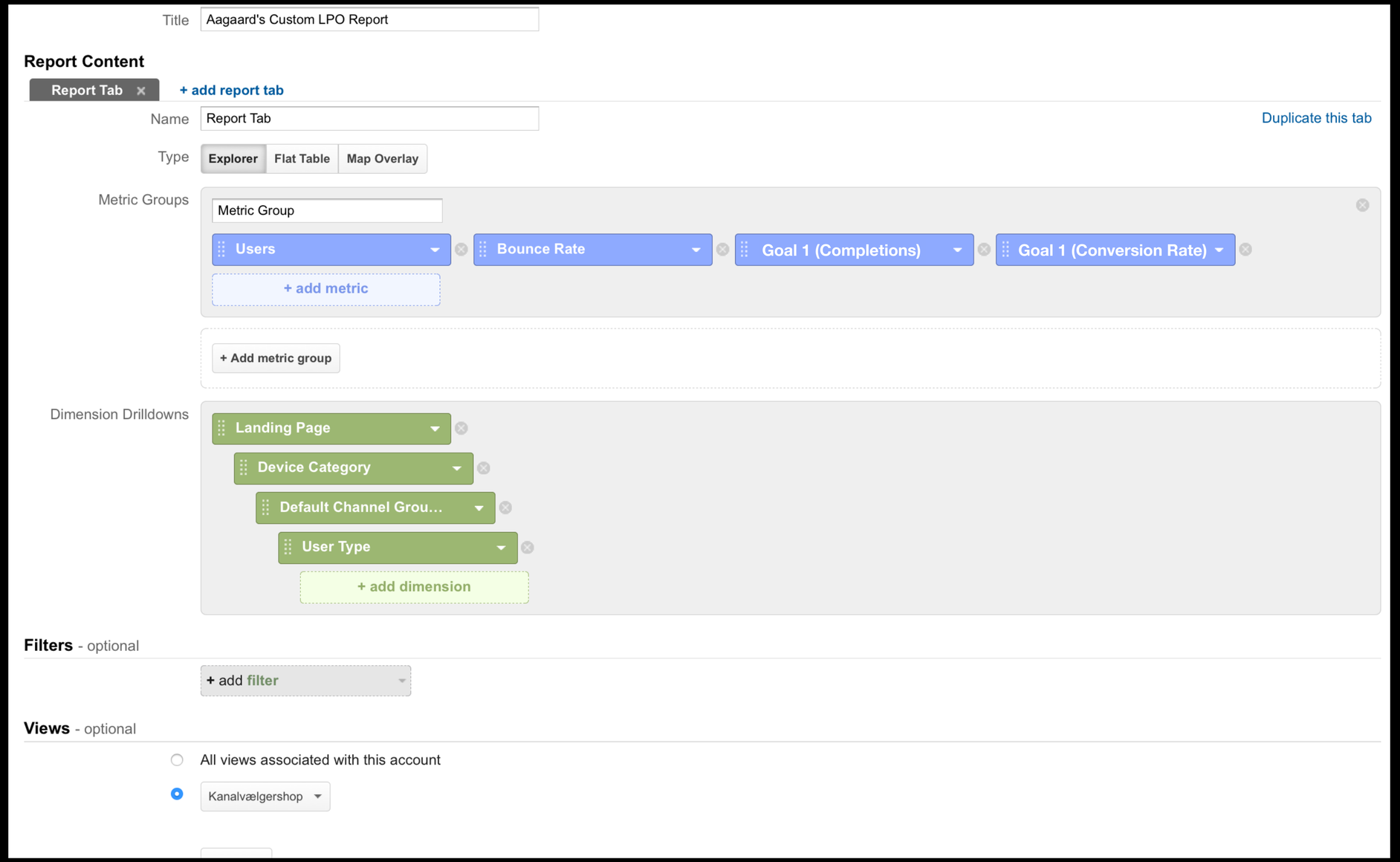
Desktop - Mobile - Tablet



Aagaard's Custom LPO Report

http://bit.ly/1Mpg3lf



Plot Rows | Secondary dimension | Sort Type: Default | advanced

Landing Page	Users	Bounce Rate	Goal 1 (Completions)	Goal 1 (Conversion Rate)
	1,478,384 % of Total: 100.00% (1,478,384)	37.17% Avg for View: 37.05% (0.34%)	8,671 % of Total: 103.12% (8,409)	0.25% Avg for View: 0.24% (3.23%)
1. /landing-page/1	297,479 (13.28%)	12.11%	**4,483** (51.70%)	0.60%
2. /landing-page/2	32,968 (1.47%)	52.38%	**692** (7.98%)	1.74%
3. /landing-page/3	17,049 (0.76%)	48.96%	**607** (7.00%)	2.85%
4. /landing-page/4	104,028 (4.65%)	32.96%	**360** (4.15%)	0.18%
5. /landing-page/5	49,388 (2.21%)	61.29%	**92** (1.06%)	0.17%

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Landing Page	Users	Bounce Rate	Goal 1 (Completions)	Goal 1 (Conversion Rate)
	1,478,384 % of Total: 100.00% (1,478,384)	37.17% Avg for View: 37.05% (0.34%)	8,671 % of Total: 103.12% (8,409)	0.25% Avg for View: 0.24% (3.23%)
1. /landing-page/1	297,479 (13.28%)	12.11%	**4,483** (51.70%)	0.60%
2. /landing-page/2	32,968 (1.47%)	52.38%	**692** (7.98%)	1.74%
3. /landing-page/3	17,049 (0.76%)	48.96%	**607** (7.00%)	2.85%
4. /landing-page/4	104,028 (4.65%)	32.96%	**360** (4.15%)	0.18%
5. /landing-page/5	49,388 (2.21%)	61.29%	**92** (1.06%)	0.17%

- **Look at Goal Completions & Goal Conversion Rate**
- **Be careful with low sample sizes** (<100 = unreliable, > 250 = good, > 500 = great)
- **Bounce Rate is good for comparing pages & performance**

Device Category	Users	Bounce Rate	Goal 1 (Completions)	Goal 1 (Conversion Rate)
	32,968 % of Total: 2.23% (1,478,384)	52.38% Avg for View: 37.05% (41.39%)	692 % of Total: 8.23% (8,409)	1.74% Avg for View: 0.24% (624.33%)
1. desktop	**29,939** (90.78%)	51.27%	671 (96.97%)	1.87%
2. mobile	**2,195** (6.66%)	65.71%	14 (2.02%)	0.53%
3. tablet	**847** (2.57%)	56.68%	7 (1.01%)	0.63%

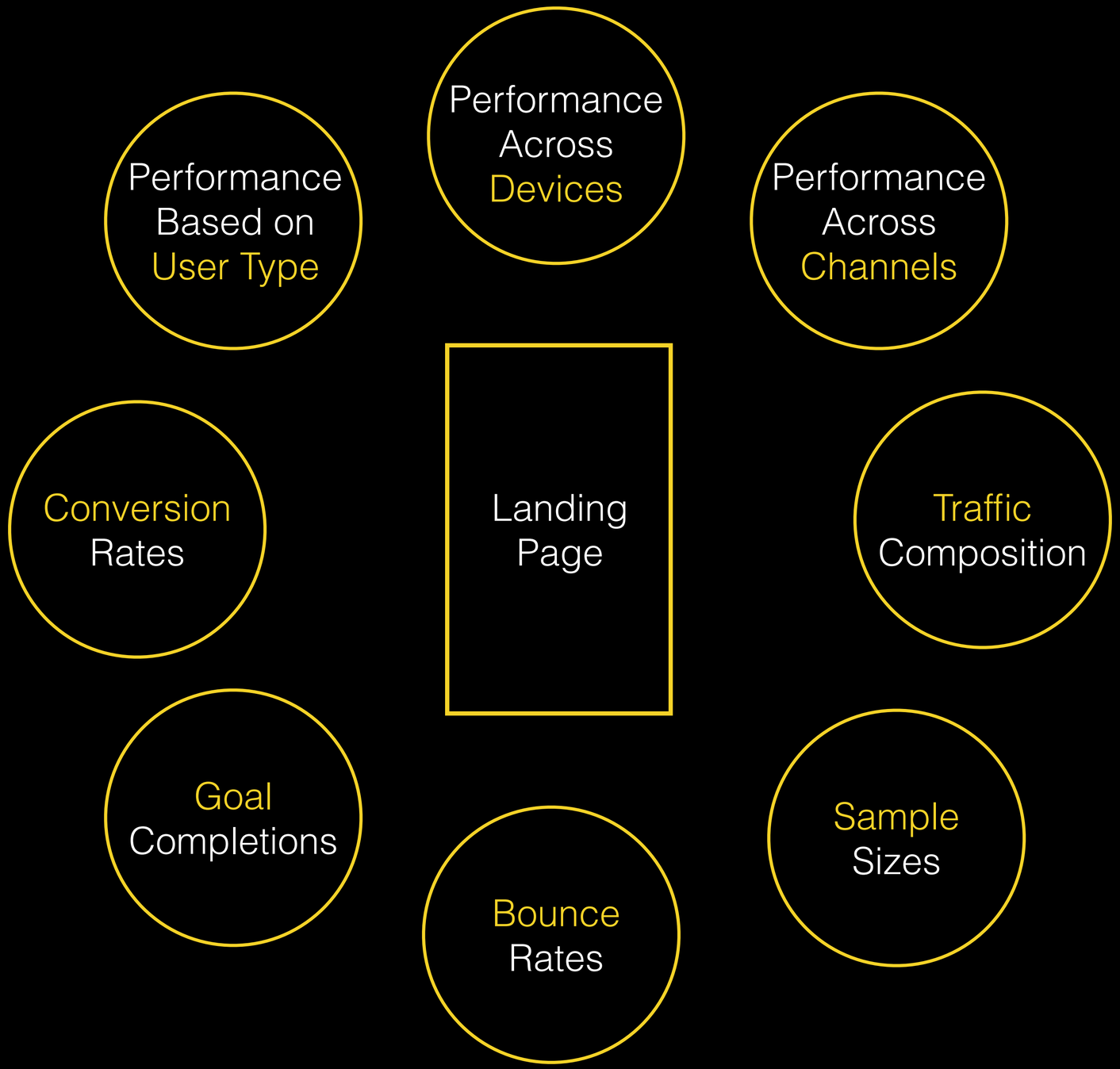
- **What is the device mix?**
- **Compare Conversion Rate across devices**
- **Compare Bounce Rate across devices**

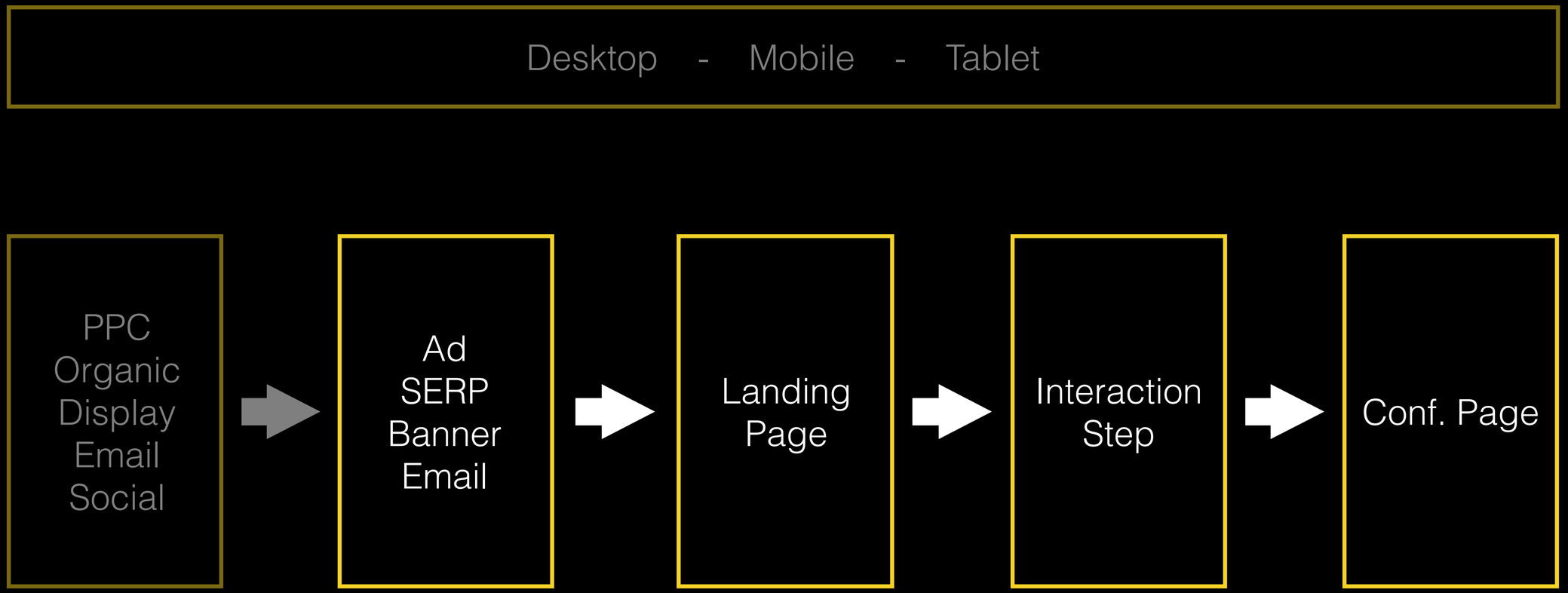
Default Channel Grouping	Users	Bounce Rate	Goal 1 (Completions)	Goal 1 (Conversion Rate)
	29,939 % of Total: 2.03% (1,478,384)	51.27% Avg for View: 37.05% (38.38%)	671 % of Total: 7.98% (8,409)	1.87% Avg for View: 0.24% (675.89%)
1. Paid Search	**28,894** (96.33%)	50.32%	671 (100.00%)	1.93%
2. Display	**875** (2.92%)	83.28%	0 (0.00%)	0.00%
3. Direct	**169** (0.56%)	54.44%	0 (0.00%)	0.00%
4. Organic Search	**35** (0.12%)	33.33%	0 (0.00%)	0.00%
5. Referral	**14** (0.05%)	66.67%	0 (0.00%)	0.00%

- Get into the individual channels
- Look at flow composition, where is everything coming from?
- Compare Bounce Rate & Conversion Rate for channels
- Traffic quality (high traffic low quality vice versa)

User Type	Users	Bounce Rate	Goal 1 (Completions)	Goal 1 (Conversion Rate)
	28,894 % of Total: 1.95% (1,478,384)	50.31% Avg for View: 37.05% (35.81%)	671 % of Total: 7.98% (8,409)	1.93% Avg for View: 0.24% (703.96%)
1. New Visitor	**21,073** (67.38%)	52.23%	367 (54.69%)	1.74%
2. Returning Visitor	**10,201** (32.62%)	47.35%	304 (45.31%)	2.23%

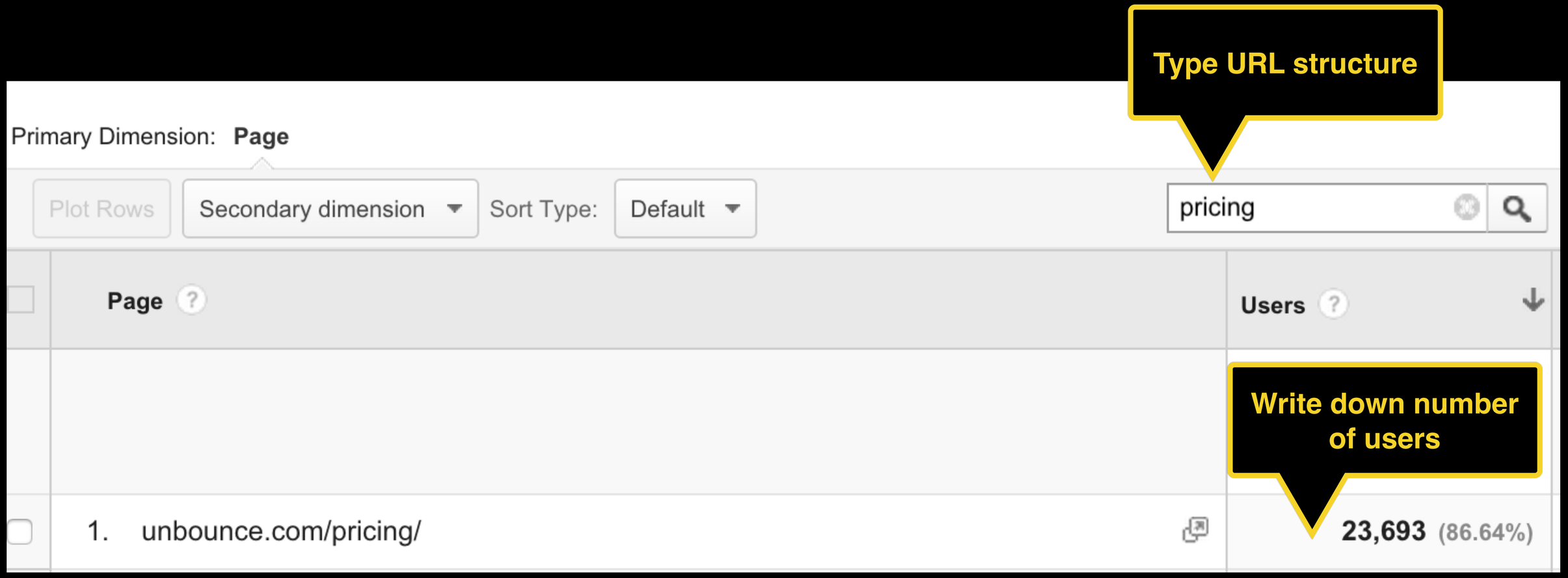
- **Look at proportion of New & Returning users**
- **Compare Conversion Rate & Bounce Rate**


