

# Exemplos de Landing Pages



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# O que é uma boa taxa de conversão em uma landing page?

*Essa é uma pergunta extremamente requisitada aqui na Unbounce*

A resposta que a gente sempre dá é: “Bem, isso depende... de um MONTE de coisas

As taxas de conversão dependem de um monte de variáveis, por isso as boas e as melhores práticas nem sempre são super úteis... Você deve encará-las com cautela.

Como você vai ver nesse catálogo com exemplos de landing pages reais, as taxas de conversão e o design variam bastante dependendo da oferta e da indústria (dentre muitas outras variáveis).

Mas a gente sabe que vocês são curiosos, então perguntamos a estes talentosos profissionais de marketing o que atraiu o público-alvo deles para estas campanhas ilustradas nesse catálogo.

Quer saber o segredo por trás das taxas de conversão “fantásticas” dessas landing pages?

Continue rolando a página para descobrir!

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# 01

## INDOCHINO

**Indústria:** Vestuário & Moda Masculina

**Tipo de landing page:** Geração de leads

**Objetivo:** Fazer noivos se inscreverem para ganhar um terno grátis

**Público-alvo:** Recently-engaged men between the ages of 25 and 40

**Fontes do tráfego:** Anúncios Facebook e Pinterest, parcerias em campanhas de email sobre festas de casamento, Google adWords search

**Duração da campanha:** 90 dias

**Visitantes:** 8.000

**Taxa de conversão:** 6-8%  
(*varia dependendo do tipo de tráfego que eles estão enviando para a página*)







**INDOCHINO**

[HOW IT WORKS](#)   [WHY INDOCHINO](#)

[GET MY FREE SUIT](#)

# GETTING HITCHED? YOUR SUIT IS ON US.

*Look your best in a made to measure suit that perfectly fits your wedding budget, theme and style.*

**SIGN UP TO GET STARTED**

Sign up to get a free suit when 4

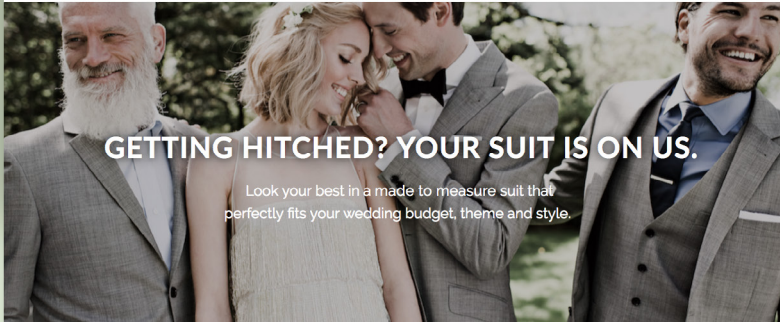


# O que tá legal

- Com um CTA dominante, fica claro o que o público-alvo deve fazer na página.
- Botões de rolagem suave no topo ajudam os visitantes a encontrar rapidamente a informação que eles querem.
- Imagens bastante profissionais de casamento com as quais você se identifica e que te encham de sensações #suspiros
- Hierarquia de informações excelente que reflete como os visitantes vão avaliar a página (ou seja, o que é a oferta? O que está incluído na oferta? Como isso funciona? Por que a Indochino? Imagens do cliente como prova social para dar credibilidade).

## Fato Interessante

Esta é a campanha mais bem sucedida da Indochino, graças à oferta irresistível e ao targeting direto ao ponto. Esta landing page gerou leads aos montes.



# GETTING HITCHED? YOUR SUIT IS ON US.

Look your best in a made to measure suit that perfectly fits your wedding budget, theme and style.

Sign up to get a free suit when 4 (or more) groomsmen suit up with Indochino (\$499 USD value).\*

Only have 2 or 3 groomsmen? Get a free shirt with each suit purchase (up to \$99 USD value).\*

### SIGN UP TO GET STARTED

Email Address

Wedding Date

Receive Wedding Offers & Style Insights

Yes, I agree to receive emails from Indochino.

[GET MY FREE SUIT](#)

## HOW IT WORKS

1

### DESIGN YOUR SUIT

Choose from a wide selection of all-natural fabrics and endless customization options to create a suit as unique as your wedding.

2

### MEASURE UP YOUR PARTY

It's time for you and your guys to get measured for your suits (we'll even send you a measuring tape!).

3

### WE'LL TAKE CARE OF THE DETAILS

Our wedding tool helps you manage the entire process to make sure everything is on track and everyone looks their best.

## WHY INDOCHINO

### The Perfect Fit

Look and feel great in a suit made to your exact measurements.

### Make It Yours

Create a one-of-a-kind look that is all you - with 30 customization options.

### Uncompromised Quality

Each suit is half-canvas and constructed with top of the line materials.

### Risk Free Investment

Try Indochino with confidence thanks to our money back guarantee.



## #INDOCHINOWEDDINGS

Countless perfect Indochino weddings



The easiest wedding decision you'll make.

[GET MY FREE SUIT](#)

# 02

## PINNACLE HOTELS

**Indústria:** Hoteleira

**Tipo de landing page:** Click-through

**Objetivo:** Convencer os visitantes a ver as tarifas dos hotéis

**Público-alvo:** Viajantes que estão procurando um hotel

**Fontes do Tráfego:** Google AdWords Search & Display,  
Ads no Facebook & redes sociais, email

**Duração da campanha:** 20 dias

**Visitantes:** 1.619

**Taxa de conversão:** 63%







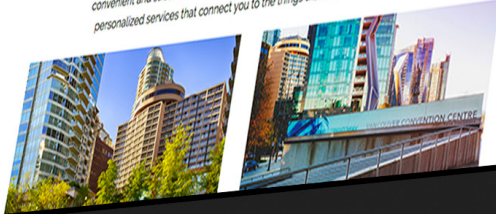
PINNACLE HOTEL  
HARBOURFRONT

# DOWNTOWN VANCOUVER HOTEL IN THE HEART OF THE CITY WITH WATERFRONT VIEWS

Search

## HARBOURFRONT HOTEL

Located in the heart of downtown Vancouver, our location makes experiencing Vancouver convenient and stress-free. Being locally owned, we offer guest-driven amenities and personalized services that connect you to the things that make Vancouver special.



