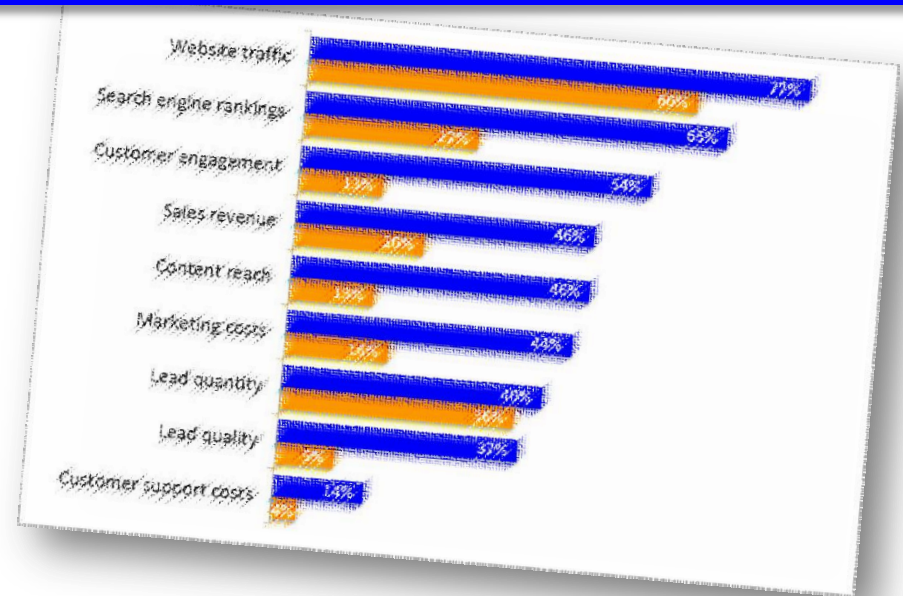




# Landing Page Optimization

## Strategy Outlook Report

What landing page optimization success will look like in the year ahead and how marketers plan to achieve it.



Client Connection Research™ conducted by Ascend2 in partnership with Research Underwriters

## **Landing Page Optimization Strategy Outlook Report**

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# Landing Page Optimization Strategy Outlook Report

## Table of Contents

A landing page can make or break a marketing campaign	4
The difference between Superior and Inferior LPO strategies	5
Is an average LPO strategy good enough for you?	14
How strategies and tactics differ by marketing channel	23
How does company size influence a LPO strategy?	31
Actionable advice for developing a Superior Strategy	40
Survey methodologies and demographics	41
About Ascend2	43

# Landing Page Optimization Strategy Outlook Report

## A landing page can make or break a marketing campaign.

A landing page is the primary point of conversion from anonymous visitor, email subscriber or social follower to a qualified lead or customer. It can make or break the success of a marketing campaign.

What are marketers doing to improve Landing Page Optimization (LPO) performance? To find out, Ascend2 in partnership with our Research Underwriters fielded the Landing Page Optimization Survey and completed interviews with 617 business leaders, marketing executives and marketing practitioners from around the world. We would like to thank these busy professionals for sharing their valuable insights with you.

This report features a methodology that distinguishes companies with a superior strategy for accomplishing LPO objectives from those having an inferior strategy. It includes actionable advice on using this research to develop a superior strategy beginning with a SWOT analysis of your LPO program.

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**Sergio Balegno**

Chief Strategy Officer

**Ascend2**

PS: If you work for a marketing agency or marketing SaaS firm, a white label edition of this report is available with corresponding leads and new business opportunities for growing your firm at [Ascend2.com](https://Ascend2.com).