Performance Based on User Type
Performance Across Devices
Performance Across Channels
Conversion Rates
Landing Page
Traffic Composition
Goal Completions
Bounce Rates
Sample Sizes


Desktop - Mobile - Tablet
PPC
Organic
Display
Email
Social
Ad
SERP
Banner
Email
Landing
Page
Interaction
Step
Conf. Page

Aagaard's Basic Users / Page Report

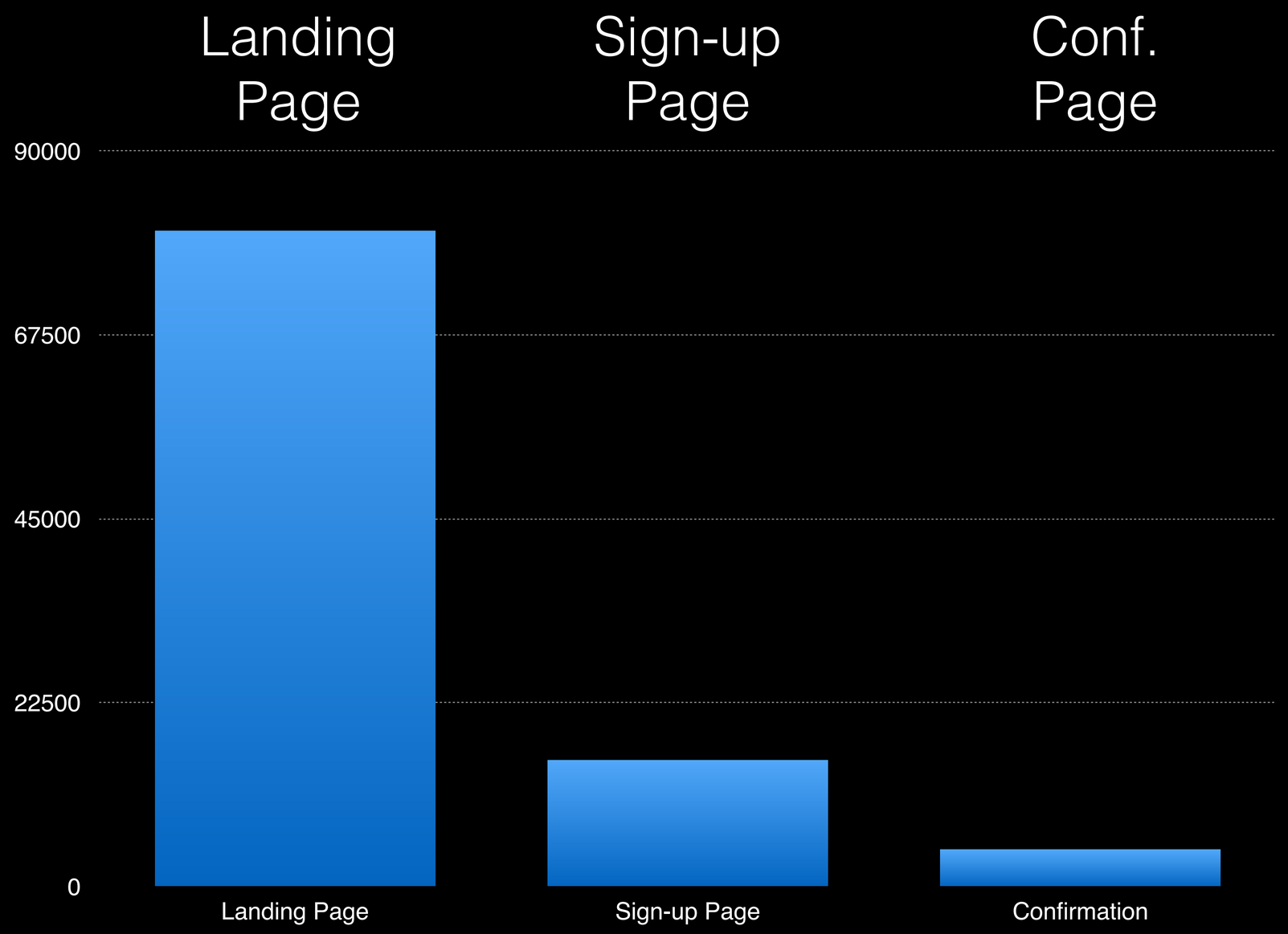
http://bit.ly/1KdiQdM

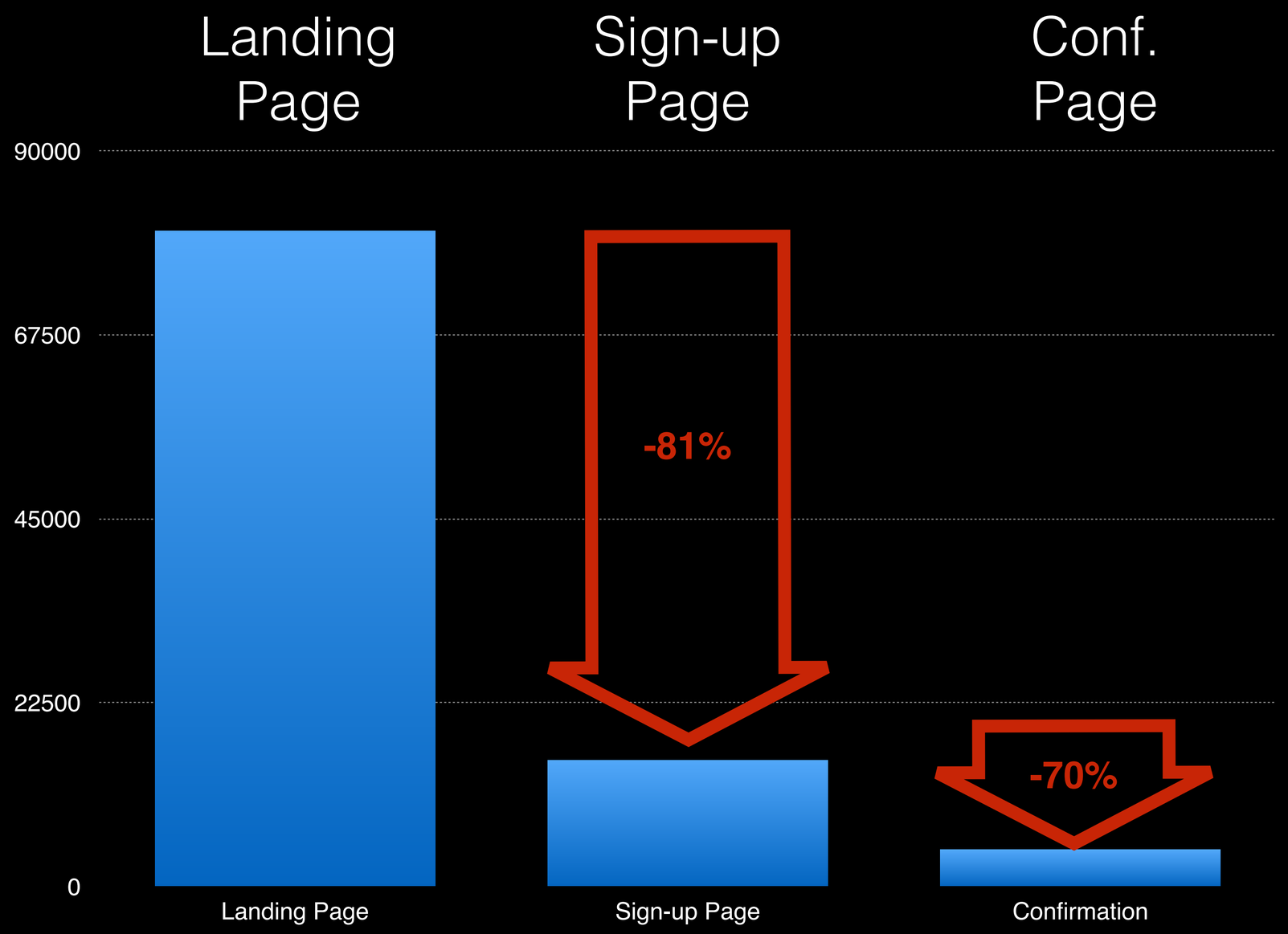


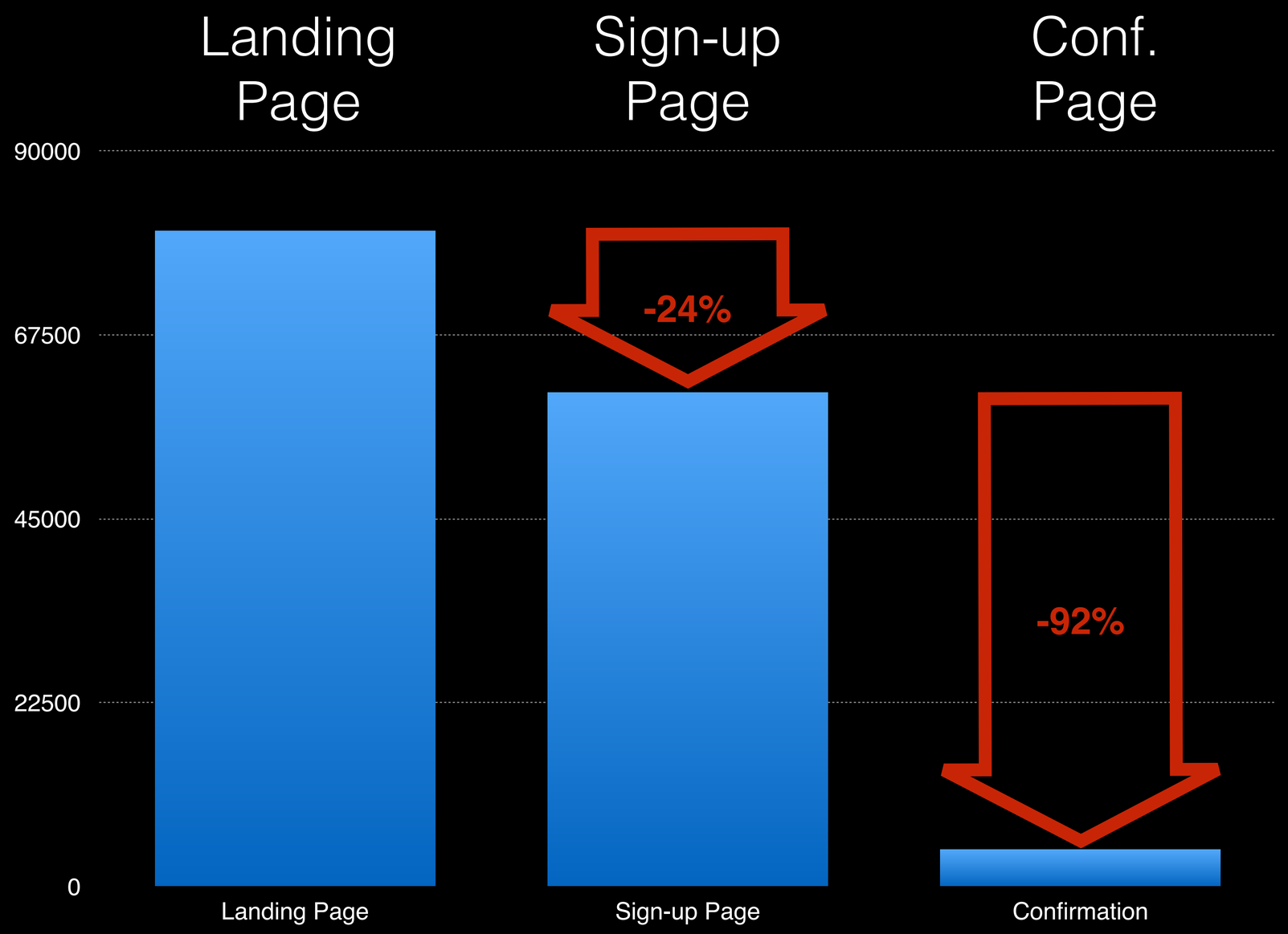
1. Landing page (URL): 80,280 users

2. Form page (URL): 15,545 users

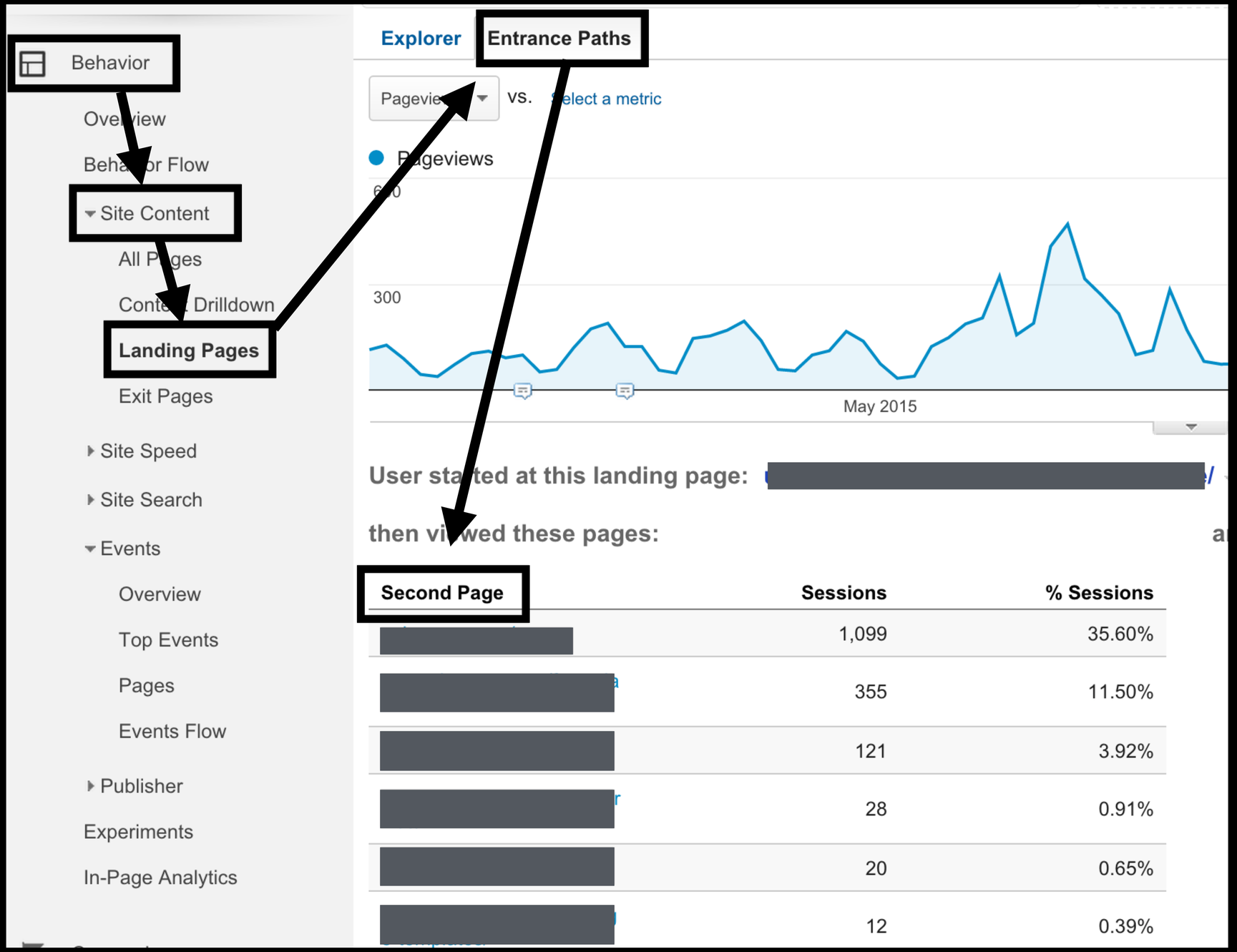
3. Success (URL): 4,599 users

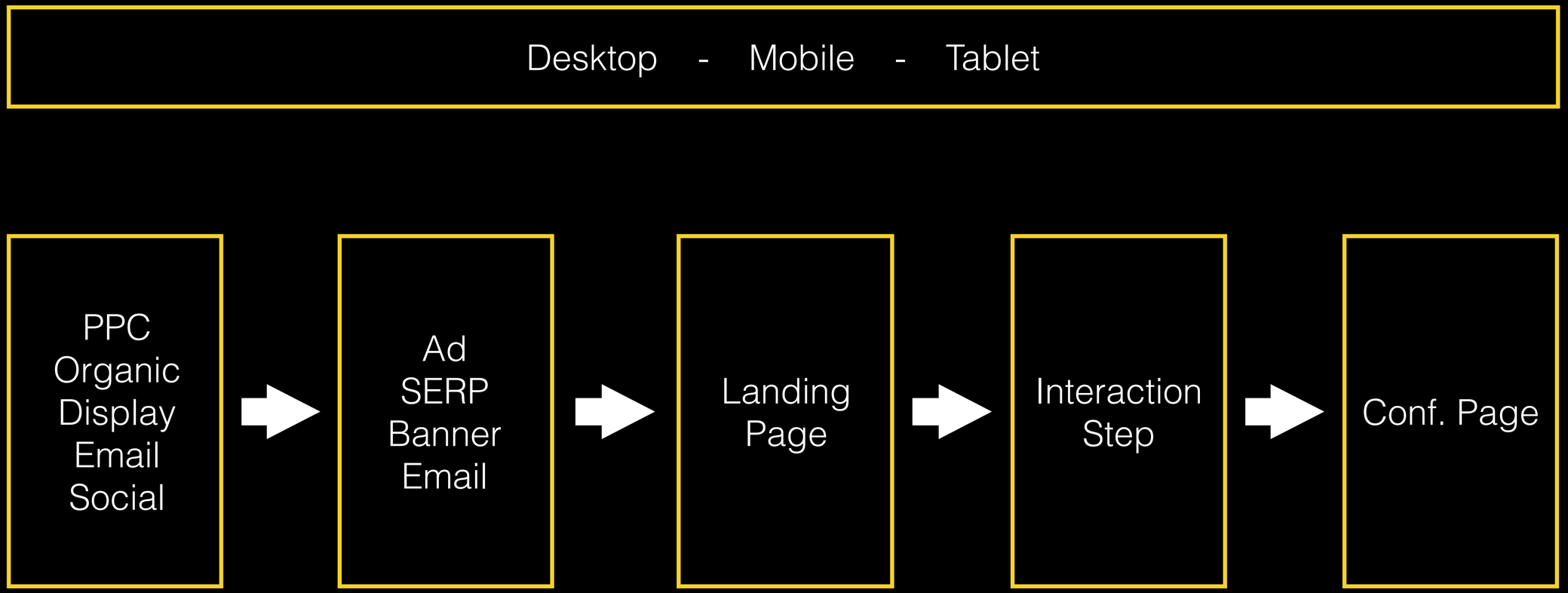

Landing Page
Sign-up Page
Conf. Page
90000
67500
45000
22500
0
Landing Page
Sign-up Page
Confirmation