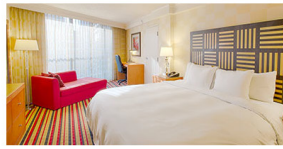
# O que tá legal

- Você não consegue se perder nesta landing page, você sabe exatamente no que clicar porque só tem um CTA que fica bem óbvio!
- O layout simples e fácil de ler ajuda os visitantes a encontrar exatamente o que estão procurando.
- As fotos de altíssima qualidade e profissionais dão uma ideia de como é se hospedar lá, tornando a oferta bem atraente.

## Fato interessante

Esta campanha começou com uma taxa de conversão de 12% e vem sendo aprimorada desde agosto de 2015. Ela já teve 20 designs diferentes. Depois de muitos testes, a Pinnacle identificou qual era a informação que o seu público-alvo estava procurando e foi adaptando até chegar nas imagens do quarto, localização, qualidade e facilidade de ver as tarifas. Eles testaram 10 versões diferentes do CTA, inclusive Pesquisar, Ver se está disponível e Reservar um quarto. Adivinhe qual foi o vencedor? PESQUISAR..

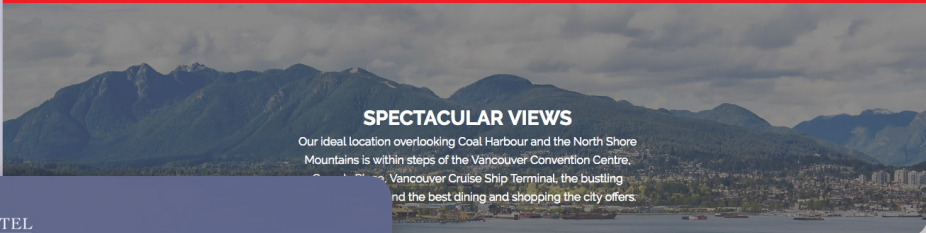
convenience you expect from a leading hotel in a world-class city. Choose between City and Harbourfront rooms with floor to ceiling windows, many of which open to private balconies.



BOOK DIRECT & SAVE



SEARCH



### SPECTACULAR VIEWS

Our ideal location overlooking Coal Harbour and the North Shore Mountains is within steps of the Vancouver Convention Centre, the Vancouver Cruise Ship Terminal, the bustling downtown core, and the best dining and shopping the city offers.

PINNACLE HOTEL  
HARBOURFRONT

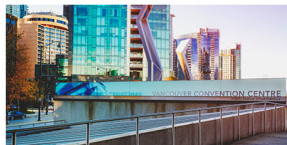
## DOWNTOWN VANCOUVER HOTEL IN THE HEART OF THE CITY WITH WATERFRONT VIEWS



Search

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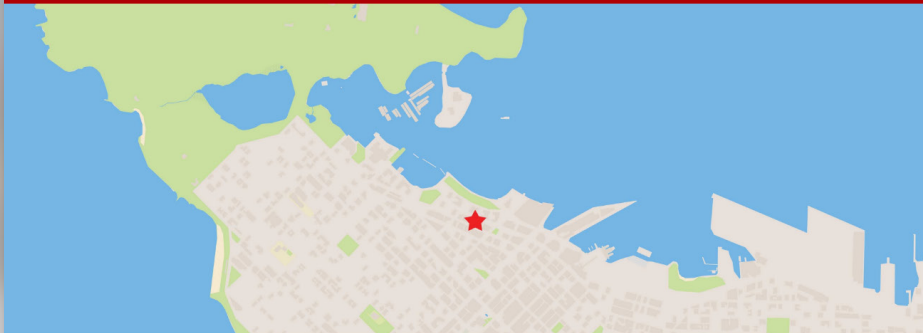


★★★★★

### "A Beautiful Hotel in Vancouver"

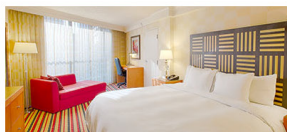
Our room was in perfect shape, the bed was comfortable and the casual restaurant served us just what we needed. Our early exit, 5AM was easily accommodated. The staff responded to every request we made. Could not ask for more.

TripAdvisor, July, 2016



### GUESTROOMS & SUITES

Our spacious, modern rooms and suites offer the comfort and convenience you expect from a leading hotel in a world-class city. Choose between City and Harbourfront rooms with floor to ceiling windows, many of which open to private balconies.





# 03

## KLIPFOLIO

**Indústria:** SaaS

**Tipo de landing page:** Geração de leads

**Objetivo:** Iniciar um novo teste

**Público-alvo:** Profissionais de marketing digital

**Fontes do Tráfego:** Anúncios do Facebook

**Duração da campanha:** 8 dias

**Visitantes:** 5.509

**Taxa de conversão:** 12%



**A Marketing Dashboard For Everyone**  
Build your marketing dashboard in 3 minutes  
or less. Get started now.

Try it free for 14 days

START YOUR FREE TRIAL



"I love that the team doesn't have to spend time downloading and manipulating CSV files anymore. Klipfolio's continued commitment to releasing new integrations in addition to extensibility with custom data sources makes it the obvious choice for all of our dashboarding needs."  
- Mike King, Managing Director at iPullRank

### Overview of Klipfolio

Watch this short overview video to learn how Klipfolio works



# O que tá legal

- Com base no formulário curto da landing page e no palavrado, dá pra ver que a segmentação está no ponto, leads quentes ou avaliadores que estão prontos para se inscrever para fazer um novo teste.
- O subtítulo está bem direcionado para os benefícios e te diz exatamente qual é a proposição de venda original (ou seja, construir um painel de marketing em menos de 3 minutos).
- A ideia de incluir um depoimento de cliente na mesma área do formulário é genial porque ajuda a aliviar objeções que os visitantes-alvo possam ter antes de se inscrever.

## Fato interessante

Esta landing page tem sido absolutamente fundamental para manter uma forte CPA para as campanhas de anúncios do Facebook deles, e é a primeira landing page da Unbounce que eles criaram!

# A Marketing Dashboard For Everyone

Build your marketing dashboard in 3 minutes or less. Get started now.