## The difference between *Superior* and *Inferior* LPO strategies

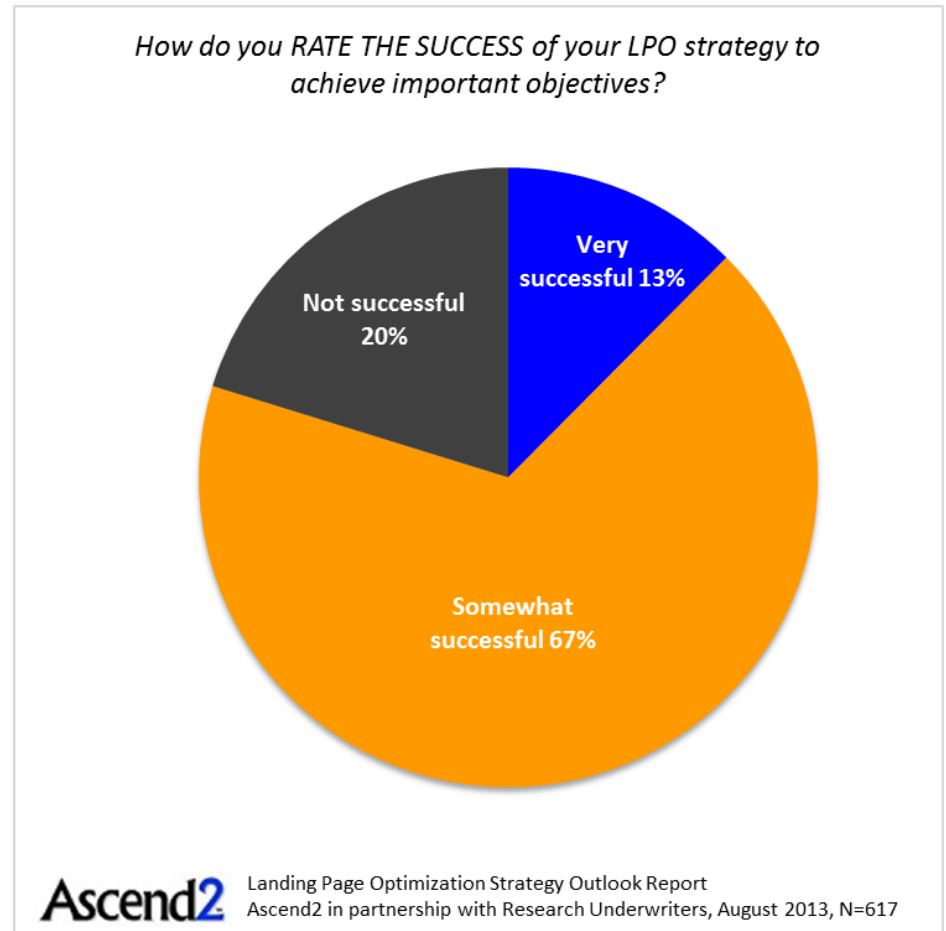
In this section, the disparity between companies with a Superior Strategy for LPO and their Inferior Strategy counterparts is clear. These benchmarks are provided to show you what Landing Page Optimization success looks like, and how marketers plan to achieve it.