Landing Page
Sign-up Page
Conf. Page
90000
67500
45000
22500
0
-81%
-70%
Landing Page
Sign-up Page
Confirmation


Landing Page
Sign-up Page
Conf. Page
90000
67500
45000
22500
0
-24%
-92%
Landing Page
Sign-up Page
Confirmation

Second Page: Where do users go after they hit your landing page?


Behavior
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Site Search
Events
Overview
Top Events
Pages
Events Flow
Publisher
Experiments
In-Page Analytics
Explorer
Entrance Paths
vs.
Pageviews
300
May 2015
User started at this landing page:
then viewed these pages:
Second Page
Sessions
% Sessions
1,099
35.60%
355
11.50%
121
3.92%
28
0.91%
20
0.65%
12
0.39%


Desktop - Mobile - Tablet
PPC
Organic
Display
Email
Social
Ad
SERP
Banner
Email
Landing
Page
Interaction
Step
Conf. Page

Questions For Customer Success

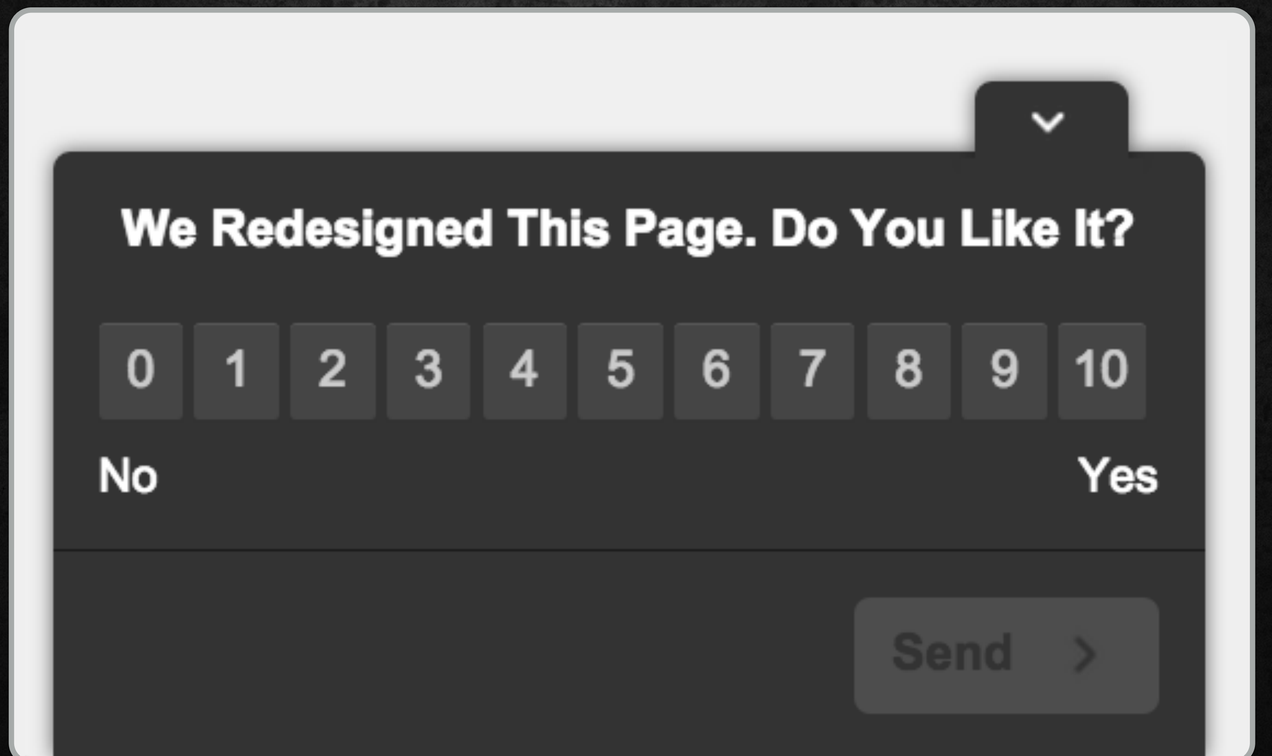
1. What are the top 3 questions from potential

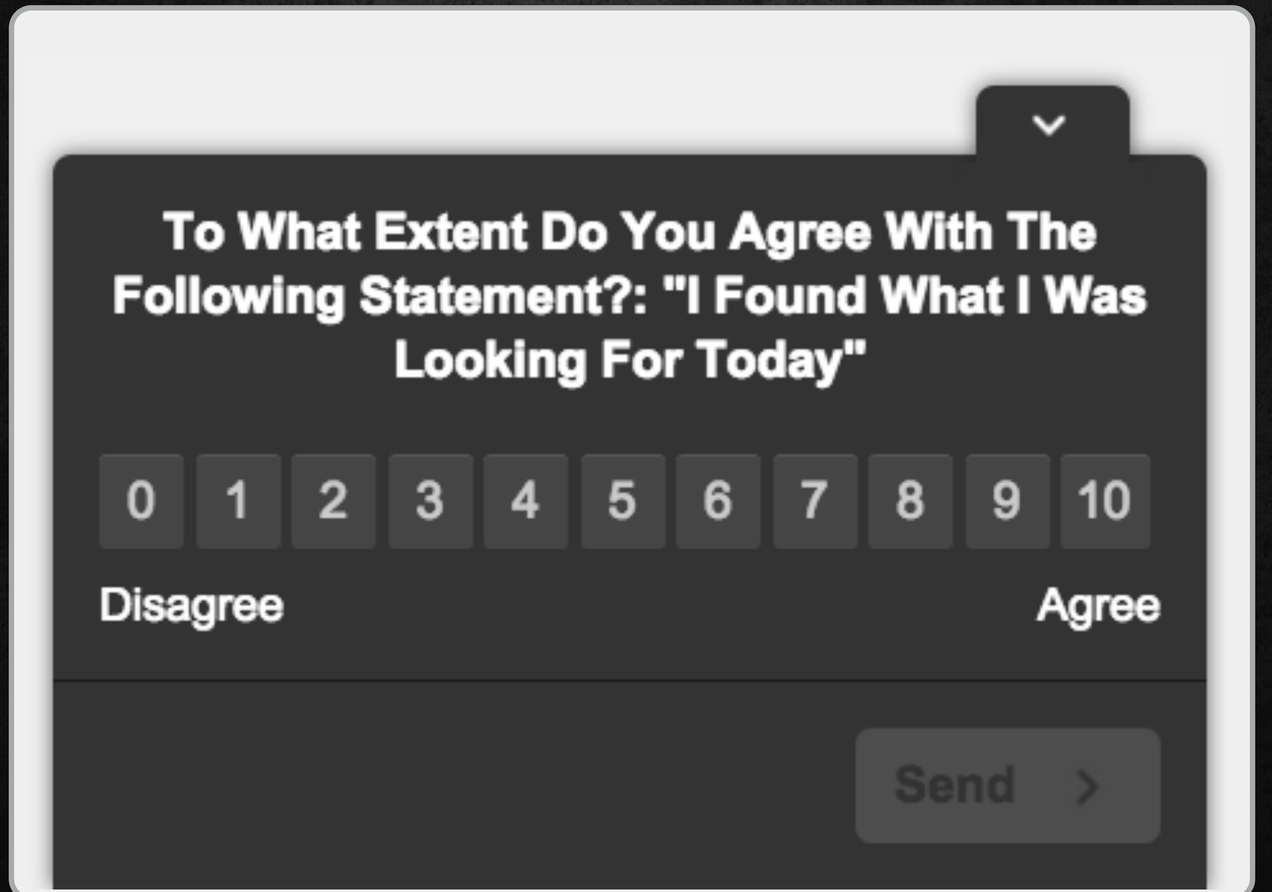
2. What do you answer when you get

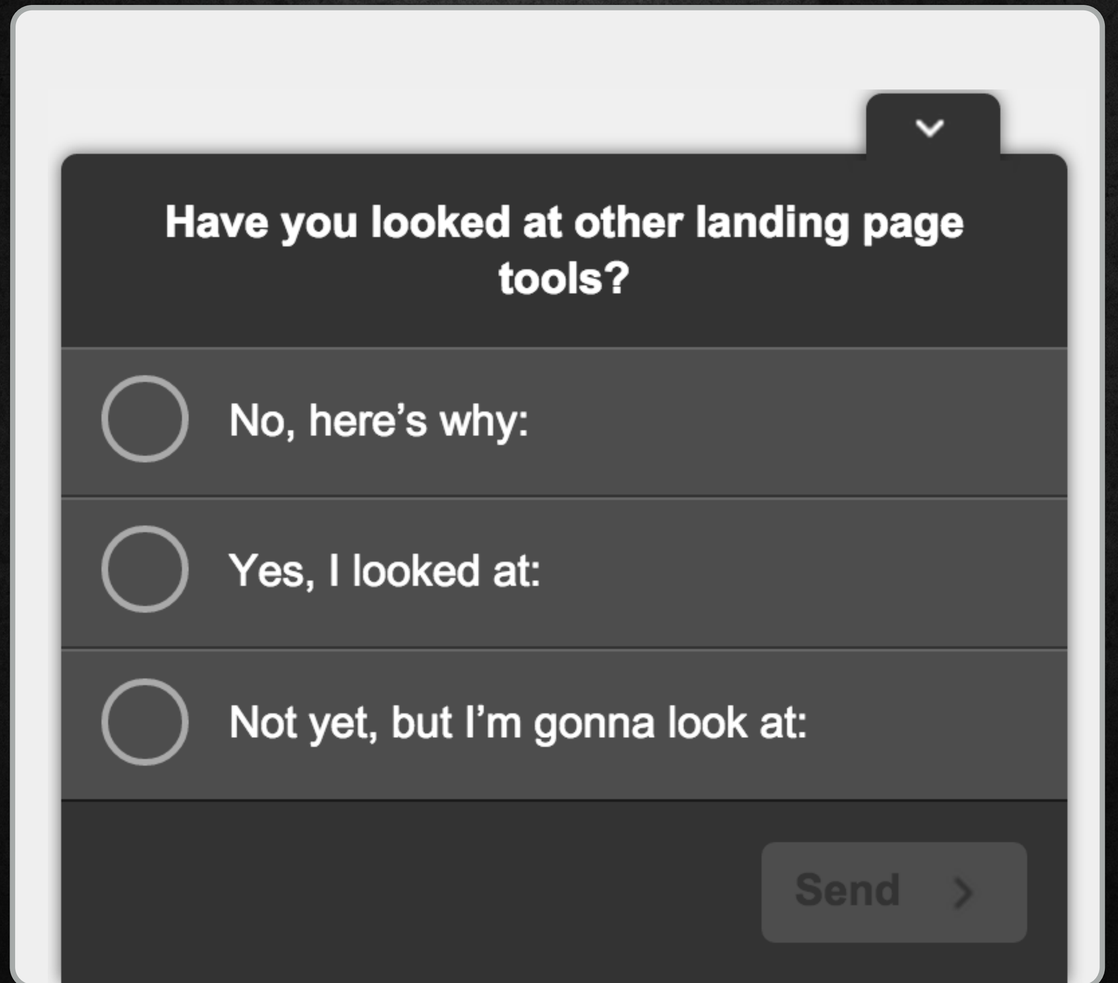
3. Are there any particular aspects of X that people don’t understand?

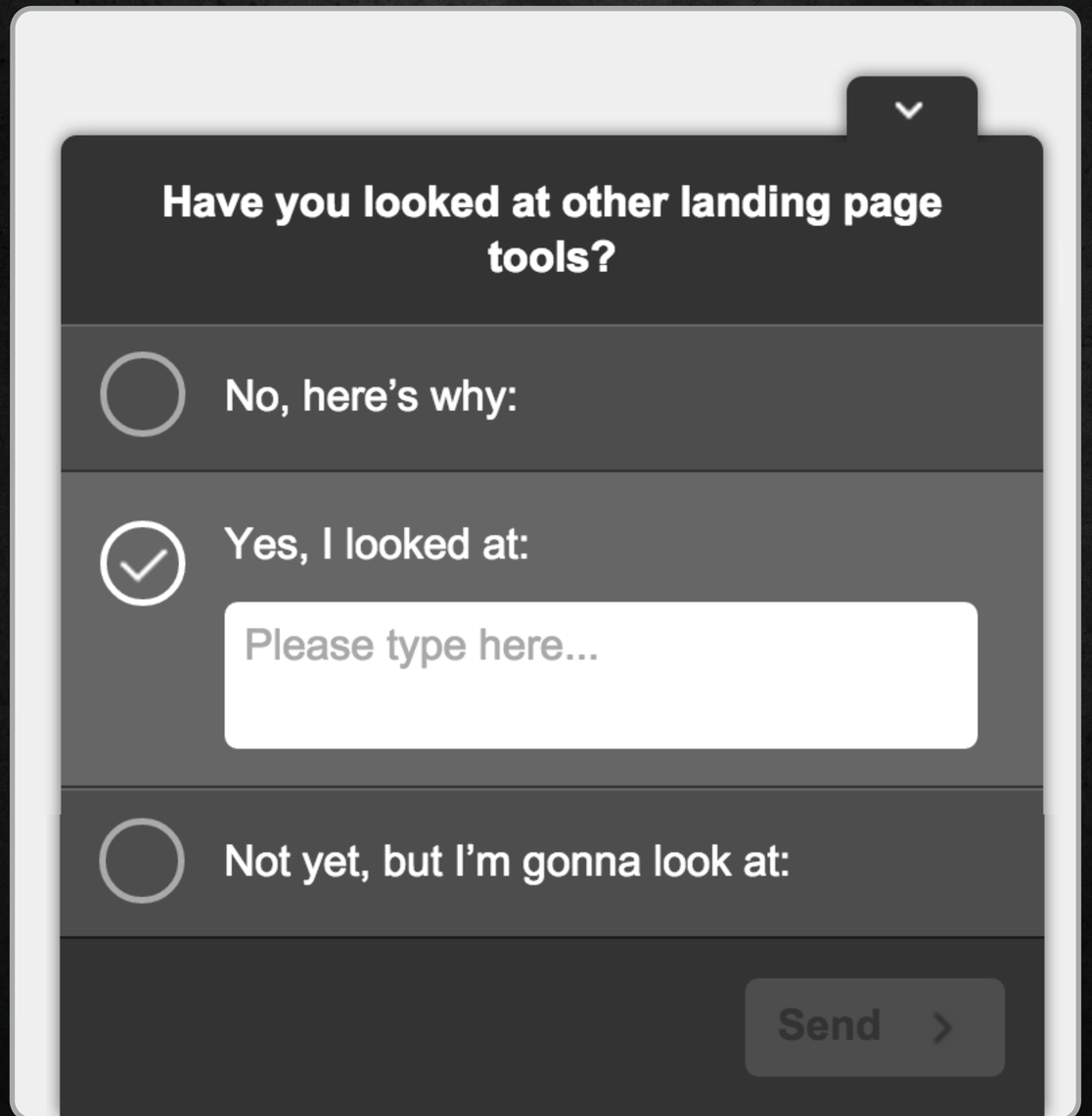
4. What aspects of X do people like the most/least?

