



**DIGITAL**

A Harte Hanks Company

Landing page destination optimization  
for a leading financial company

63% CVR improvement and 39% CPA decrease

## CLIENT

A leading financial company.

## GOAL

Increase conversions through Facebook ads and improve CPA efficiency.

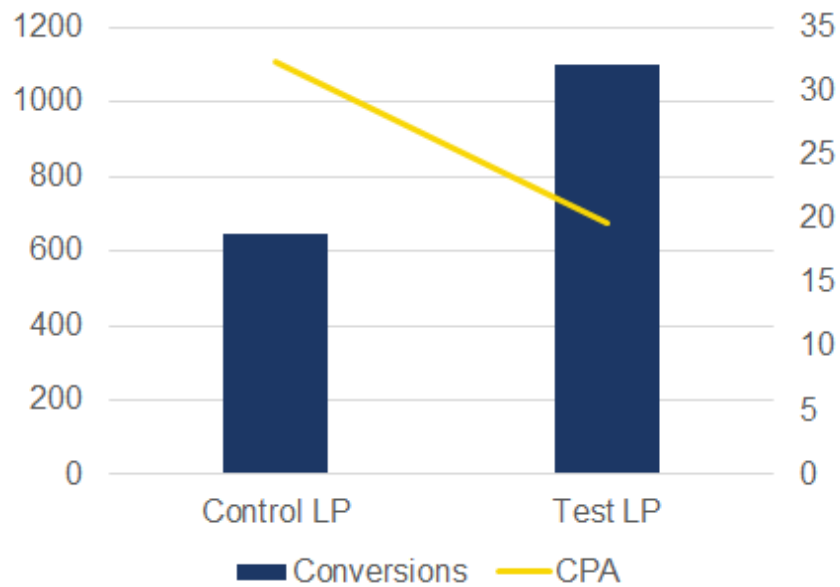
## SOLUTION

We ran a landing page test on Facebook, changing the landing page from the client's homepage to a specific page that matched each ad within the carousel unit, which, as a result, made a huge difference in conversion rate and CPA. The copy and creative in the ad did not change – the only thing that changed is where we sent the user on the website. During our test, the new landing page to which we sent users utilized the same colors and icons on each page to align with what the user was seeing in the ad.

## RESULTS

We saw conversion rate increase 63% and CPA decrease 39% for the new landing pages. This test reached 99% confidence that the new landing page had won, showing a much higher conversion rate.

The results show the importance of showing the user consistency between ad and landing page messaging. If the ad is highlighting a specific feature, that same feature should also be shown on the landing page. The landing page we sent users to during our test created a much better and more synchronized user experience.





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