# The successful achievement of objectives distinguishes a *Superior Strategy* from an *Inferior Strategy*.

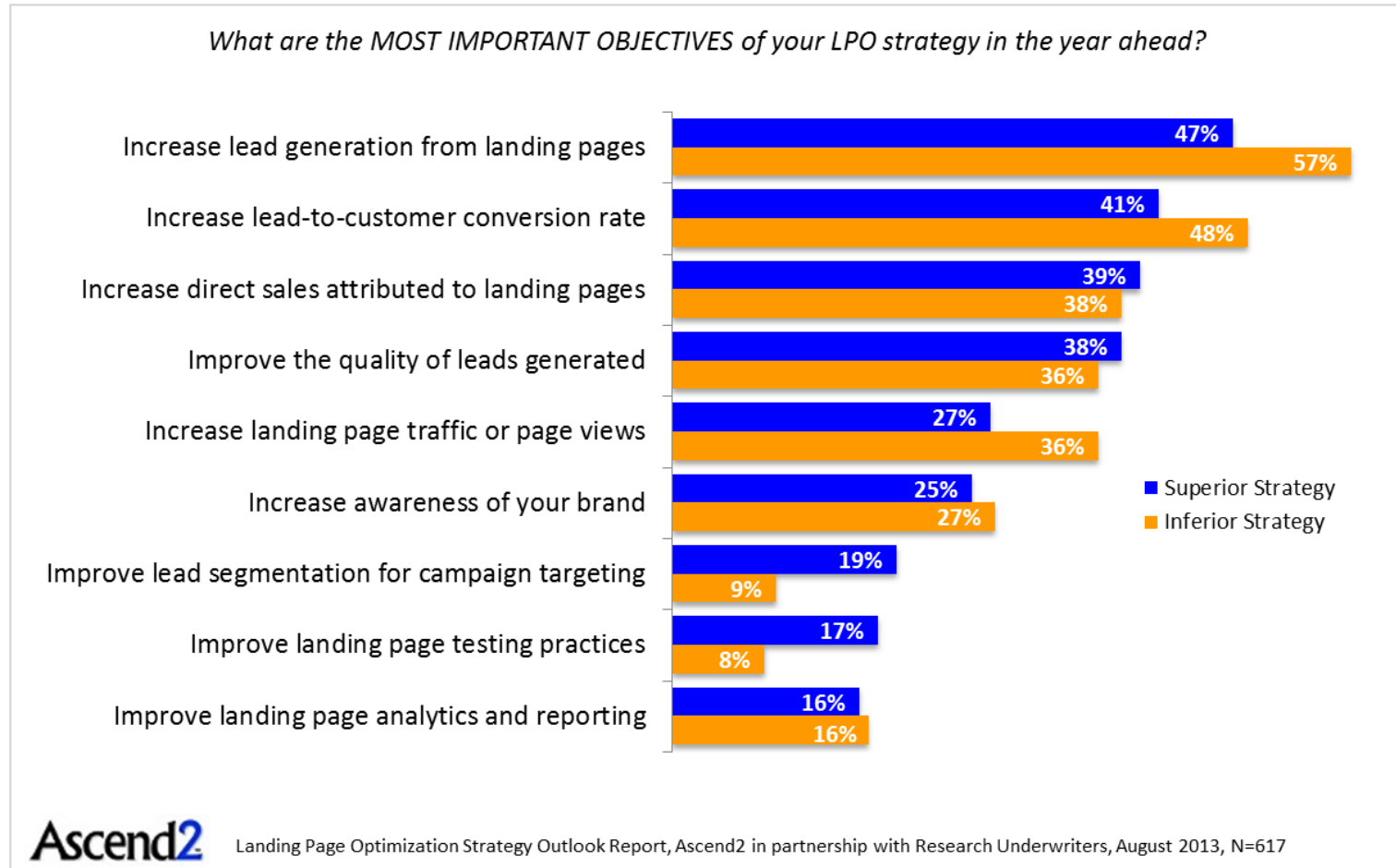
Determining which Landing Page Optimization strategies are worth emulating requires identifying characteristics of the most successful marketing organizations. Performance criteria, based on the success of a LPO strategy to achieve important objectives, is used to differentiate between companies with a Superior Strategy from those with an Inferior Strategy for the purpose of this report.

The highest performers (13% of respondents rated Very Successful) are identified in this section as having a Superior Strategy. The lowest performers (20% of respondents rated Not Successful) are identified as having an Inferior Strategy.