Try it free for 14 days

Business Email

START YOUR FREE TRIAL



"I love that the team doesn't have to spend time downloading and manipulating CSV files anymore. Klipfolio's continued commitment to releasing new integrations in addition to extensibility with custom data sources makes it the obvious choice for all of our dashboarding needs."  
- Mike King, Managing Director at iPullRank

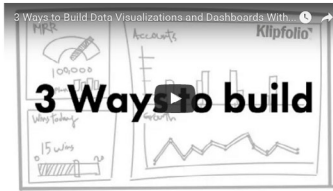
## Overview of Klipfolio

Watch this short overview video to learn how Klipfolio works



## Getting started with your marketing dashboard

Here are 3 ways to build dashboards in Klipfolio



### Pre-built dashboard visualizations

Add a pre-built data visualization to your dashboard using the Gallery

Choose a pre-built metric from over 60 services to get started quickly. It only takes a minute or so to set up, and you can select from 100s of metrics.



### Dashboard Templates

Add an interactive dashboard template

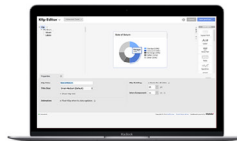
Create a dashboard using one of our templates. Each dashboard template comes with pre-built visualizations so you can get up and running in minutes. Choose from services like Google Analytics or Google AdWords.



### Custom Dashboards

Build a custom dashboard using your own data

Design data visualizations and dashboards from scratch using your own data. With Klipfolio's powerful editing tools, you can do things like apply math and statistical functions (just like Excel) and even combine multiple data sources to create impactful visualizations.



Start building your dashboard today

Business Email

START YOUR FREE TRIAL

# 04

## JOBBER

Indústria: SaaS

Tipo de landing page: Geração de leads

Objetivo: Fazer os visitantes testarem o template de fatura

Público-alvo: Proprietários de pequenas empresas

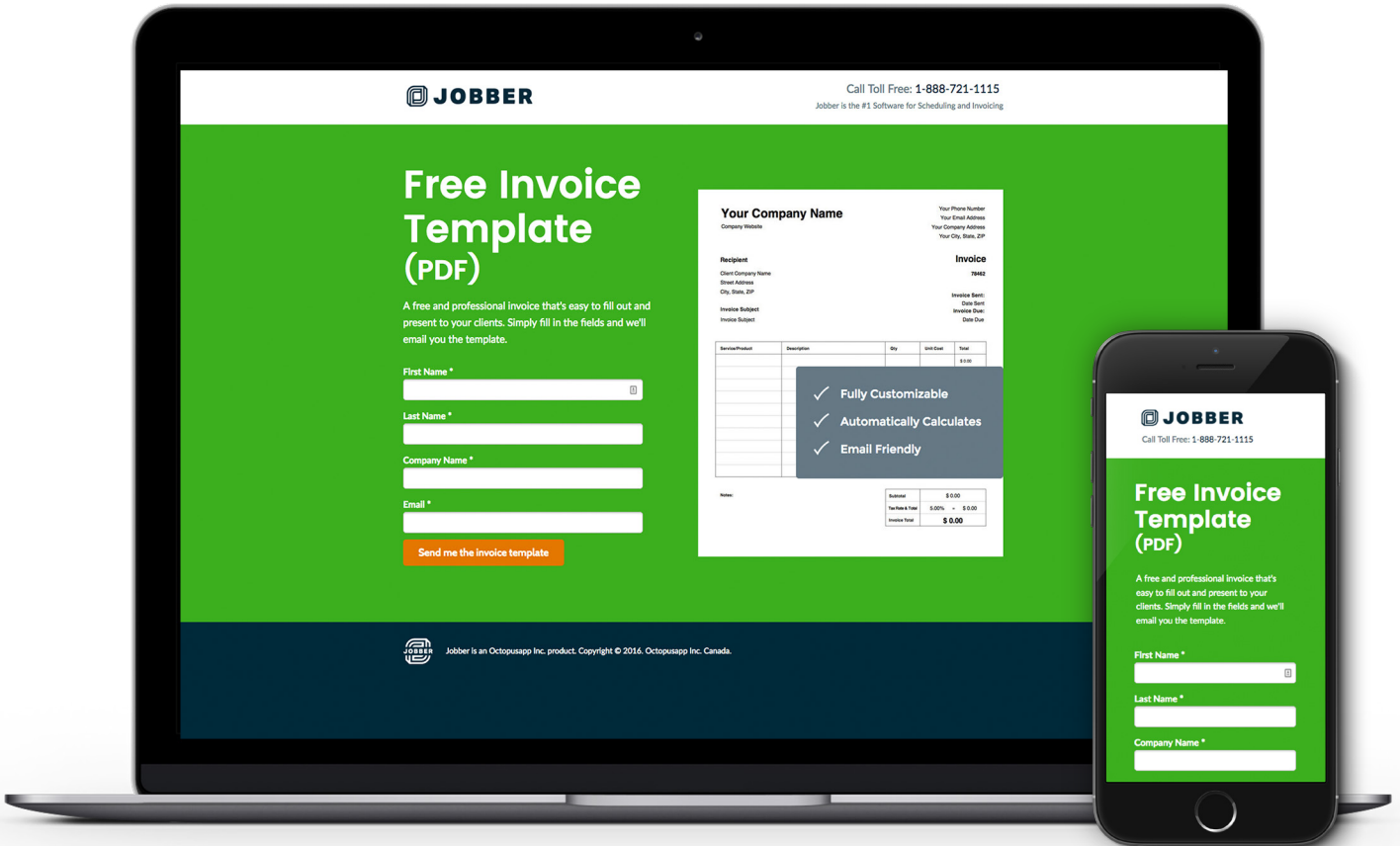
Fontes do Tráfego: Google AdWords Search, Anúncios no LinkedIn

Duração da campanha: 105 dias

Visitantes: 7.410

Taxa de conversão: 23%





# O que tá legal

- A imagem do exemplo de fatura com as características destacadas te mostram exatamente o que você vai receber.
- Dá pra pedir mais informações sem sair da página, usando a caixa de mensagem no canto inferior direito.
- O CTA complementa bem o título e é bastante relevante para o visitante.

## Fato interessante

Esta é a landing page mais bem sucedida do Jobber. O fato de eles terem o tráfego certo tem um papel importante nesse sucesso. Outro fator essencial é que eles sabem do que o público-alvo gosta. Depois de muitos testes A/B, eles descobriram que o público prefere landing pages mais curtas.