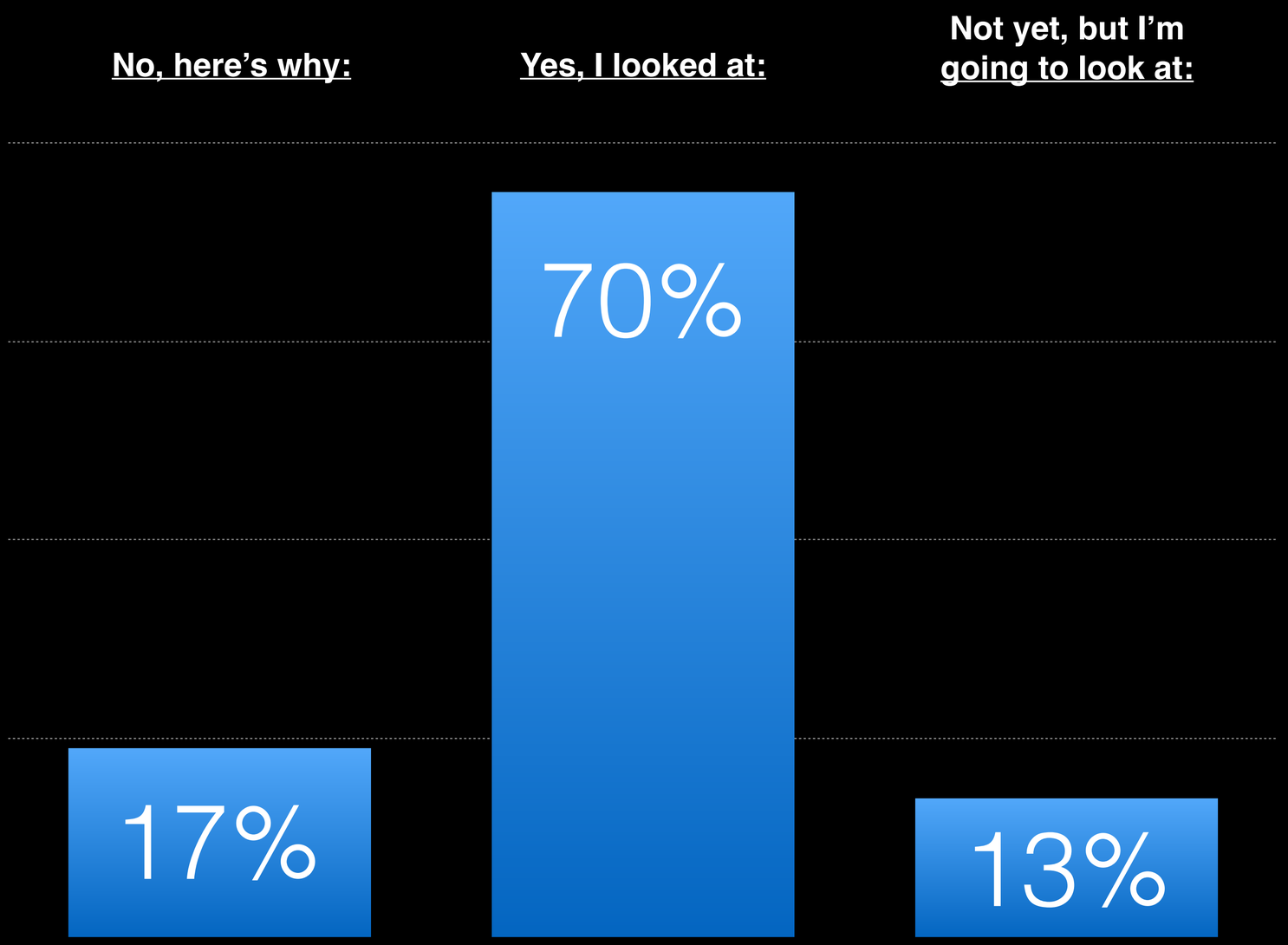
5. Did I miss anything important? Got something to add?


We Redesigned This Page. Do You Like It?
0
1
2
3
4
5
6
7
8
9
10
No
Yes
Send


To What Extent Do You Agree With The Following Statement?: "I Found What I Was Looking For Today"
0
1
2
3
4
5
6
7
8
9
10
Disagree
Agree
Send


Have you looked at other landing page tools?
No, here's why:
Yes, I looked at:
Not yet, but I'm gonna look at:
Send


Have you looked at other landing page tools?
No, here's why:
Yes, I looked at:
Please type here...
Not yet, but I'm gonna look at:
Send


No, here's why:
Yes, I looked at:
Not yet, but I'm going to look at:
17%
70%
13%

Other Research Tools / Methods

-
-
-
-
-
-
-
-
-

SEE THROUGH THE
EYES OF YOUR USERS

DATA-DRIVEN EMPATHY

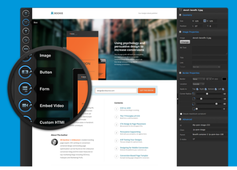
- Andy Crestodina

unbounce

The Landing Page Builder For Professional Marketers

Build, Publish and A/B Test Landing Pages without I.T.

Increase the ROI of your marketing campaigns



Quickly & easily build landing pages for your marketing campaigns

Unbounce is the landing page builder for marketers, designed to let you build, publish and A/B test your landing pages.

All without having to rely on I.T. or web development teams.

Build A High-Converting Landing Page Now!

Here's a quick look at how Unbounce helps marketers:

Build landing pages in hours, not weeks.

Our powerful drag & drop landing page builder lets you create pages without any help from a technical team. You can easily build a high-converting landing page, and publish to the web in a single click - all without any knowledge of HTML.

Start from a high-converting mobile responsive template

With our suite of mobile-responsive templates, your landing pages will look as good as they perform. Designed to offer complete flexibility, you can easily customize any template to suit your brand.

Increase Conversion Rates with A/B Testing

A/B testing your campaigns is easy with Unbounce. Create a variation of your landing page with a different headline, image or copy, click "publish" and collect real-time data immediately.

The easiest way to build landing pages for your marketing campaigns

JOIN 9,000+ COMPANIES USING UNBOUNCE TO INCREASE THEIR MARKETING ROI

	PRO 199	BEST VALUE PRO 99	Starter
	$199/MO Agencies & Marketing Teams	$99/MO Consultants & Small Businesses	$49/MO New Businesses & Entrepreneurs
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	100,000	25,000	5,000
80+ Landing Page Templates As templates are Mobile Responsive	✓	✓	✓
NEW Mobile Responsive Design Get More Leads and Conversions	✓	✓	✓
Lead Notifications Get emailed when leads come in	✓	✓	✓
Dynamic Text Replacement For improving your PPC marketing conversion rates	✓	✓	✗
Multi User Features Add Admins, Authors and Viewers	✓	✓	✗
Brandable Lead Notifications	✓	✓	✗
Professional Integrations Salesforce, Hubspot, Infusionsoft	✓	✓	✗
Unlimited Read-Only Users For clients and stakeholders	✓	✓	✗
	Start My 30-Day Free Trial	Start My 30-Day Free Trial	Start My 30-Day Free Trial

All prices in USD. You will not be charged until after your full access, risk-free 30-day trial.

All Plans Include

- **Basic Integrations** (Mailchimp, AWeber, Campaign Monitor, Constant Contact, Zoho & more)
- WYSIWYG Landing Page Builder
- Email Notifications When You Get Leads
- Mobile Responsive Design
- Unlimited Pages & A/B Tests
- 35+ Mobile Responsive Landing Page Templates
- Real-Time Conversion Stats

"Unbounce is an incredible tool to easily create landing pages and test new hypothesis and ideas. We've implemented many new designs and in several cases experienced **conversion lifts of over 20%.**"

Hootsuite

Craig Ryomoto
Director, Pro User Growth & Revenue

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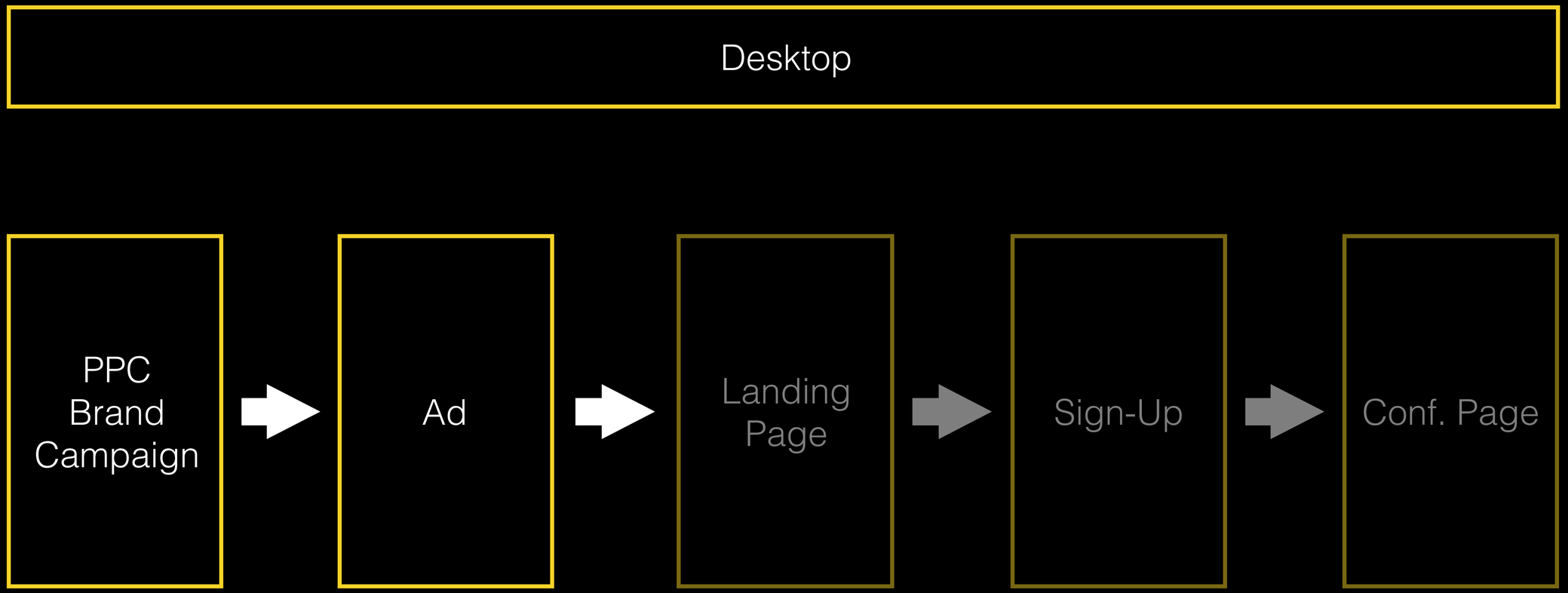
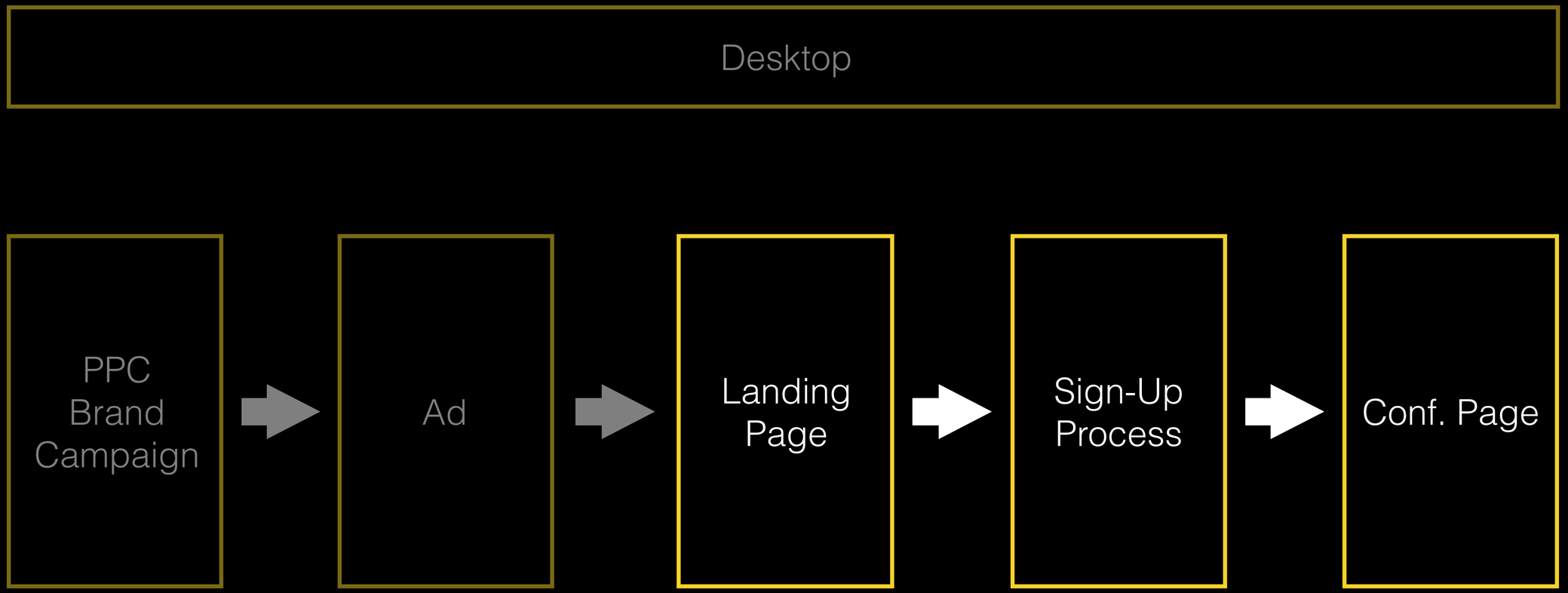
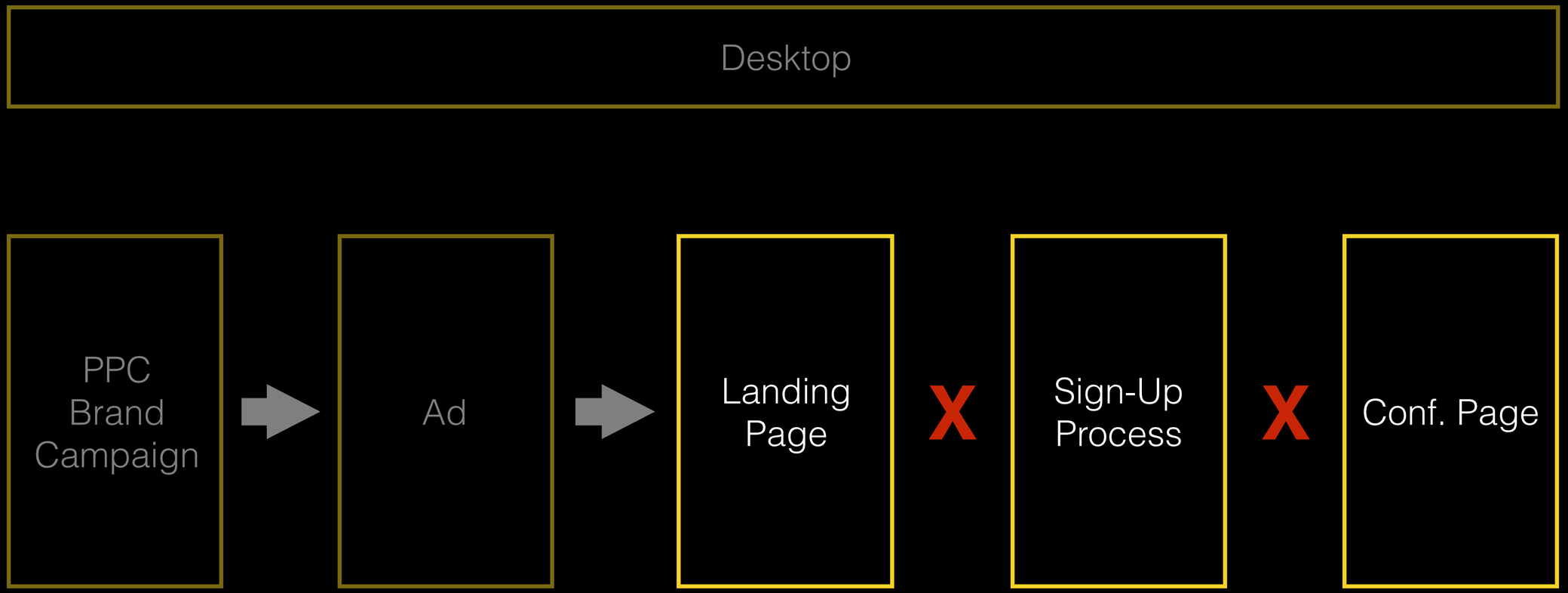

Desktop
PPC Brand Campaign
Ad
Landing Page
Sign-Up
Conf. Page


Desktop
PPC Brand Campaign
Ad
Landing Page
Sign-Up Process
Conf. Page


Desktop
PPC Brand Campaign
Ad
Landing Page
X
Sign-Up Process
X
Conf. Page

Lou

Jade

unbounce

FEATURES TEMPLATES WIDGETS FREE TRIAL WHY LANDING PAGES?