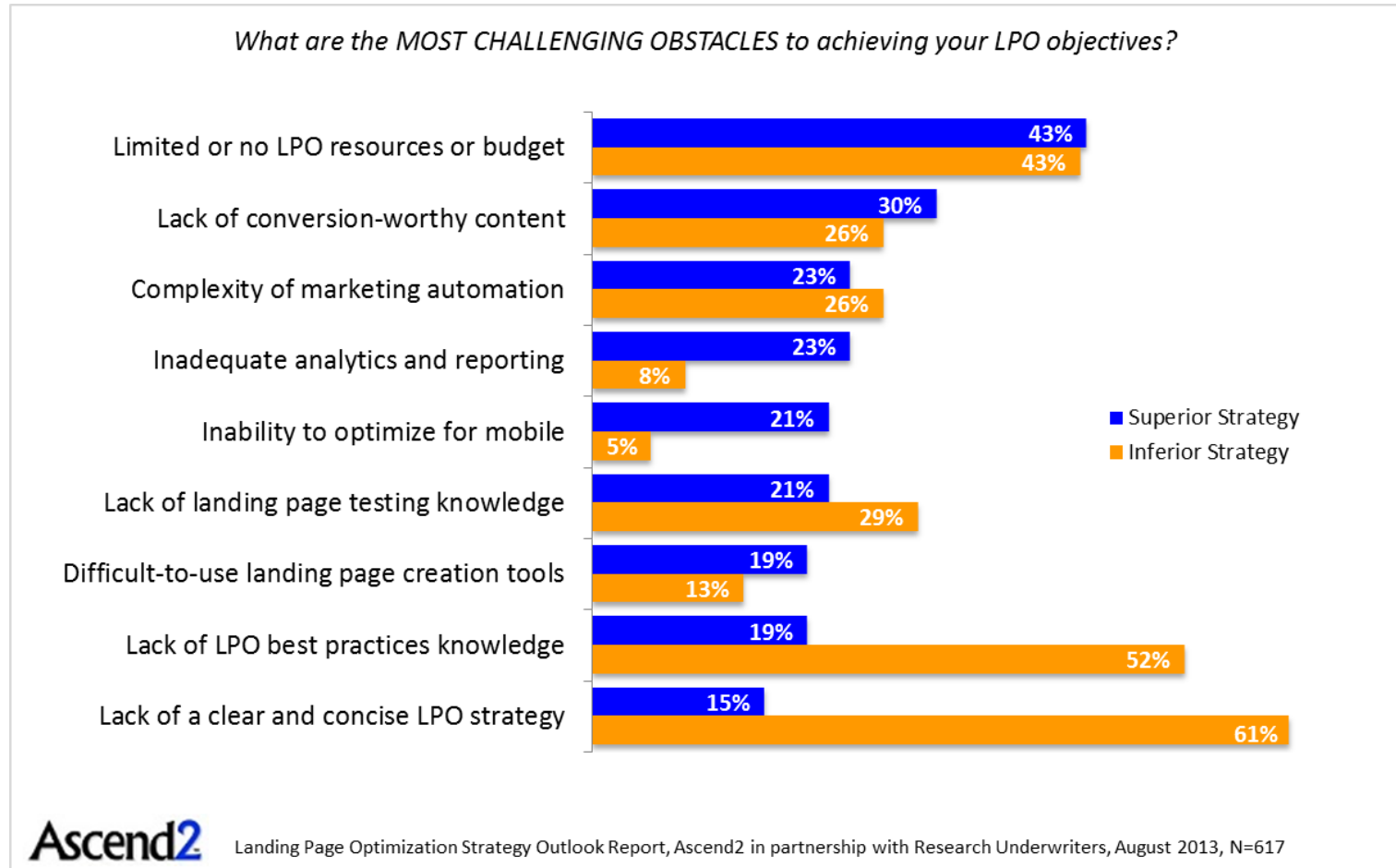
Marketers rating their LPO strategy as Somewhat Successful (67%) are not represented in the charts in this section.



The bottom of charts often reveal missed opportunities. The importance of lead segmentation and testing practices is lost to those with an Inferior Strategy.