# 05

## TEACH AWAY

**Indústria:** Recursos Humanos

**Tipo de landing page:** Click-through

**Objetivo:** Conscientizar e educar professores de inglês sobre oportunidades para ensinar no exterior

**Público-alvo:** Professores de inglês

**Fontes do Tráfego:** Anúncios no Facebook

**Duração da campanha:** 18 dias

**Visitantes:** 348

**Taxa de conversão:** 39%

## Now Hiring: British Teachers!

Did you know? British teachers are highly valued and sought after in the international education industry! As a qualified British teacher, you could be eligible to teach almost anywhere in the world, even at schools with a US or Canadian based curriculum.

TAKE THE QUIZ

As a qualified British teacher, you can teach virtually  
anywhere in the world.

Find out if you have the qualifications to teach abroad:

- 1. Bachelor's Degree**  
You could teach ESL in countries such as China
- 2. Qualified Teacher Status**  
obtained through either PGCE or Graduate Teacher Programme, you
- 3. Newly Qualified Teacher**  
This qualification will give you the most options and enable you to
- 4. National Professional Qualification for Headteachers**

# O que tá legal

- Fica super claro para quem foi feita esta landing page.
- O questionário funciona muito bem para despertar o interesse dos visitantes.
- Bem esperta, envolvente e focado nos benefícios, faz você querer aprender mais.
- Os depoimentos dão super certo para retratar experiências surpreendentes de professores no exterior - uma maneira eficaz de despertar o interesse de pessoas interessadas em ensinar.

## Fato interessante

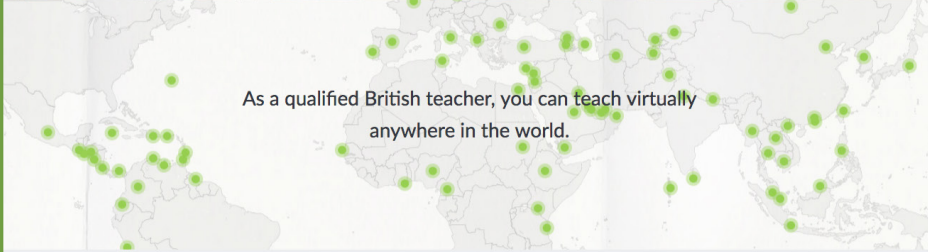
A alta taxa de conversão tem tudo a ver com o teste A/B. Por exemplo, eles testaram mais campanhas no Reino Unido para torná-las mais apropriadas para os britânicos (por exemplo, substituindo os termos americanos Ensino Fundamental e Médio com os termos britânicos Primário e Secundário). Esta página foi duplicada e depois modificada para gerar inscrições. No final das contas eles descobriram que os anúncios do Facebook eram mais adequados para educar seu público-alvo e aumentar o reconhecimento da marca do que para a geração de inscrições.



# Now Hiring: British Teachers!

Did you know? British teachers are highly valued and sought after in the international education industry! As a qualified British teacher, you could be eligible to teach almost anywhere in the world, even at schools with a US or Canadian based curriculum.

[TAKE THE QUIZ](#)



As a qualified British teacher, you can teach virtually anywhere in the world.

Find out if you have the qualifications to teach abroad:

- 1. Bachelor's Degree**  
 You could teach ESL in countries such as China, Thailand, and more!  
[View ESL teaching positions >](#)
- 2. Qualified Teacher Status**  
 obtained through either PGCE or Graduate Teacher Programme, you could qualify to teach not only ESL but with select programmes as well. Countries such as Qatar and Kuwait do welcome newly licensed teachers with the QTS under their belts.  
[View Qatar teaching positions >](#)  
[View Kuwait teaching positions >](#)
- 3. Newly Qualified Teacher**  
 This qualification will give you the most options and enable you to teach virtually anywhere! Some countries will require a minimum of two to three years of teaching experience, and your one year induction does count towards this. This means you will need one to two more years of teaching experience for select programmes.  
[View licensed teaching positions >](#)
- 4. National Professional Qualification for Headteachers**  
 If you have this certification, you could qualify for leadership positions, but make sure you check the job requirements as well!  
[View leadership positions >](#)

## What our teachers have to say

“ My most memorable teaching experience is probably the country, the local people who welcomed me and being able to spend time with my family. My fellow expat colleagues are like family to me. I developed a special bond with them, and feel that everyone looks out for each other. As far as 'teaching' is concerned, I have gained new skills in using e-learning/iPad technology in learning which I find very rewarding. Students are mostly warm and friendly towards their teachers and you can form a real bond with them.



Nusrat B.  
Teacher from Leicestershire teaching in Abu Dhabi

“ The experience I value the most here is working with teachers from different parts of the world on a daily basis. I've been blessed to make some really good friends and have learnt a lot about them and their home countries at the same time. The locals here in Abu Dhabi are such wonderful people as well, very hospitable and always full of surprises. The most memorable thing I've seen here is the Al Forsan air show for the national day celebrations, a colourful experience I'll never forget!

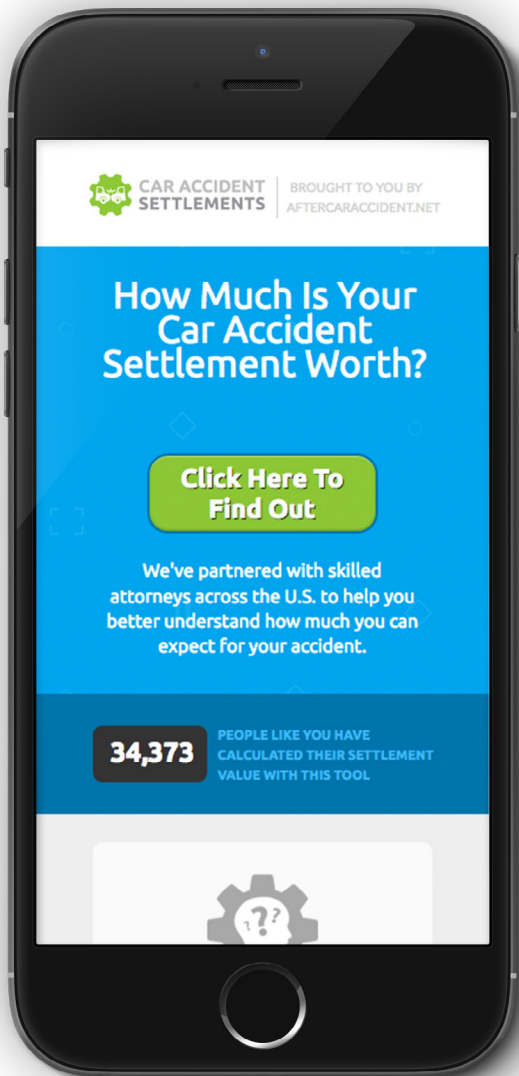


Alma R.  
Teacher from Swansea teaching in Abu Dhabi

“ I have had so many memorable experiences teaching abroad so far. From the small things like the satisfaction after successfully conversing with someone in Chinese to the extreme pride I felt to see just how much progress some of my students had made at the end of the year. Receiving a mountain of Christmas presents was also a memorable experience for me - not for the gifts themselves, but for the appreciation and gratitude it represented.