Create High-Converting Landing Pages With Unbounce

The intuitive, flexible landing page builder for professional marketers

- Create high-converting landing pages in no time
- Tweak and iterate on SLICK pages from scratch
- Integrate with your favorite marketing tools
- A/B test & optimize your landing pages
- Manage it all without help from IT

Cisco adobe eHarmony eventbrite amazon.com Linked in Bombardier

Super Simple Drag & Drop Landing Page Builder

Unbounce builds landing pages quickly and intuitively for you.

Select from 100+ landing page templates or start up from scratch. Use our drag & drop builder to customize every element of your page. Insert dynamic text, countdown timers, videos, social sharing buttons and more. Launch and A/B test all of this in a matter of minutes.

- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic keyword insertion for PPC campaigns

Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display pretty links you want
- Pages are hosted on our super fast, secure, SSD-powered servers so you never have to worry about it.

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built in **integration with dozens of partners.** Even if you rely on custom software, we have integration options that will work with anything.

MailChimp Campaign Monitor AWeber Marketo

Constant Contact iContact AutoCampaign

HubSpot Salesforce Infusionsoft

"The results were a thing of automation (pardon) out of simple landing pages. [...] We're now able to build a landing page in under 30 minutes."
Brad Hockley, Inventory, Accounting Director at "Sorry Service"

Optimize Landing Pages With Built-in A/B Testing

Unbounce features built-in A/B testing software so you can test different lines of copy, layouts and images for optimum conversions.

Create a base or control page, and we'll show your visitors variations to find out which one converts best.

Our software takes all of the hard work out of A/B testing. Organize test data and let your web analytics show you the results.

Fully Customizable Mobile Responsive Templates

Choose from **more than 80 different templates**, already click-into-your-brand or do-it-as-you-go, you can also start with a **blank page** or **A/B everything from scratch.**

How Unbounce Helps Marketers

Create A Kickin' Landing Page Without I.T.
Unleash a kickin' landing page without I.T. drag and drop interface.

Gain Efficient, Easy Way to Manage Campaigns
Say 'no' to the time-suck of juggling too many landing pages.

80+ Fully Customizable Templates.
Choose a template, start from scratch or import your own.

Integrate With Your Favorite Marketing Tools
Send data from your landing pages to another marketing tool.

Make 80+ Elements related text for User Interest

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Build all client landing pages with our drag & drop builder.

Customize Design to Fit Client Brand Guidelines
Our templates will look great, whether it has to be branded or not.

Integrate With Client CRM & Marketing Tools
Integrate all the tools your clients use with Unbounce.

Multiple White Label Client Accounts
Customized accounts for clients, like Google Adwords.

Select from 'For Users' Related Content for the Text Element

Awesome, Personal Support For All Customers

98%
Customer Rating
Satisfaction

"I had some difficulties at several points in the process and I was very impressed with how quickly I received a response. I will be back soon."

Sabrina Pfaffl, Service Personal Manager
sabrina@unbounce.com

Ready to Create Your First Landing Page?

Join 9,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30 Day Trial. All Plans. All Obligation.

	PRO 199	PRO 99 (MOST POPULAR)	Starter
	$199/mo Billed Monthly or $1,900/yr (Save 20%)	$99/mo Billed Monthly or $950/yr (Save 20%)	$49/mo Billed Monthly or $450/yr (Save 20%)
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	150,000	20,000	3,000
Pre-Launch Page Reviews by Unbounce Conversion Experts	✓	✓	✓
Mobile Responsive Design	✓	✓	✓
Lead Notifications (Get leads sent to you instantly)	✓	✓	✓
Dynamic Text Replacement (Personalize landing page copy for each visitor)	✓	✓	✗
Real-Time Traffic & A/B Test Insights	✓	✓	✗
Embedded Lead Notifications	✓	✓	✗
Embedded Google Docs, Google Sheets & Excel Files	✓	✓	✗
Unlimited Root Level Domains (Add your own domains)	✓	✓	✗
UNBOUNCE PRO ACCOUNTS	✓	✗	✗
	Start Your 30 Day Free Trial	Start Your 30 Day Free Trial	Start Your 30 Day Free Trial

All plans are 30 day free trial and are billed annually. 30 day money back guarantee. Cancel at any time during the free trial and you won't be charged a thing. Ever.

All Plans Include:

- Integrations with Google Analytics, Salesforce, Zapier & more
- Dynamic Text Replacement
- Mobile Responsive Design
- 24/7 Live Chat & Phone Support
- Pre-Launch Page Reviews
- Real-Time Conversion Rates
- Easy to Use A/B Testing
- Lead Form Conversion Rates

What Are Landing Pages, and Why Should I Use Them?

A landing page is a conversion-optimized page (duh) that's focused on a single goal.

Landing pages are designed to remove distractions (your landing page is not your homepage) and encourage visitors to take a specific action.

Landing pages are the most effective way to turn your traffic into leads, customers, or whatever you're trying to get.

Check out a demo, create a free account, or contact our sales team to learn more.

Learn more about: Unbounce Features | Pricing | Templates

Lead generation - designed to capture user data and turn it into leads and sales.

@ContentVerve

unbounce

Create High-Converting Landing Pages With Unbounce

The industry-leading landing page builder for professional marketers

- Create high-converting landing pages in no time
- Publish one dozen or 10,000 pages from one click
- Integrate with your favorite marketing tools
- A/B test to optimize your landing pages
- Manage it all without help from I.T.

Customer.io · shopify · mailchimp · amazon.com · LinkedIn · Thumbtack

Super Simple Drag & Drop Landing Page Builder

Anyone can build landing pages quickly and easily with Unbounce.

Without ever opening a line of code or start-up from scratch, you can build and host high-converting landing pages that look great, load fast on all of the 10 in use by 70M+ people.

- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic Keyword Insertion for PPC campaigns

Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display precisely what you want
- Pages are hosted on our super fast, secure, and reliable servers so you never have to worry about it

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built in **integration with dozens of partners.** Even if you rely on custom software, we have integration options that will work with anything.

MailChimp · Campaign Monitor · AWeber · Marketo · Constant Contact · speedBoats · ActiveCampaign · HubSpot · Salesforce · infusionsoft

"The one place I want a library of customizable (powerful) out of the box landing pages. Unbounce is the best solution I've found for this. Period."
Brad Hockley, Consultant, Founder of "Let's Go Social"

Optimize Landing Pages With Built-In A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and find out what's most effective for your campaigns.

Create a new A/B variant page, and we'll send your visitors and landing to it to see how it performs.

Turn winners live with one click, and turn off losers. Upgrade tool, click and it, your work and get to it all over the world in minutes.

Fully Customizable Mobile Responsive Templates

Choose from **more than 80 different templates**, and you click one and tweak it or do it as you like. You can also start with a **blank page** or **A/B everything from scratch.**

How Unbounce Helps Marketers

Create A Kickin' Landing Page Without I.T.
Launch a landing page, post, or blog and send it live in minutes.

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Stay on top of your leads and campaigns with our intuitive dashboard.

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Choose a template and make it your own in seconds.

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Send data from your landing pages to another marketing tool.

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Easily Design & Manage Landing Pages for Clients
Build, A/B test, publish and edit landing pages right in your browser.

Customize Design to Fit Client Brand Guidelines
Pre-made templates and full page editing mean no compromises on design.

Integrate With Client CRM & Marketing Tools
Integrate with the tools your clients use to maximize your clients' ROI.

Multiple White Label Client Accounts
Customize your Unbounce dashboard with your clients' logos.

Awesome, Personal Support For All Customers

98%
Customer Rating
Satisfaction

Ready to Create Your First Landing Page?

Join 9,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30-Day Trial on All Plans – No Obligation

	Starter	Pro 50	Pro 100
	$49/mo	$99/mo	$199/mo
	Billed Annually	Billed Annually & Save 20%	Billed Annually & Save 20%
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	3,000	20,000	100,000
Drag-and-Drop Page Builder & Mobile Responsive Templates	✓	✓	✓
Mobile Responsive Design	✓	✓	✓
Form Builder & Lead Management	✓	✓	✓
Dynamic Keyword Insertion for PPC Campaigns	✓	✓	✓
Integrations with Marketing Tools	✓	✓	✓
Smart Traffic	✓	✓	✓
Pre-made Lead Notifications	✓	✓	✓
Unlimited Domains & Subdomains	✓	✓	✓
Unlimited Page Variants for A/B Testing	✓	✓	✓
Unbounce Conversion Intelligence	✓	✓	✓
Unbounce Conversion Intelligence Benchmarks	✓	✓	✓
Unbounce Dynamic Text Replacement	✓	✓	✓
Unbounce Dynamic Countdowns	✓	✓	✓
Unbounce Dynamic Widgets	✓	✓	✓
Unbounce Dynamic Pop-Ups & Sticky Bars	✓	✓	✓
Unbounce Dynamic Alert Bars	✓	✓	✓
Unbounce Dynamic Custom Scripts	✓	✓	✓
Unbounce Dynamic Sticky Elements	✓	✓	✓
Unbounce Dynamic Embeds	✓	✓	✓
Unbounce Dynamic Countdowns	✓	✓	✓
Unbounce Dynamic Widgets	✓	✓	✓
Unbounce Dynamic Pop-Ups & Sticky Bars	✓	✓	✓
Unbounce Dynamic Alert Bars	✓	✓	✓
Unbounce Dynamic Custom Scripts	✓	✓	✓
Unbounce Dynamic Sticky Elements	✓	✓	✓
Unbounce Dynamic Embeds	✓	✓	✓
Unbounce Dynamic Countdowns	✓	✓	✓
Unbounce Dynamic Widgets	✓	✓	✓
Unbounce Dynamic Pop-Ups & Sticky Bars	✓	✓	✓
Unbounce Dynamic Alert Bars	✓	✓	✓
Unbounce Dynamic Custom Scripts	✓	✓	✓
Unbounce Dynamic Sticky Elements	✓	✓	✓
Unbounce Dynamic Embeds	✓	✓	✓
AMAZON S3 INTEGRATION	✓	✓	✓
	Start Your 30-Day Free Trial	Start Your 30-Day Free Trial	Start Your 30-Day Free Trial

All Plans Include

- Integrations with Popular Tools
- Drag-and-Drop Page Builder
- Mobile Responsive Design
- 24/7 Live Chat & Phone Support
- Smart Traffic
- Unbounce Conversion Intelligence
- Dynamic Text Replacement
- Dynamic Countdowns
- Dynamic Widgets
- Dynamic Pop-Ups & Sticky Bars
- Dynamic Alert Bars
- Dynamic Custom Scripts
- Dynamic Sticky Elements
- Dynamic Embeds

What Are Landing Pages, and Why Should I Use Them?

@ContentVerve

Create High-Converting Landing Pages With Unbounce

The mighty, flexible drag & drop page builder for professional marketers.

- Create high-converting landing pages in no time
- Tweak any aspect of your page from scratch
- Integrate with your favorite marketing tools
- A/B test & optimize your landing pages
- Manage it all without help from I.T.

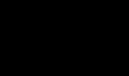
Cisco · eBay · Audible Nina · amazon.com · Linked · SurveyMonkey

Super Simple Drag & Drop Landing Page Builder

Anyone can build landing pages quickly and easily with Unbounce.

Select from 100+ landing page templates or start up from scratch. Use our drag & drop builder to add, edit & tweak any element on your page. Don't like the way it looks on mobile? Switch to the mobile view & customize it for mobile visitors.

- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic keyword inserter for PPC campaigns



Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display precisely what you want
- Pages are hosted on our super fast, secure, SSL enabled servers so all security, SSL and support is handled for you

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built-in integration with dozens of partners. Even if you rely on custom software, we have integration options that will work with anything.

MailChimp · Campaign Monitor · AWeber · Marketo · Constant Contact · iContact · ActiveCampaign · HubSpot · Salesforce · Infusionsoft

"The one place I want a library of customization [options] is out of [my] landing pages. Unbounce is the only tool I've found that has that level of customization."
Brad Hockberg, Consultant, Wedding Photos of Tampa Bay

Optimize Landing Pages With Built-In A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and find out what's working for your campaigns.

Create a new A/B variant page, and we'll send your visitors over to it. It's that easy. Then, see which page is the winner.

Turn winners into A/B variants with just a click. Or, if you're a real data geek, dive deep with advanced charts and stats.

Fully Customizable Mobile Responsive Templates

Choose from more than 80 different templates, and you can start with one and tweak it or mix-in as you like. You can also start with a blank page or build everything from scratch.

How Unbounce Helps Marketers

Create A Kickin' Landing Page Without I.T.
Launch & test landing pages with no dev drag and drop interface.

Gain Efficient, Easy Way to Manage Campaigns
Stay on top of your leads & campaigns with our "mission control" page.

80+ Fully Customizable Templates.
Choose a template, start from scratch or import your own.

Integrate With Your Favorite Marketing Tools
Send data from your landing pages to whatever marketing tool you use.

Select from 80+ Mobile-Optimized Templates

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Build, test & deploy pages your way. No waiting on I.T. or developers.

Customize Design to Fit Client Brand Guidelines.
Pre-Created A/B and split variants a snap to create based on your needs.

Integrate With Client CRM & Marketing Tools
Integrate with the tools your clients use to maximize your clients' ROI.

Multiple White Label Client Accounts
Customized Login Credentials, Billing, Etc. (e.g. Agency Name)

Select from 80+ Mobile-Optimized Templates

Awesome, Personal Support For All Customers

98%
Customer Rating
Satisfaction

"I've personally talked to all [customers] at some point, and I've never had a single one say, 'You know, I'm pissed.' All they want is help. They're happy to get it."

Carina Potts, Service Success Manager
carina@unbounce.com

Ready to Create Your First Landing Page?

Join 9,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30-Day Trial on All Plans – No Obligation

	PRO 199	PRO 99 (MOST POPULAR)	Starter
	$199/mo. Billed Monthly or $1,900/yr. Billed Annually	$99/mo. Billed Monthly or $950/yr. Billed Annually	$49/mo. Billed Monthly or $450/yr. Billed Annually
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	150,000	20,000	3,000
Drag-and-Drop Builder, Templates, Javascript, Ajax & Custom HTML	✓	✓	✓
Mobile Responsive Design	✓	✓	✓
Lead Management, Integrations & Reporting	✓	✓	✓
Smart Traffic™ (Dynamic Traffic Routing)	✓	✓	✗
Pop-Under Lead Boxes	✓	✓	✗
Pre-Loader Lead Notifications	✓	✓	✗
Unbounce Conversion Intelligence™ (Automatic Optimization)	✓	✓	✗
Unlimited Root Domains	✓	✓	✗
UNBOUNCE PRO ACCOUNTS	✓	✓	✗

Start My 30-Day Free Trial | Start My 30-Day Free Trial | Start My 30-Day Free Trial

All plans include 24/7 live chat and email support. 30-day money back guarantee. You may downgrade, cancel or pause your account at any time.

All Plans Include

- Integrate with Marketo, Salesforce, Eloqua & more
- Create Pop-Up Opt-In Forms
- Mobile Responsive Design
- 24/7 Live Chat & Email Support
- Unlimited Domains
- Customized Unbounce Pro Accounts
- Pay-As-You-Go Pricing
- Real-Time Conversion Stats

What Are Landing Pages, and Why Should I Use Them?

A landing page is a conversion-optimized page (DUH) that's focused on a single offer.

Landing pages are the magic behind successful online marketing campaigns. They're the pages your visitors "land" on after clicking on an ad, email or link.

Landing pages are designed to maximize conversions (sales, leads, signups, etc.) by removing distractions (like header navigation) and focusing your visitor's attention on a single offer.

Learn more about landing pages and how to create them in this video:

@ContentVerve

Create High-Converting Landing Pages With Unbounce

The mighty, flexible online landing page builder for professional marketers.

- Create high-converting landing pages in no time
- Publish one dozen or 10,000 pages from one app
- Integrate with your favorite marketing tools
- A/B test & optimize your landing pages
- Manage it all without help from I.T.

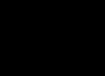
Cvent | eBay | Evernote | amazon.com | Linked | SurveyMonkey

Super Simple Drag & Drop Landing Page Builder

Unbounce builds landing pages quickly and easily with no hassle.

Select from 100+ landing & "click-thru" page templates, each tested & optimized for conversions. Or start from scratch with a blank page.

- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic keyword insertion for PPC campaigns



Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display pretty links you want
- Pages are hosted on our super fast, secure, SEO-optimized, CDN-powered servers. We managed it.

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built in integration with dozens of partners. Even if you rely on custom software, we have integration options that will work with anything.