Natasha W.  
Teacher from Shotton, Wales teaching in China



06

## FINDLAW

Indústria: Serviços jurídicos

Tipo de landing page: Click-through

Objetivo: Colocar o público-alvo em contato com advogados

Público-alvo: Vítimas de acidentes de carro

Fontes do Tráfego: Google AdWords Search

Duração da campanha: 30 dias

Visitantes: 7.827

Taxa de conversão: 52%





BROUGHT TO YOU BY AFTERCARACCIDENT.NET

## How Much Is Your Car Accident Settlement Worth?

[Click Here To Find Out](#)

We've partnered with skilled attorneys across the U.S. to help you better understand how much you can expect for your accident.

**34,373**

PEOPLE LIKE YOU HAVE CALCULATED THEIR SETTLEMENT VALUE WITH THIS TOOL



### NO GUESSING

You won't have to guess if you have a case.



### NO SURPRISES

You'll know exactly what to expect.



### PROTECT YOUR WALLET

You can take action to protect yourself.

BROUGHT TO YOU BY AFTERCARACCIDENT.NET  
[Privacy Policy](#)

We pride ourselves on being the best resource to help you reach peace of mind after you've had a car accident. Our goal is to simply give you good sound advice to make your life as easy as possible during this trying time.



# O que tá legal

- Está landing page informa ao visitante exatamente o que ele deve fazer na página - super simples e fácil de entender.
- Quando você vê as dezenas de pessoas que usaram a calculadora de acordo e o que elas conseguiram como prova social, dá vontade de usar também.
- O texto focado nos benefícios (por exemplo, Não fique adivinhando, Sem surpresas, Proteja sua carteira) permite que o visitante saiba o que esperar.

## Fato interessante

A FindLaw faz parte da Thomson Reuters. Eles testaram algumas alterações na linguagem do texto durante toda a campanha. No texto original, por exemplo, eles incluíram termos para criar expectativa, tipo Complete estes 4 passos fáceis para descobrir, perto do botão no original.

Eles descobriram que quando excluía esses termos, a taxa de conversão aumentava em 2%. A diferença não é tão grande, mas é bom saber que o nível de confiança variava por causa de uma mudança tão pequena.levels.

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**34,373**

PEOPLE LIKE YOU HAVE CALCULATED THEIR SETTLEMENT VALUE WITH THIS TOOL



#### NO GUESSING

You won't have to guess if you have a case.



#### NO SURPRISES

You'll know exactly what to expect.



#### PROTECT YOUR WALLET

You can take action to protect yourself.



07

## PUREPROFILE

**Indústria:** Pesquisa de mercado

**Tipo de landing page:** Click-through

**Objetivo:** Estimular o usuário a participar na feed da Pureprofile e na página do Facebook

**Público-alvo:** Correntistas da Pureprofile na Austrália, na Nova Zelândia, nos EUA e no Reino Unido

**Fontes do Tráfego:** Feed da Pureprofile, campanha de 3 e-mails enviados para usuários ao longo de um mês, posts do Facebook

**Duração da campanha:** 30 dias

**Visitantes:** 4.375

**Taxa de conversão:** 34%



**Answer, discover, win**

Pureprofile has a brand new feed, filled with a mix of paid and unpaid activities designed to build your profile. We've created the June Facebook Bounty Challenge to celebrate our new feed, offering a fun, new question each day in June.

# O que tá legal

- Oferta muito relevante para o negócio, o concurso é uma forma eficiente de estimular os usuários a assinar a plataforma!
- As instruções guiam os visitantes e explicam como funciona o concurso.
- O design simples faz com que a página seja fácil de navegar e gostosa de ler.

## Fato interessante

Eles usaram técnicas de jogos para estimular a participação dos usuários na feed da Pureprofile e na página do Facebook. Eles incentivavam os usuários a participar do quiz diário “Perguntas e Respostas”, que exigia uma visita a ambas as plataformas. E a landing page era um lugar mais central para explicar os detalhes da promoção para o usuário, e depois enviá-lo de volta para a feed da Pureprofile para participar do quiz..



### Answer, discover, win

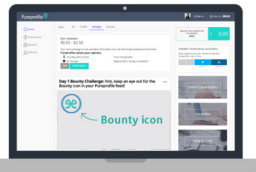
Pureprofile has a brand new feed, filled with a mix of paid and unpaid activities designed to build your profile. We've created the June Facebook Bounty Challenge to celebrate our new feed, offering a fun, new question each day in June.

### Win a 32GB iPad Mini!

We have four 32GB iPad Mini 2's (with cellular and wifi) up for grabs in Australia, New Zealand, United States and the United Kingdom to celebrate our new feed.

### The Facebook Bounty Challenge is easy:

1. Log in to your Pureprofile account daily during the month of June to find each tile and clue.
2. Check out our [Facebook page](#) for the correct answer to each day's challenge.
3. Click through on your Pureprofile Facebook Bounty tile to enter the correct answer and receive one entry into the draw.
4. Repeat every single day in June for the best odds to win.