MailChimp | Campaign Monitor | AWeber | Marketo | Constant Contact | speedBoats | ActiveCampaign | HubSpot | Salesforce | Infusionsoft

"Try any place even a dress of conversion potential out of your landing pages. Unbounce is the most powerful landing page app I've seen."
— Rand Fishkin, Moz CEO, Founder of SparkToro, and Author of "Lost to Search"

Optimize Landing Pages With Built-In A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and find out what's most effective for your campaigns.

Easily create & run split tests, and we'll let you know your exact split-testing ROI (no need to hire a statistician).

Turn unknown ideas and hunches into data you can easily "migrate fast and drift" your web pages in ways you can't with I.T. in charge.

Fully Customizable Mobile Responsive Templates

Choose from more than 80 different templates, and you click once and "voilà" it all looks as you like. You can also start with a blank page or build everything from scratch.

How Unbounce Helps Marketers

Create A Kickin' Landing Page, Without I.T.
Launch & A/B test landing pages with no dev drag and drop interface.

Gain Efficient, Easy Way to Manage Campaigns
Stay on top of your leads & campaigns with our "mission control" page.

80+ Fully Customizable Templates
Choose a template and make it your own in seconds.

Integrate With Your Favorite Marketing Tools
Send data from your landing pages to whatever marketing tool you.

Make 80+ Extensions, Integrations & Custom Solutions

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Build, test, & deploy pages your clients will love, in record time.

Customize Design to Fit Client Brand Guidelines
Your creativity will not be cramped. Unbounce is a blank canvas for you.

Integrate With Client CRM & Marketing Tools
Integrate with the tools your clients & customers use (Salesforce, MailChimp, etc.).

Multiple White Label Client Accounts
Customized pricing & branding, like it's your agency's own tool.

Select from 75+ Native Integrations & Custom Solutions

Awesome, Personal Support For All Customers

98% Customer Rating Satisfaction

Unbounce offers free set-up assistance to get you started, plus 24/7 support. Our "Customer Success" team is here to help you succeed.

Getting Started: Get Your Personal Manager at info@unbounce.com

Ready to Create Your First Landing Page?

Join 10,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30-Day Trial on All Plans – No Obligation

	PRO 199	PRO 99 (MOST POPULAR)	Starter
	$199/mo Billed Monthly or $1,900/yr (Save 20%)	$99/mo Billed Monthly or $950/yr (Save 20%)	$49/mo Billed Monthly or $450/yr (Save 20%)
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	150,000	20,000	3,000
Drag-and-Drop Page Builder, Templates & Mobile Optimization	✓	✓	✓
Mobile Responsive Design	✓	✓	✓
Lead Management, Form Builder & Integrations	✓	✓	✓
Dynamic Keyword Insertion	✓	✓	✗
Page Copy Tool for Quick Edits	✓	✓	✗
Embedded Lead Notifications	✓	✓	✗
Unbounce Conversion Intelligence Insights	✓	✓	✗
Unlimited Domains, Pages & Custom JavaScript	✓	✓	✗
UNBOUNCE API & INTEGRATIONS	✓	✓	✗
	Start My 30-Day Free Trial	Start My 30-Day Free Trial	Start My 30-Day Free Trial

All Plans Include

- Integrations with Google Analytics, Salesforce, MailChimp & more
- Google Tag Manager & GTM Support
- Mobile Responsive Design
- 24/7 Live Chat & Phone Support
- Conversion Analytics
- Automated Updates When You Are Ready
- SSL & CDN Hosting
- Real-Time Conversion Rates

What Are Landing Pages, and Why Should I Use Them?

A landing page is a standalone web page DESIGNED for a single purpose: to convert visitors.

Unlike a website, a landing page has a single, focused goal. Every element on the page is designed to support that goal, whether it's getting a visitor to click a button, submit a form, or complete a purchase.

Learn more about landing pages and how they can help your business.

@ContentVerve

Create High-Converting Landing Pages With Unbounce

The industry-leading landing page builder for professional marketers.

- Create high-converting landing pages in no time
- Publish and iterate at 10x the speed from Unbounce
- Integrate with your favorite marketing tools
- A/B test to optimize your landing pages
- Manage it all without help from I.T.

Super Simple Drag & Drop Landing Page Builder

Anyone can build landing pages quickly and easily with Unbounce.

Select from 100+ landing page templates or start up from scratch. Use our drag & drop builder to edit any part of the page to suit your needs.

- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic keyword insertion for PPC campaigns

Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display precisely what you want
- Pages are hosted on our super fast, secure, and reliable servers so you never have to worry about it.

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built in **integration with dozens of partners.** Even if you rely on custom software, we have integration options that will work with anything.

MailChimp · Campaign Monitor · AWeber · Marketo · Constant Contact · iContact · ActiveCampaign · HubSpot · Salesforce · Infusionsoft

"The results we've seen in the ease of customization [and] of any of [our] landing pages, it's been the best. We've been able to create a lot more pages."
Brad Hensley, Marketing Manager, Thumbtack.com

Optimize Landing Pages With Built-in A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and variations and create for maximum conversions.

To fully create an optimal page, start up an A/B test with our drag & drop builder. Then, sit back and relax.

Our software does all the work. Sell you on value. Highlights text and shift your web analytics setup to get the full picture.

Fully Customizable Mobile Responsive Templates

Choose from **more than 80 different templates**, already click-and-tweak'd so you're up and running in no time. You can also start with a **blank page** or **A/B everything from scratch.**

How Unbounce Helps Marketers

Create A Kickin' Landing Page Without I.T.
Launch & A/B test landing pages with our drag-and-drop builder.

Gain Efficient, Easy Way to Manage Campaigns
Say "no" to the time-suck of asking I.T. for help on page updates.

80+ Fully Customizable Templates.
Choose a template and make it your own in seconds.

Integrate With Your Favorite Marketing Tools
Send data from your landing pages to whatever marketing tool you use.

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Build, A/B test, collaborate and say "no" to page maintenance.

Customize Design to Fit Client Brand Guidelines.
Pre-made templates or start with a blank canvas.

Integrate With Client CRM & Marketing Tools
Integrate with the tools your clients & customers use to collect data.

Multiple White Label Client Accounts
Customized pricing and branding. Set it up & start billing them!

Awesome, Personal Support For All Customers

98%
Customer Rating
Satisfaction

"I had some ideas that we needed help on and I was able to get on the phone with [Unbounce] and they helped me through it. All the way from the beginning to the end."

Sydney Pratt, Service Account Manager
sydney@unbounce.com

Ready to Create Your First Landing Page?

Join 8,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30-Day Trial on All Plans – No Obligation

	PRO 100	PRO 50 (MOST POPULAR)	Starter
	$199/mo Billed Monthly or $159/mo Billed Annually	$99/mo Billed Monthly or $79/mo Billed Annually	$49/mo Billed Monthly or $39/mo Billed Annually
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	100,000	20,000	3,000
Drag-and-Drop Builder, Templates, Mobile Responsive Pages	✓	✓	✓
Mobile Responsive Pages	✓	✓	✓
Lead Notifications, Lead Management, Dynamic Text Replacement	✓	✓	✓
Smart Traffic Platform (AI-powered traffic routing)	✓	✓	–
Smart Copy Platform (AI-powered copywriting)	✓	✓	–
Pre-made Lead Notifications	✓	✓	–
Dynamic Content, Dynamic Countdown Timers, Sticky Bars	✓	✓	–
Unlimited Root Domains, Subdomains, and Sub-directories	✓	✓	–
INTEGRATE WITH EVERYTHING	✓	✓	✓

Start My 30-Day Free Trial | Start My 30-Day Free Trial | Start My 30-Day Free Trial

All plans include: Free SSL certificate & hosted on our super fast, secure, and reliable servers so you never have to worry about it.

All Plans Include

- Integrate with Google Analytics
- Drag-and-Drop Page Builder
- Mobile Responsive Design
- 24/7 Live Chat & Phone Support
- Custom Domains
- Dynamic Content Blocks
- Real-Time Conversion Stats

What Are Landing Pages, and Why Should I Use Them?

@ContentVerve

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The mighty, flexible online landing page builder for professional marketers.

Super Simple Drag & Drop Landing Page Builder

Launch Campaigns Without Help From I.T.

Integrates With Your Favorite Marketing Tools

Optimize Landing Pages With Built-in A/B Testing

Fully Customizable Mobile Responsive Templates

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How Unbounce Helps Agencies

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The mighty, flexible online landing page builder for professional marketers.

- Create high-converting landing pages in no time
- Publish as many or as few pages from no-code
- Integrate with your favorite marketing tools
- A/B test to optimize your landing pages
- Manage it all without help from IT

Super Simple Drag & Drop Landing Page Builder

Unbounce builds RAD landing pages quickly and easily with our Smart Builder.

Select from 100+ landing page templates or start up from scratch—your call. Use our drag & drop builder to add, edit, and style all of the text, images, & more.

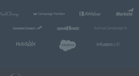
- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic keyword insertion for PPC campaigns

Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display pretty links you want
- Pages are hosted on our super fast, secure, and reliable servers—it's awesome. No developers.

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built-in **integration with dozens of partners.** Even if you rely on custom software, we have integration options that will work with anything.



"The more time I spend in Unbounce, the more I realize how much I can do with it. Every time I think I've reached the limit of what it can do, I discover a new feature that makes it even more powerful."

Brad Hershberg, Consultant, Hershberg Digital, LLC, Toronto, Canada

Optimize Landing Pages With Built-in A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and find out what's most effective for your campaigns.

Create a new A/B variant page, and we'll send your visitors randomly to it to see how it performs.

Turn winners live with a feature that lets you set specific targets like goal, time/# of visitors and automatically sends traffic to the winning page.

Fully Customizable Mobile Responsive Templates

Choose from **more than 50 different templates**, already click-and-tap-tested to work on any device you like. You can also start with a **blank page** or **build everything from scratch.**

How Unbounce Helps Marketers

Create & Publish Landing Pages Without I.T.
Access to our cloud service means no setup and no IT required.

Cost-Efficient, Easy Way to Manage Campaigns
The "do it for me but I need to do this" model is over.

60+ Fully Customizable Templates.
Choose a template, add images, or a blank canvas.

Integrate With Your Favorite Marketing Tools
Send data from your landing pages to other marketing tools.

Watch this 2-minute video to see it in action.

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Work as many clients as you like. Campaign ideas? It's limitless.

Customize Designs to Fit Client Brand Guidelines
Pre-Created LPT will look great, whether it has to be branded or not.

Integrate With Client CRM & Marketing Tools
Provide all the client data you need to measure your clients' ROI.

Multiple White Label Client Accounts
Customized work in Unbounce, like it's all in-house.

Select from 100+ landing page templates to get started.

Awesome, Personal Support For All Customers

98%
Customer Retention Satisfaction

"I've gone from a few emails a month to a few emails a week. And I'm not even the one who's asking! I'm the one who's getting asked."

Sabrina Pratt, Service Delivery Manager, sabrinapratt.com

Ready to Create Your First Landing Page?

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Free 30-Day Trial on All Plans – No Obligation

	PRO 100	PRO 50 (MOST POPULAR)	Starter
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Unique Visitors per Month	100,000	20,000	3,000
Drag-and-Drop Builder, Templates, Mobile Optimization	✓	✓	✓
Mobile Responsive Design	✓	✓	✓
Lead Management, Integrations, Dynamic Text Replacement	✓	✓	✓
Smart Traffic Add-on	✓	✓	✗
Pre-styled Lead Notifications	✓	✓	✗
Javascript Snippet, Conversion Tracking, Sticky Bars	✓	✓	✗
Unlimited Root Pages, Subdomains, Custom Domains	✓	✓	✗
Unbounce Ad Ecosystem	✓	✓	✗
	Buy Pro 100 Free Trial	Buy Pro 50 Free Trial	Buy Starter Free Trial

All plans are 30-day free trial and are billed annually. All plans limit 1 user. You may add additional users at an extra charge of $49/mo/user.

All Plans Include

- Integrate with Hundreds of Tools
- Drag & Drop Page Builder
- Mobile Responsive Design
- 24/7 Live Chat & Phone Support
- Conversion Analytics
- Customized Unbounce Plan Per Biz Goals
- Pick-Up & Go Training
- Real-Time Conversion Stats

What Are Landing Pages, and Why Should I Use Them?

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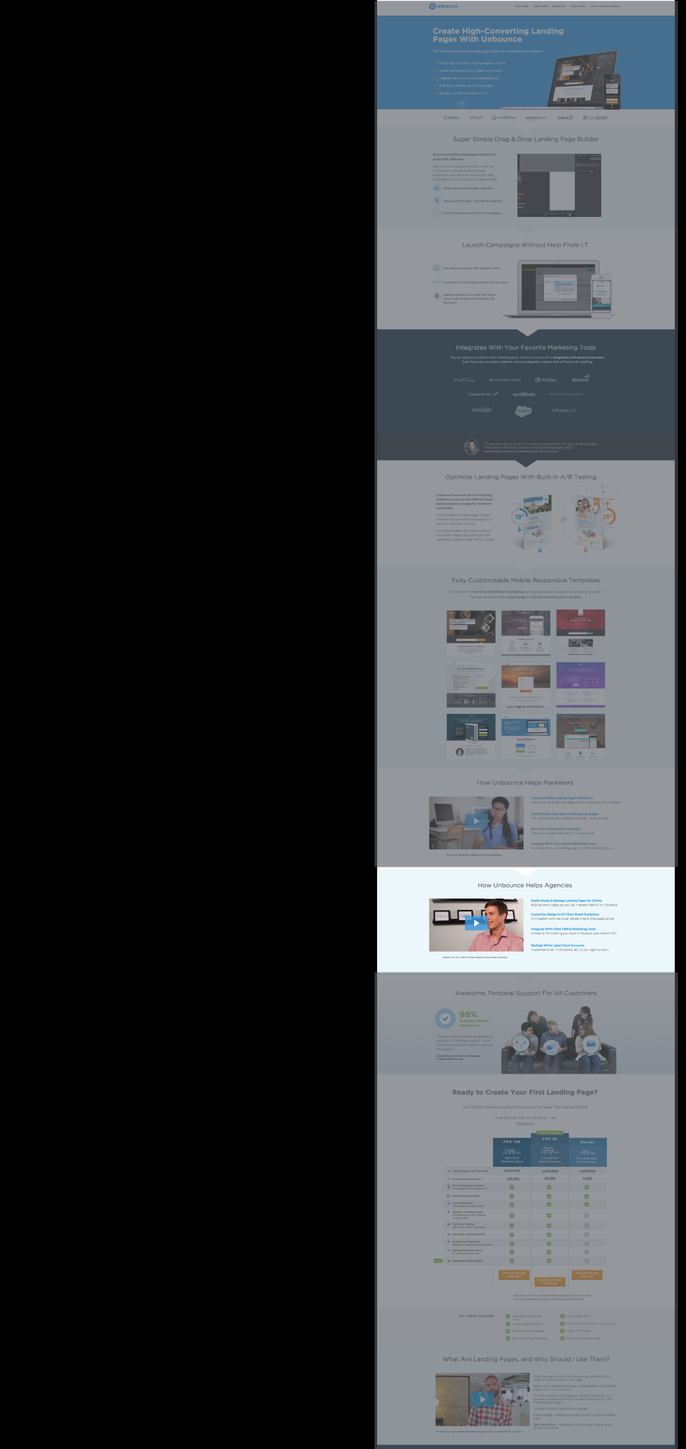

@ContentVerve

Create High-Converting Landing Pages With Unbounce

The industry-leading landing page builder for professional marketers

- Create high-converting landing pages in no time
- Tweak any aspect of your pages from scratch
- Integrate with your favorite marketing tools
- A/B test to optimize your landing pages
- Manage it all without help from I.T.

Super Simple Drag & Drop Landing Page Builder

Launch Campaigns Without Help From I.T.

Integrates With Your Favorite Marketing Tools

Optimize Landing Pages With Built-In A/B Testing

Fully Customizable Mobile Responsive Templates

How Unbounce Helps Marketers

How Unbounce Helps Agencies

Awesome, Personal Support For All Customers

98% Customer Rating Satisfaction

Ready to Create Your First Landing Page?

Join 9,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30-Day Trial on All Plans – No Obligation

	Starter	Most Popular: PRO 50	PRO 100
	$49/mo	$99/mo	$199/mo
	unlimited	unlimited	unlimited
	5,000	20,000	100,000

All Plans Include

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unbounce

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The drag-&-drop landing page builder for professional marketers

- Create high-converting landing pages in no time
- Tweak any aspect of your pages from scratch
- Integrate with your favorite marketing tools
- A/B test to optimize your landing pages
- Manage it all without help from I.T.

Canon · adidas · eventbrite · amazon.com · Linked · SurveyMonkey

Super Simple Drag & Drop Landing Page Builder

Anyone can build landing pages quickly and without coding.

Select from 100+ landing page templates or start with a blank canvas. Use our drag-&-drop builder to customize every element on the page. Launch and A/B test all of the A/B in seconds to find the best performing version.

- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic keyword insertion for PPC campaigns

Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display precise what you want
- Pages are hosted on our super fast, secure, and reliable servers - it's awesome, but you don't have to worry about it.

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built in **integration with dozens of partners.** Even if you rely on custom software, we have integration options that will work with anything.

MailChimp · Campaign Monitor · AWeber · Marketo · Constant Contact · iContact · ActiveCampaign · HubSpot · Salesforce · Infusionsoft

"The ease-of-use and A/B test of customization [powered] out of many landing pages. [It] has made the biggest impact on our business [and] our bottom line."
Brad Hockley, Innovation, Philadelphia Phillies, 4th Ranked MLB Team

Optimize Landing Pages With Built-in A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and find out what's working for your campaigns.

Create a new A/B variant page, and we'll ensure you start with the same traffic split for each of your variants.

Run unlimited tests on unlimited variants on each. Tweak to test one at a time, and watch in real-time as the results come in.

Fully Customizable Mobile Responsive Templates

Choose from **more than 50 different templates**, already click-and-load to fit on any of your pages. You can also start with a **blank page** or **A/B everything from scratch.**

How Unbounce Helps Marketers

Create A Kickin' Landing Page Without I.T.
Unleash a totally kickin' landing page without any drag-and-drop interface.

Gain Efficient, Easy Way To Manage Campaigns
Say "no" to the time-wasted to-and-fro - we've got you covered.

60+ Fully Customizable Templates.
Choose a template and customize it to your heart's content.

Integrate With Your Favorite Marketing Tools
Send data from your landing pages to another marketing tool.

Make the Unbounce solution work for your company.

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Build as many unique pages as you like - no page limits on any subscription.

Customize Design to Fit Client Brand Guidelines.
Our templates will look great, whether it has to be rebranded or not.

Integrate With Client CRM & Marketing Tools
Integrate all the tools your agency needs to maximize your clients' ROI.

Multiple White Label Client Accounts
Customized pricing and branding, plus an easy-to-use client dashboard.

Perfect Tool for Agency Owners and Their Client Services

Awesome, Personal Support For All Customers

98%
Customer Retention Satisfaction

"I had some ideas that we wanted to try in our campaigns, and I was able to get on the phone with Unbounce support and they walked me through it."

Carlos Pulido, Service Personal Manager
carlos@unbounce.com

Ready to Create Your First Landing Page?

Join 9,000+ Marketers Using Unbounce to Increase Their Marketing ROI.

Free 30-Day Trial on All Plans – No Obligation

	PRO 199	MOST POPULAR PRO 99	Starter
	$199/mo Billed Monthly, Or $1,900/yr Billed Annually	$99/mo Billed Monthly, Or $950/yr Billed Annually	$49/mo Billed Monthly, Or $450/yr Billed Annually
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	100,000	20,000	3,000
50+ Landing Page Templates, Plus Blank Canvas	✓	✓	✓
Mobile Responsive Design	✓	✓	✓
Lead Notifications (via Webhooks, Email, Slack & More)	✓	✓	✓
Dynamic Text Replacement (Personalize Your Landing Pages for Each Visitor)	✓	✓	
Pop-Up Tool (Lightbox, Slide-In & More)	✓	✓	
Pre-written Lead Notifications	✓	✓	
Customized Integrations (Salesforce, MailChimp & More)	✓	✓	
Validation Rule (SSN, Name, Email & More)	✓	✓	
Unbounce Has Everything	✓	✓	

Start Free, No CC Req. Start Free, No CC Req. Start Free, No CC Req.

All prices in USD. You will not be billed for your 30-day trial. Learn how you can upgrade, downgrade or cancel during the free trial.

All Plans Include

- Integrations with 100+ apps
- Drag-&-Drop Page Builder
- Mobile Responsive Design
- 24/7 Live Chat, Phone & Email Support
- Unlimited Domains
- Unlimited Visitors Per Pay Per Click Campaign
- SSL & CDN Hosting
- Real-Time Conversion Data

What Are Landing Pages, and Why Should I Use Them?

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Create High-Converting Landing Pages With Unbounce

The mighty, flexible online landing page builder for professional marketers.

- Create high-converting landing pages in no time
- Tweak any aspect of your pages from one spot
- Integrate with your favorite marketing tools
- A/B test to optimize your landing pages
- Manage it all without help from I.T.

Cisco · eBay · Audible Nina · amazon.com · Linked · SurveyMonkey

Super Simple Drag & Drop Landing Page Builder

Create beautiful landing pages quickly and easily with our builder.

Select from 100s of landing page templates or start up from scratch—you can build any page you can imagine. Easily customize every element, add, edit, insert and move stuff around. Even edit the HTML if you want to. Well.

- 100% customizable & mobile responsive
- Advanced form builder - add fields & customize
- Dynamic keyword insertion for PPC campaigns

Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display pretty links you want
- Pages are hosted on our super fast, secure, and reliable servers—it's awesome. No worrying!

Integrates With Your Favorite Marketing Tools

You can easily send data to other marketing tools. In fact, we have built-in **integration with dozens of partners.** Even if you rely on custom software, we have integration options that will work with anything.

MailChimp · Campaign Monitor · AWeber · Marketo · Constant Contact · SendBlast · ActiveCampaign · HubSpot · Salesforce · Infusionsoft

"The results we've seen in terms of conversion [using] all out of [our] landing pages. [It] is the best tool I've used in a number of years. Hands down."
Ryan Deiss, Founder, Digital Marketer

Optimize Landing Pages With Built-in A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and find out what's most effective for your campaigns.

Create a new A/B variant page, and we'll send your visitors randomly to it to see how it performs.

Turn winners live with a button click or set it to "Autopilot Mode" and we'll send more traffic your way to whichever page has the highest conversion rate.

Fully Customizable Mobile Responsive Templates

Choose from **more than 50 different templates**, already click-and-load it all in as-is or as you like. You can also start with a **blank page** or **A/B everything from scratch.**

How Unbounce Helps Marketers

Create A Kickin' Landing Page Without I.T.
Unleash a kickin' landing page without I.T. drop and drop interface.

Gain Efficient, Easy Way to Manage Campaigns
Say "no" to the time-suck of building new pages "the old way" and...

Win Fully Customizable Templates.
Choose a template, start from scratch or anywhere in between.

Integrate With Your Favorite Marketing Tools
Send data from your landing pages to whatever marketing tools...

More like Unbounce's solutions for the Lean Marketer.

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Build, test, tweak, adjust and scale. Your pages, how it's all supposed to be.

Customize Design to Fit Client Brand Guidelines.
Pre-Created or start with a blank canvas. It's up to you and your clients. It's all in the details and...

Integrate With Client CRM & Marketing Tools
Integrate with the tools you need to maximize your clients' ROI.

Multiple White Label Client Accounts
Customized Level of Reporting, Bill, Invoice, Agency Name

Select Text To Select Which Content To Put Into Variant

Awesome, Personal Support For All Customers

98%
Provable Happy Satisfaction

Chat to one of the friendly folks in our support team by clicking the "Chat" button in the bottom right of the screen.

Calling Profit, Not Our Account Manager
profit@unbounce.com

Ready to Create Your First Landing Page?

Join 9,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30 Day Trial on All Plans - No Obligation

	PRO 199	PRO 99 (MOST POPULAR)	Starter
	$199/mo Billed Monthly or $1,990/yr (Save 2 Months)	$99/mo Billed Monthly or $990/yr (Save 2 Months)	$49/mo Billed Monthly or $490/yr (Save 2 Months)
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	150,000	20,000	3,000
Drag-and-Drop Page Builder, Templates & Mobile Responsive Pages	✓	✓	✓
Mobile Responsive Pages	✓	✓	✓
Lead Notifications, Lead Management & Basic Reporting	✓	✓	✓
Dynamic Text Replacement, Dynamic Countdown Timers & Sticky Bars	✓	✓	✗
Smart Traffic™ Optimization	✓	✓	✗
Embedded Lead Notifications	✓	✓	✗
Unbounce Pop-Ups & Sticky Bars	✓	✓	✗
Unbounce Pro Form Builder & Lead Verification	✓	✓	✗
INTEGRATES WITH EVERYTHING	✓	✓	✓
	Start Your 30 Day Free Trial	Start Your 30 Day Free Trial	Start Your 30 Day Free Trial

Prices are in USD. Taxes may apply depending on your location.
Need a custom plan? Contact us for more information.

All Plans Include:

- Integrations with Everyone
- Drag-&-Drop Edge-to-Edge
- Mobile Responsive Design
- 24/7 Live-Chat & Team Tech Support
- Easily Scalable as You Grow
- Fast Hosted Landing Pages You Will Love
- Built-In A/B Testing
- Real-Time Conversion Stats

What Are Landing Pages, and Why Should I Use Them?

A landing page is a standalone web page dedicated to a single campaign or offering.

When a visitor clicks on the ad, email, or social post, they're taken to your landing page.

Another word for landing page is "lead capture page" because it's designed to capture your visitor's info for your marketing campaigns.

There are 2 basic types of "A" to choose:

Drive-through - Used to persuade visitors to click to another page.

Lead generation - Designed to capture user data such as name and email.

The Unbounce Team explains what landing pages are & how you'll benefit from using them.

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FEATURES TEMPLATES BENEFITS FREE TRIAL WHY LANDING PAGES?

Create High-Converting Landing Pages With Unbounce

The Mobile Responsive landing page builder for professional marketers

- Create high-converting landing pages in no time
- Tweak a template or build pages from scratch
- Integrate with your favorite marketing tools
- A/B test & optimize your landing pages
- Manage it all without help from I.T.

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The Landing Page Builder For Professional Marketers

Build, Publish and A/B Test Landing Pages without I.T.
Increase the ROI of your marketing campaigns

Quickly & easily build landing pages for your marketing campaigns

Unbounce is the landing page builder for marketers, designed to let you build, publish and A/B test your landing pages.

All without having to rely on I.T. or web development! Ahhh.

Build A High-Converting Landing Page Now!

Here's a quick look at how Unbounce helps marketers:

Build landing pages in hours, not weeks.

The powerful drag & drop editor plus 100+ templates mean you can launch your next campaign in record time. You can easily add forms, videos, and more. Then publish to the web in a single click - all without any knowledge of HTML.

Start from a high-converting mobile responsive template

With our suite of mobile responsive templates, you're guaranteed to start off on the right foot. Designed to offer proven conversion elements, you can customize any template to suit your brand.

Increase Conversion Rates with A/B Testing

Ditch building your campaigns in silos with Unbounce's A/B testing. Create multiple landing pages with a different headline, image or call-to-action and collect real-time data immediately.

The easiest way to build landing pages for your marketing campaigns

Unbounce integrates with all the tools you already use to run your campaigns.

	PRO 199	PRO 99 (Most Popular)	Starter
	$199 USD/mo. Agencies & Marketing Teams	$99 USD/mo. Consultants & Small Businesses	$49 USD/mo. Solo Businesses & Entrepreneurs
Landing Pages & A/B Split Tests	unlimited	unlimited	unlimited
Unique Visitors per Month	100,000	25,000	5,000
80+ Landing Page Templates + Accounts with Multiple Websites	✓	✓	✓
Drag & Drop Builder + Dynamic Content	✓	✓	✓
Lead Notifications, Integrations & Webhooks (Zapier)	✓	✓	✓
Dynamic Text Replacement for Increasing Any PPC Landing Page's Relevancy	✓	✓	✗
Real-time Visitor Intelligence, Audience Insights & Exports	✓	✓	✗
Mobile-Responsive Builder	✓	✓	✗
Professional Integrations (Marketo, Eloqua, Salesforce)	✓	✓	✗
Unlimited Team Site Users + Per-seat Permissions	✓	✓	✗
	Start My 30 Day Free Trial	Start My 30 Day Free Trial	Start My 30 Day Free Trial

All prices in USD. You will not be charged until after your full access, risk-free 30 day trial.

All Plans Include

- Rock Integrations (Mailchimp, Infusion, Campaign Monitor, Constant Contact, Zoho & more)
- WYSIWYG Landing Page Builder
- Mobile Responsive Design
- 80+ Mobile Responsive Landing Page Templates
- Email Notifications When You Get Leads
- Unlimited Pages A/B Tests
- Real-Time Conversion Data

"Unbounce is an incredible tool to easily create landing pages and test new hypothesis and ideas. We've implemented many new designs and in several cases experienced conversion lifts of over 203%."

Hootsuite

Ryan Holmes
Director, The Ever Growth 5 Revenue

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FEATURES · TEMPLATES · AGENCIES · PRICE TOOL · WHY UNBOUNCE?

Create High-Converting Landing Pages With Unbounce

The Mobile-Responsive landing page builder for professional marketers

- Create high-converting landing pages in no time
- Tweak a template or build a page from scratch
- Integrate with your favorite marketing tools
- A/B Test & optimize your landing pages
- Manage it all without help from I.T.

Cvent · intuit · eventbrite · amazon.com · Linked · SurveyMonkey

Super Simple Drag & Drop Landing Page Builder

Anyone can build landing pages quickly and easily with Unbounce.

Start from a template, tweak any element (e.g. text, colors, images, etc.) with our point-and-click editor, or build a page from scratch. Even if you know zero, you'll get up and running in no time at all.

- 100% customizable & mobile-responsive
- Advanced form builder - send leads & customize
- Dynamic Keyword Insertion for PPC campaigns

Launch Campaigns Without Help From I.T.

- Use Unbounce with any CMS, platform or host
- Customize URLs to display precisely what you want
- Pages are hosted on our super fast, secure servers and protected with automatic SSL encryption.

Integrates With Your Favorite Marketing Tools

The tools you love to run your marketing, now at your fingertips. With over 80+ integrations and dozens of powerful Zaps, there's no custom software, we have integration options that will work with anything.

MailChimp · Campaign Monitor · AWeber · Marketo · Constant Contact · spreadsheets · ActiveCampaign · Highrise · Salesforce · Infusionsoft

"The Mandrill API is full of conversion potential on all of your landing pages. Unbounce is the only tool that lets you take full advantage of it."
Matt Hamblen, Founder & CEO, Mandrill (Now a part of MailChimp)

Optimize Landing Pages With Built-in A/B Testing

Unbounce features built-in A/B testing software so you can test different ideas and optimize your pages for maximum conversions.

It fully creates a campaign page (or two or three or four) for you, sends traffic to the versions, and sorts your mix.

Our software does all the work, but you don't have to. Just sit back and let our A/B split testing engine do all the hard crunch.

Fully Customizable Mobile Responsive Templates

Choose from **more than 80 different templates**, all fully plug-and-play and tweak-it-as-much-as-you-like. You can also start with a **blank page** and build everything from scratch.

How Unbounce Helps Marketers

Create & Publish Landing Pages Without I.T.
Anyone can build landing pages with our drag-and-drop interface.

Cost-Efficient, Easy Way to Manage Campaigns
Pay per click has never been as easy as PPC + Unbounce tool.

80+ Fully Customizable Templates
Choose a template and tweak it to your heart's content.

Integrate With Your Favorite Marketing Tools
Automate from your landing page to all of marketing tools.

Real-time A/B/multivariate statistics also for Zaps integrations

How Unbounce Helps Agencies

Easily Design & Manage Landing Pages for Clients
Build pages for clients on the fly + manage them on a Clientside

Customize Design to Fit Client Brand Guidelines
Fit Unbounce with any look and feel to stay on-message for our

Integrate With Client CRM & Marketing Tools
Connect to the tools your project or interact your clients' CRs

Multiple White-Label Client Accounts
Customized email + CRM profile, etc. to our agency brand

Photos from Tim Hawk's Virtual support via his Gear Unbounce

Awesome, Personal Support For All Customers

98% Customer Satisfaction

"Everyone should be as lucky as I am to work with a product + team like Unbounce! As a client, I've never had to wait more than a few hours for a response. Their support is truly exceptional."

Chris Walker, Senior Account Manager
chris@walkthecow.com

Ready to Create Your First Landing Page?

Join 9,000+ Marketers Using Unbounce to Increase Their Marketing ROI

Free 30-Day Trial (or All Plans – No Obligation)

	PRO 199	PRO 99 (Most Popular)	Starter
	$199 USD/mo. Agencies & Marketing Teams	$99 USD/mo. Consultants & Small Businesses	$49 USD/mo. Solo Businesses & Entrepreneurs
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Mobile Responsive Design	✓	✓	✓
Lead Notifications, Integrations & Webhooks (Zapier)	✓	✓	✓
Dynamic Text Replacement for Increasing Any PPC Landing Page's Relevancy	✓	✓	✗
Real-time Visitor Intelligence, Audience Insights & Exports	✓	✓	✗
Mobile-Responsive Builder	✓	✓	✗
Professional Integrations (Marketo, Eloqua, Salesforce)	✓	✓	✗
Unlimited Team Site Users + Per-seat Permissions	✓	✓	✗
Advanced A/B Split Tests	✓	✓	✗
	Start My 30 Day Free Trial	Start My 30 Day Free Trial	Start My 30 Day Free Trial

All prices in USD. You will not be charged until after the 30-day trial.
You can pre-upgrade to trial at any time during the trial period.

All Plans Include

- Integrations with Popular Tools
- Drag & Drop Page Builder
- Mobile Responsive Design
- 80+ Landing Page Templates
- Email Notifications When You Get Leads
- Unlimited Pages A/B Tests
- Real-Time Conversion Data

What Are Landing Pages, and Why Should I Use Them?