[LOGIN NOW >](#)

Terms and conditions

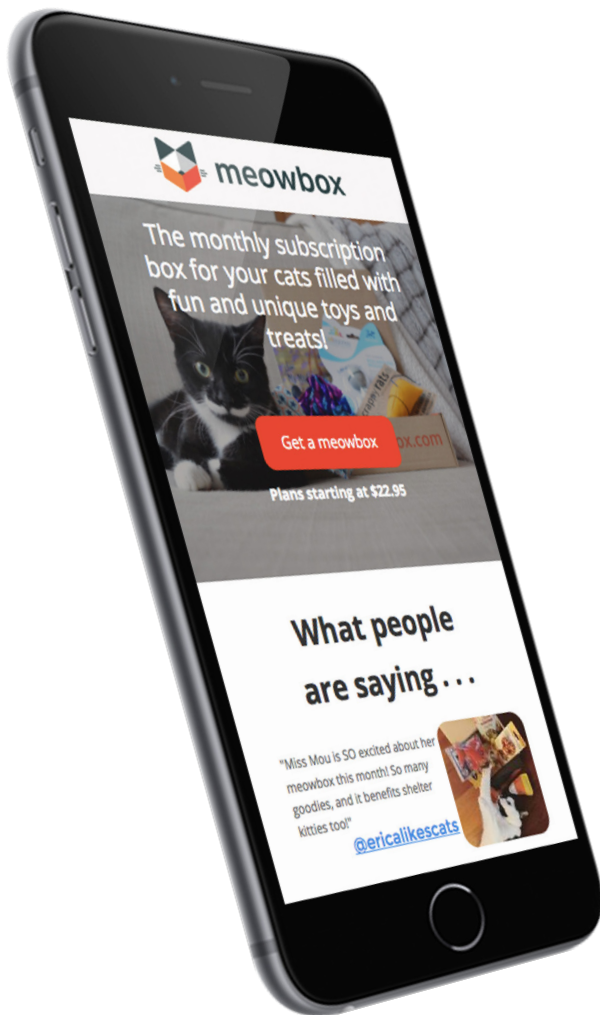
Promotion period starts at 12am midnight, 1 June 2016 AEST and finishes 12am midnight, 30 June 2016 AEST. To enter, answer at least one "Facebook Bounty Question" correctly during the Promotion period through your Pureprofile Account. A "Facebook Bounty Question" will include the term "Bounty Challenge". Each correct answer will count as one entry into the draw, with a maximum of 30 entries allowed.

Promotion is open to Account Holders resident in Australia, United States, United Kingdom or New Zealand only. Participants must have an Active Personal Account (as defined in our Terms of Service at [www.pureprofile.com/terms](#)) at the time of the draw.

One winner will be drawn from each country (Australia, United States, United Kingdom and New Zealand) on 5 July 2016 at 1:00pm AEST, and contacted via their registered Pureprofile email address to confirm their address for the prize to be sent to.

Prize is a 32GB iPad Mini 2 with cellular and wifi. Prizes will be posted to the winners within 30 days of the prize draw. Prize is worth AUD \$589.00 rtp and is not redeemable for cash. If you are one of the four winners, your name will be published on the Pureprofile Facebook page by 31 July 2016. [See full prize draw and promotion terms here.](#)





08

## MEOWBOX

Indústria: Bens de consumo

Tipo de landing page: Click-through

Objetivo: Fazer os visitantes se tornarem assinantes

Público-alvo: Lookalike audience dos seus assinantes, principalmente donas de gatos dos EUA e do Canadá

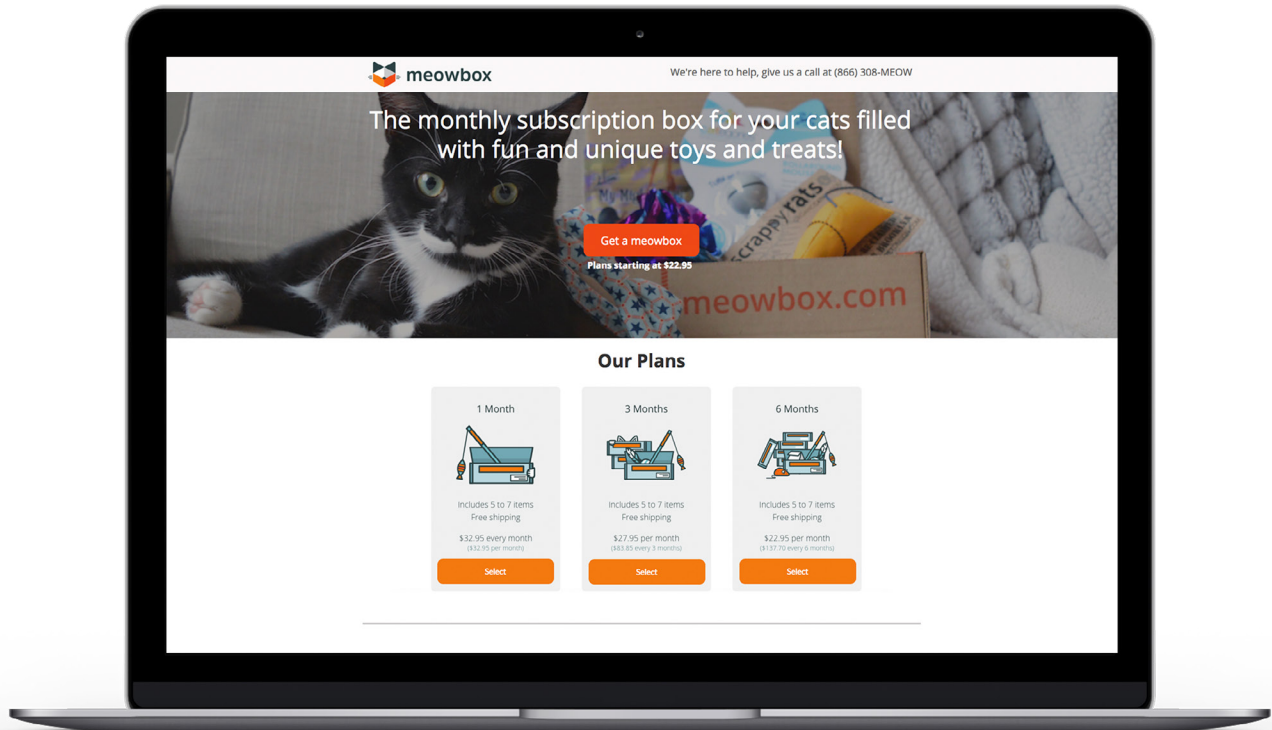
Fontes do Tráfego: Anúncios Facebook

Duração da campanha: 60 dias

Visitantes: 2.076

Taxa de conversão: 48%








We're here to help, give us a call at (866) 308-MEOW

The monthly subscription box for your cats filled with fun and unique toys and treats!