A landing page is a standalone web page dedicated to a single campaign or offer.

Where your homepage focuses on multiple objectives, your landing page focuses on one.

In other words, we're not going to clutter it with a bunch of your corporation goals and products. It's clear "real estate" for your campaign and its goals.

There are 2 basic types of PPC or SEO landing pages:

Click-through – Used to pass sales visitors to "Buy" or another page.

Lead generation – Designed to capture user data such as name and email.

The Unbounce Team explains what landing pages are & must have features using Apps.

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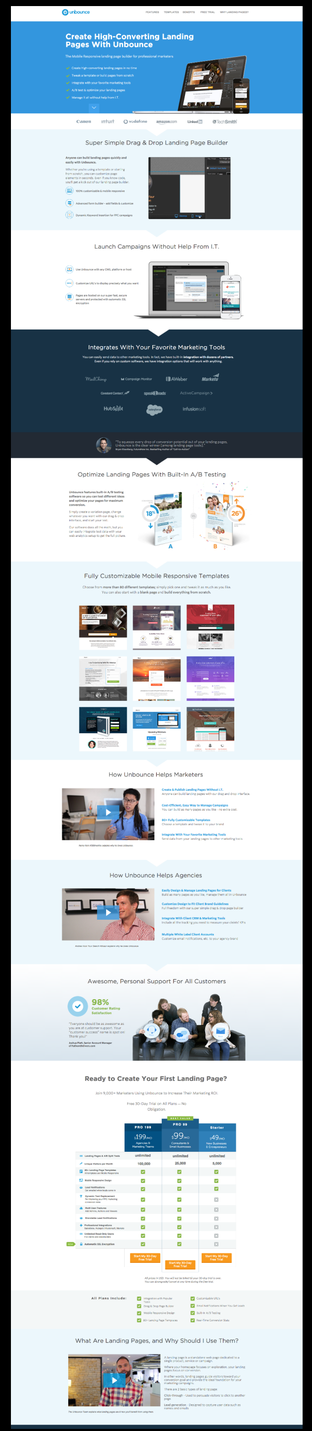
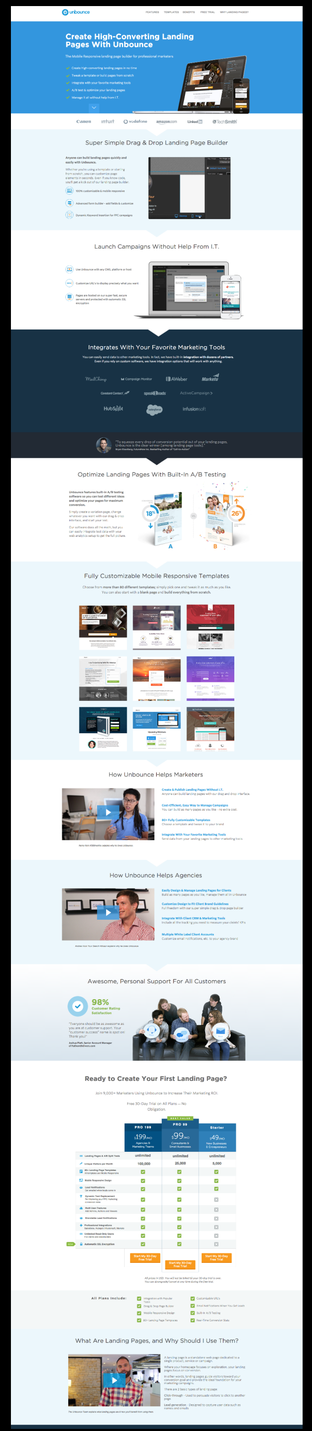


A: Control

B: Variation

- ✓ 4 full weeks of data
- ✓ 577 conversions
- ✓ 99% confidence level

@ContentVerve



A: Control

B: Variation

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157.67% increase in CTR

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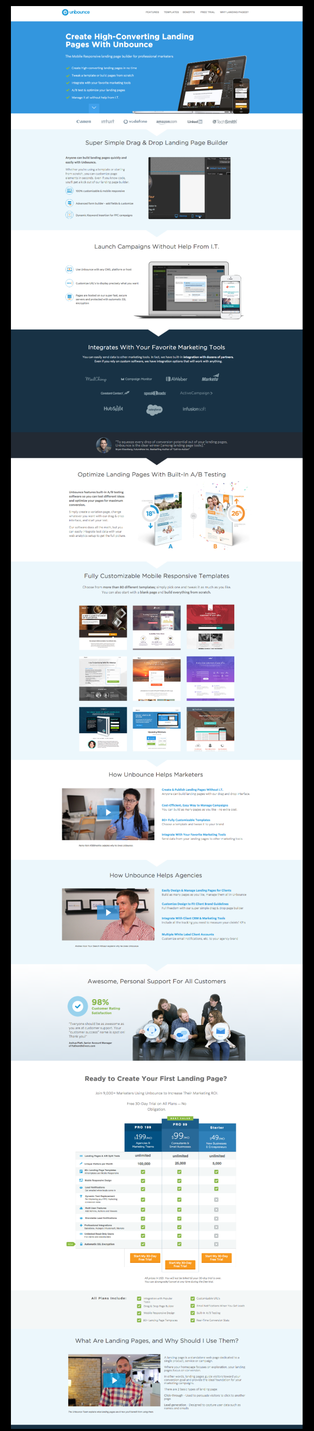

A: Control

B: Variation

- ✓ 4 full weeks of data
- ✓ 577 conversions
- ✓ 99% confidence level

157.67% increase in CTR

52.23% increase in sign-ups

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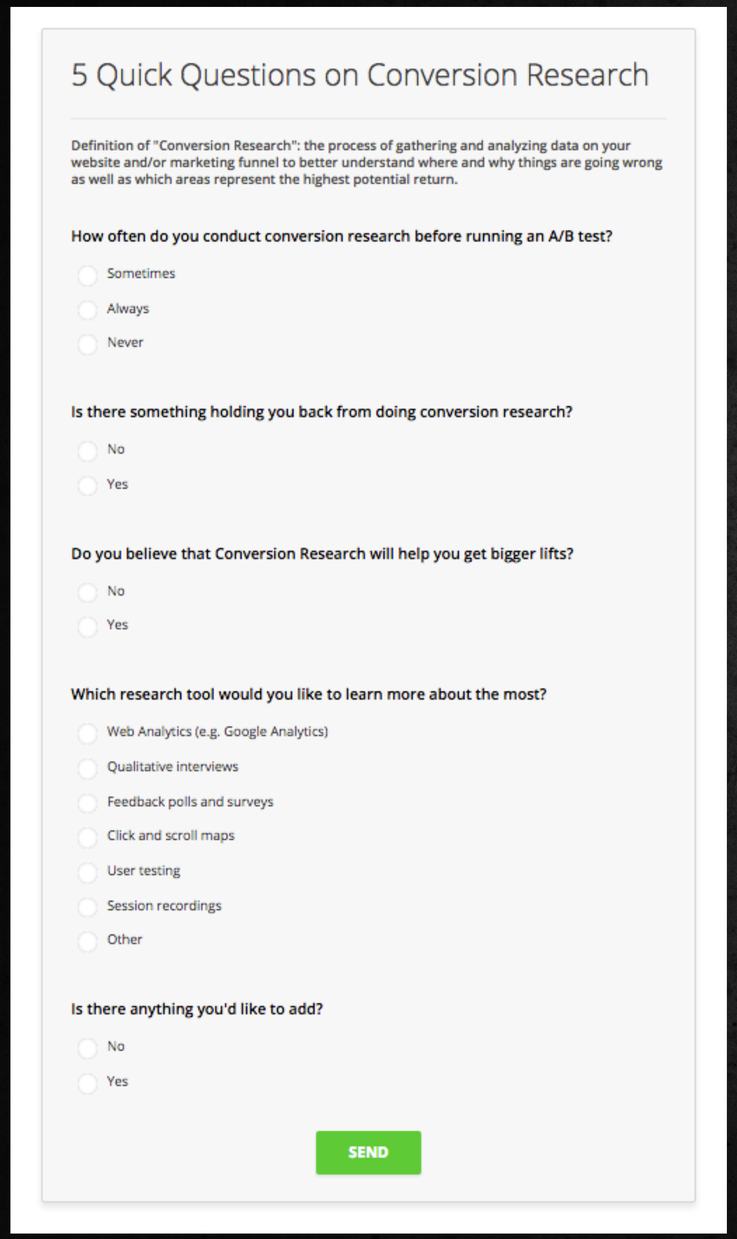
5 Quick Questions on Conversion Research

Definition of "Conversion Research": the process of gathering and analyzing data on your website and/or marketing funnel to better understand where and why things are going wrong as well as which areas represent the highest potential return.

How often do you conduct conversion research before running an A/B test?

- Sometimes
- Always
- Never

Is there something holding you back from doing conversion research?

- No
- Yes

Do you believe that Conversion Research will help you get bigger lifts?

- No
- Yes

Which research tool would you like to learn more about the most?

- Web Analytics (e.g. Google Analytics)
- Qualitative interviews
- Feedback polls and surveys
- Click and scroll maps
- User testing
- Session recordings
- Other

Is there anything you'd like to add?

- No
- Yes

SEND

Is there anything holding you from doing conversion research?

1. Time
2. Client/Company Buy-In
3. Budget
4. Don’t know where to start

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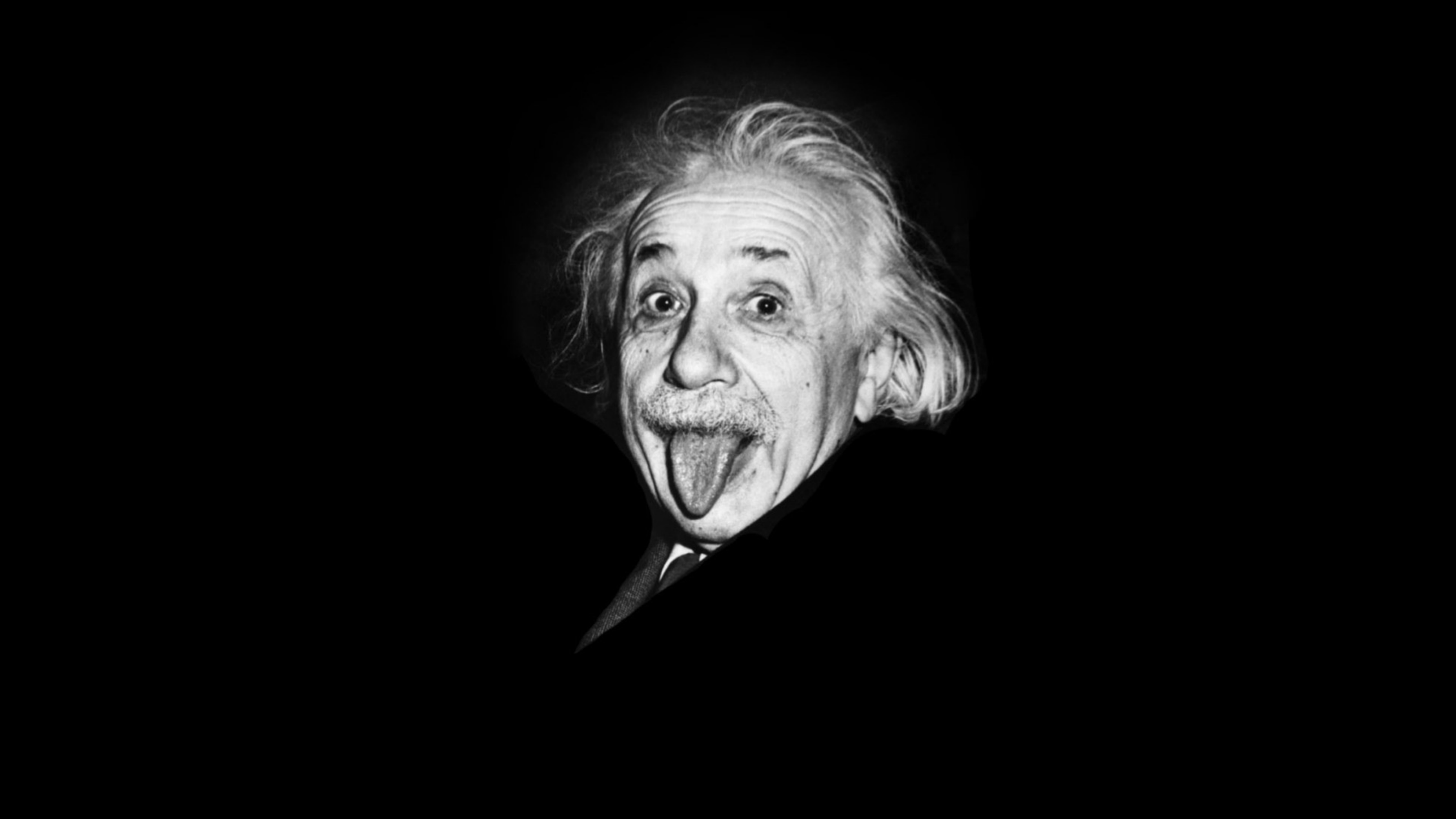
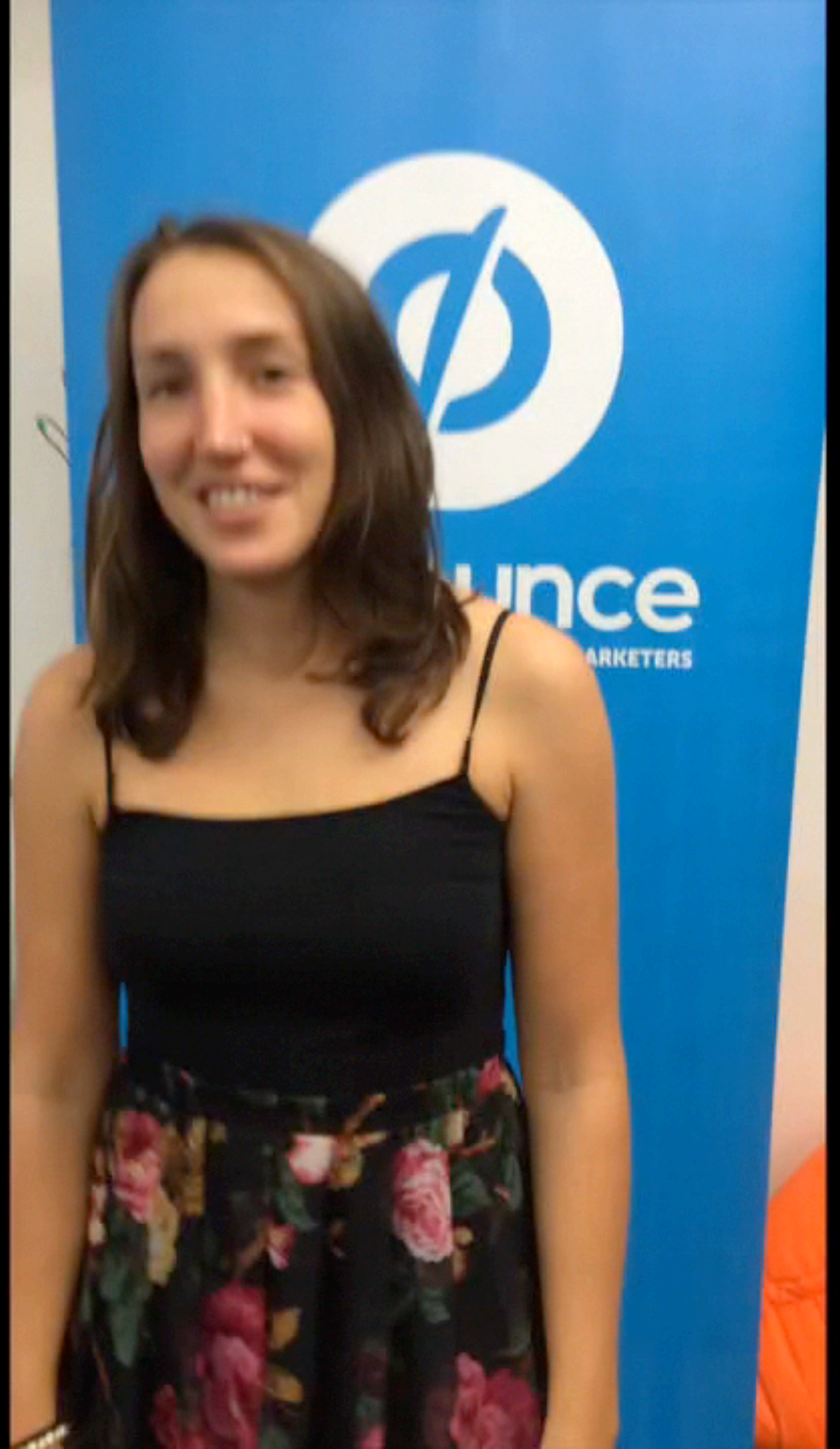


Experts Marketer's
Magic Crystal Ball

DO YOUR HOMEWORK

LIKE A BOSS


unce
ARKETERS

Thanks for listening - YOU ROCK!!!

michael.aagaard@unbounce.com