Get a meowbox

Plans starting at \$22.95

### Our Plans

- | 1 Month   | 3 Months  | 6 Months   |
|---|---|--|
|  |  |  |
| Includes 5 to 7 items<br>Free shipping  | Includes 5 to 7 items<br>Free shipping  | Includes 5 to 7 items<br>Free shipping   |
| \$32.95 every month<br>(\$32.95 per month)  | \$27.95 per month<br>(\$83.85 every 3 months)                                       | \$22.95 per month<br>(\$137.70 every 6 months)                                       |
| Select  | Select  | Select   |

# O que tá legal

- A imagem da caixa que a pessoa recebe quando se torna assinante ao lado de um gato mostra bem o produto no contexto.
- Depoimentos fofos de clientes, a voz reflete o quanto eles estão em sintonia com seu público-alvo.
- Não precisa ficar em dúvida, o título diz exatamente o que está sendo oferecido na página.

## Fato interessante

Eles tinham outra variante com uma seção extra que mostrava fotos super coloridas e que descrevia o que estava dentro de uma Meowbox. Surpreendentemente, essa variante não funcionou tão bem. Esta experiência mostrou que manter a página simples para o seu público-alvo é a melhor solução.

The monthly subscription box for your cats filled with fun and unique toys and treats!

Get a meowbox

Plans starting at \$22.95

### Our Plans

1 Month



Includes 5 to 7 items  
Free shipping

\$32.95 every month  
(\$32.95 per month)

Select

3 Months



Includes 5 to 7 items  
Free shipping

\$27.95 per month  
(\$83.85 every 3 months)

Select

6 Months



Includes 5 to 7 items  
Free shipping

\$22.95 per month  
(\$137.70 every 6 months)

Select

### What people are saying . . .



"Yay!! It's our favourite time of month, #meowboxmonday!! Thanks @meowbox, there's so much to choose from!!"  
[@twocutekats](#)



"Miss Mou is SO excited about her meowbox this month! So many goodies, and it benefits shelter kitties too!"  
[@ericalikescats](#)

Spoil your cats today with their very own meowbox

Get a meowbox



© Copyright 2016 meowbox Inc.

Keep in touch with meowbox & sign up for our kitten filled newsletter!

Enter email address:

Sign up meow!

# 09

## ESSIO

**Indústria:** Saúde e Bem-estar

**Tipo de landing page:** Click-through

**Objetivo:** Fazer os visitantes comprarem o kit de aromaterapia para o banho

**Público-alvo:** Mulheres de 35 a 65 anos interessadas em aromaterapia

**Fontes do Tráfego:** Anúncios do Facebook, campanha de e-mail marketing

**Duração da campanha:** 75 dias

**Visitantes:** 28.581

**Taxa de conversão:** 12%





# Make Every Day A Spa Day.

Soak in the healing power of essential oils with ESSIO, the world's first aromatherapy diffuser for the shower

[▶ WATCH VIDEO](#)

Or [Learn More](#)



MacBook

# O que tá legal

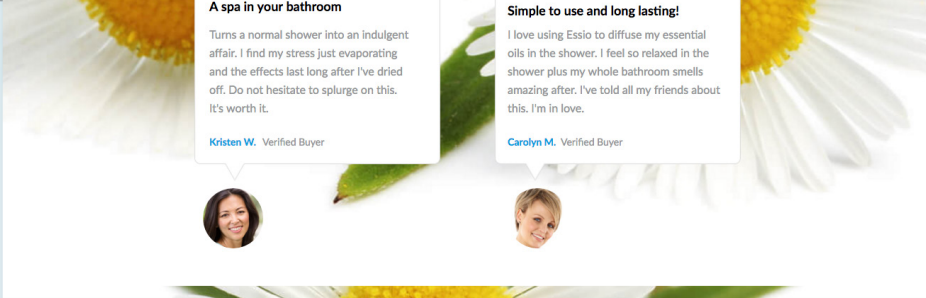
- O vídeo explicativo que aparece na lightbox te mostra o produto no contexto, sem te levar para fora da página.
- É divertido para os visitantes ver quem mais comprou o kit.
- A pop up de intenção de saída oferece aos visitantes o valor agregado do frete grátis.

## Fato interessante

Primeiro eles criaram uma landing page mais curta com o CTA acima da dobra para os visitantes poderem clicar em Comprar Agora assim que eles entrassem na página. Esta estratégia rendeu 24% de aumento na taxa de Adicionar ao carrinho, mas a desistência no check-out foi muito mais elevada e a taxa de compra só ficou em torno de 2% em vez dos atuais 6%. Acontece que a taxa global de conversão melhora drasticamente com uma landing page que tem um formulário mais longo que inclui pontos fortes e uma oferta atraente na parte inferior da página. Esta é a prova de que não existe uma única abordagem de sucesso, então você precisa testar continuamente para descobrir o que dá certo para você. Sempre avalie a conversão em todas as etapas do funil, não apenas no topo.

*Obs: Esta landing page não está no ar agora porque eles venderam tudo! Mas ela vai ser publicada de novo assim que eles tiverem mais estoque. :)*





**A spa in your bathroom**  
 Turns a normal shower into an indulgent affair. I find my stress just evaporating and the effects last long after I've dried off. Do not hesitate to splurge on this. It's worth it.

Kristen W. Verified Buyer

**Simple to use and long lasting!**  
 I love using Essio to diffuse my essential oils in the shower. I feel so relaxed in the shower plus my whole bathroom smells amazing after. I've told all my friends about this. I'm in love.

Carolyn M. Verified Buyer

## Frequently Asked Questions

Still sitting on the fence? Here are some answers to the most commonly asked questions...

**Q Will this work with my shower head?**

**A** Almost certainly, yes! ESSIO is designed to work with a standard 1/2" shower pipe (the vast majority of showers), so regardless of what type of shower head you have, ESSIO should work. The only exception is hand-held showers, but we're working on a solution for that.

**Q Will this leave an oily residue on my hair or body?**

**A** Nope! ESSIO uses only pure, therapeutic-grade organic essential oils. Pure essential oils are not actually oily in the traditional sense (vs. carrier oils). Plus, the amount of oil diffused is about 3 parts per million parts of water. Shower away!

**Q Can I use my own essential oils?**

**A** Yes! We love when our customers get creative with their own essential oil blends. When your ESSIO pods are finished, simply remove the filter and add in your own EO's, then replace the filter. Enjoy!

**Make Every Day A Spa Day.**

Soak in the healing power of essential oils with ESSIO, the world's first aromatherapy diffuser for the shower

[WATCH VIDEO](#)

[Or Learn More](#)

**THE SPA DAY!**

QTY: 1

**ORDER NOW**

\*100% Money Back Guarantee



SHOWER REINVENTED

People SHAPE Doctors GOOD MORNING AMERICA VOGUE EXTRA InStyle SELF

## TURN YOUR SHOWER INTO A SPA

ESSIO transforms your shower into a luxurious spa-like experience all in the comfort of your home

★★★★★ based on 1,347 reviews

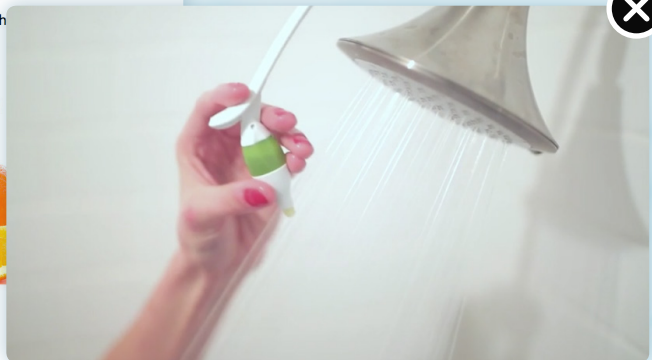


### Aromatherapy Shower Kit

- ✓ Installs on any standard shower within seconds
- ✓ 100% organic, no artificial or synthetic ingredients
- ✓ Long-lasting pods work for multiple showers
- ✓ Easily refill using your own essential oils!
- ✓ Proudly made in the USA

### What's Included

- 1 ESSIO shower attachment
- 3 top-selling fragrances
- Breathe (with peppermint & eucalyptus, Passion (with rose and patchouli) and Unwind (with lavender and sage)



"As a busy mom, and the family breadwinner, I rarely have time to relax and unwind, let alone go spend \$150 at the spa. With Essio I turn on the shower and feel the stress just melt away."

Jill Podgorny, ESSIO Customer

**WAIT!**

Check out in the next 15 minutes and we'll include:

# FREE SHIPPING

on your order

Enter Email

**GET FREE SHIPPING**

No thanks... I prefer to pay full price for shipping.

## HOW IT WORKS

Sets up in less than sixty seconds! Instant aromatherapy when you need it most.

1. Attach to Arm

2. Snap on Pod

3. Spaaaaaah







# 10

## MY BIG MOVE

**Indústria:** Mercado Imobiliário

**Tipo de landing page:** Click-through

**Objetivo:** Fazer os visitantes solicitarem um orçamento

**Público-alvo:** Pessoas que estão procurando uma casa para comprar

**Fontes do Tráfego:** Google AdWords Search

**Duração da campanha:** 30 dias

**Visitantes:** 536

**Taxa de conversão:** 5%



# Compare Mortgage Advisors Online

Quickly compare the best Mortgage Advisors in your area with our easy to use tool, ensuring you choose the right Mortgage Advisor for you.

[Get a Quote](#)

## Why My Big Move?



With our simple online tool you can compare your local Mortgage Advisors in minutes, for free!

## Why use a mortgage advisor

The number of mortgages on offer can sometimes seem overwhelming, and

# O que tá legal

- O principal objetivo da página fica bem óbvio.
- O título diz exatamente qual é a oferta e o subtítulo é bem focado nos benefícios.
- A landing page fica com um visual bem moderno por causa do efeito parallax.

## Fato interessante

Este cliente da Ignition Search no Reino Unido é uma startup em um mercado hiper competitivo. A campanha está indo muito bem, graças a um tráfego super segmentado de anúncios PPC e ao design limpo e fácil de entender da landing page. O tráfego de anúncios PPC está direcionado para termos como 'Comparar corretores de hipoteca', 'Comparar consultores de hipoteca', 'Encontrar corretores de hipoteca' e 'Corretor de hipoteca local'. Essa estratégia permite oferecer uma experiência de landing page relevante para coincidir com os termos da pesquisa. Se eles direcionassem o tráfego para termos mais genéricos tipo 'Melhores hipotecas' ou 'Compare hipotecas', eles passariam a competir com bancos e fornecedores que trabalham com empréstimos em vez de procurar a consultoria especializada de um profissional de finanças, que é o que o cliente oferece.



# Get your free Mortgage Advisor quote

Get a Quote

## FAQ'S



# Compare Mortgage Advisors Online

Quickly compare the best Mortgage Advisors in your area with our easy to use tool, ensuring you choose the right Mortgage Advisor for you.

Get a Quote

### Am I obligated to book a service if I contact a company?

Absolutely not. Calling a company to clarify the details of your move or to get more advice does not obligate you to book in the service.

### I'm not sure about which service I exactly need. Who can help me?

If you need some advice about the service you require you can check out our helpful articles [here](#) or feel free to contact our team on 0114 303 0488 or at [info@mybigmove.co.uk](mailto:info@mybigmove.co.uk).

0114 303 0488  
[info@mybigmove.co.uk](mailto:info@mybigmove.co.uk)

Botanical Gardens Business Centre,  
3 Southbourne Road, Sheffield, S10 2QN

## Why My Big Move?



With our simple online tool, you can compare your local Mortgage Advisors in minutes, for free!



We only work with trusted and experienced Mortgage Advisors, guaranteeing that you're in safe hands.



Being able to quickly compare Mortgage Advisors will enable you to save plenty of time and money.



Your results stay live for a month, giving you plenty of time to make your decision.

## Why use a mortgage advisor

The number of mortgages on offer can sometimes seem overwhelming, and choosing the right one can be tricky and time-consuming. There are numerous rates, terms, lenders' features and insurance types to choose from, so a Mortgage Advisor who can explain the products on offer and help you choose the mortgage that is right for you is a very valuable resource. To help you choose a Mortgage Advisor (which can be a difficult enough task itself), we've created an online tool that will provide you with well known, trusted Mortgage Advisors from around your area, enabling you to pick the one that's best for you.



# Quer testar essas dicas e simular a criação de uma landing page sem compromisso?

Teste funcionalidades, lightboxes e fundos de vídeo no simulador de landing page unbounce antes de realizar o teste gratuito de 30 dias.

**USAR O SIMULADOR DE LANDIGN PAGE**