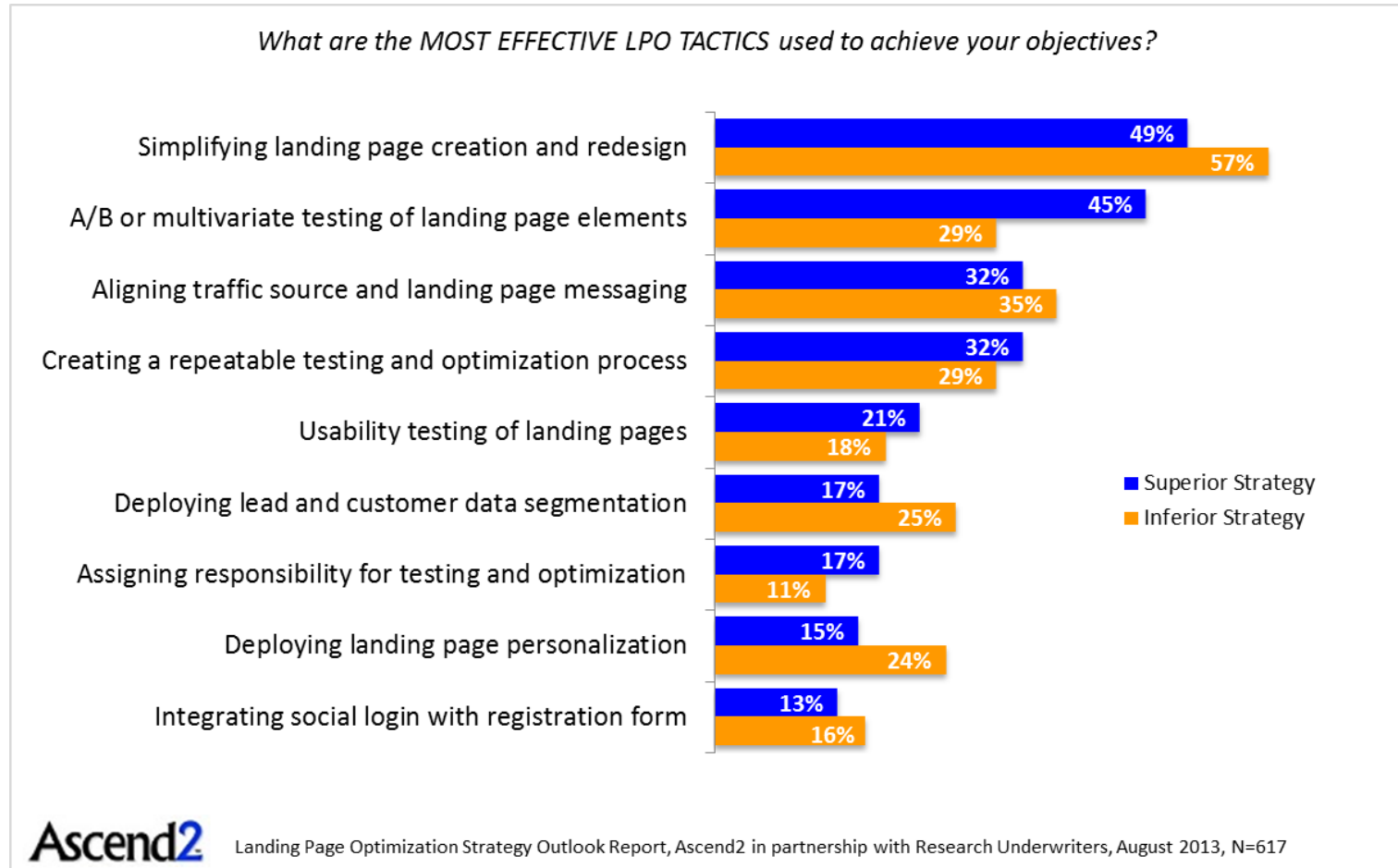


# Companies with an Inferior Strategy, are much more likely to lack the knowledge of best practices or have a clear strategy for Landing Page Optimization.

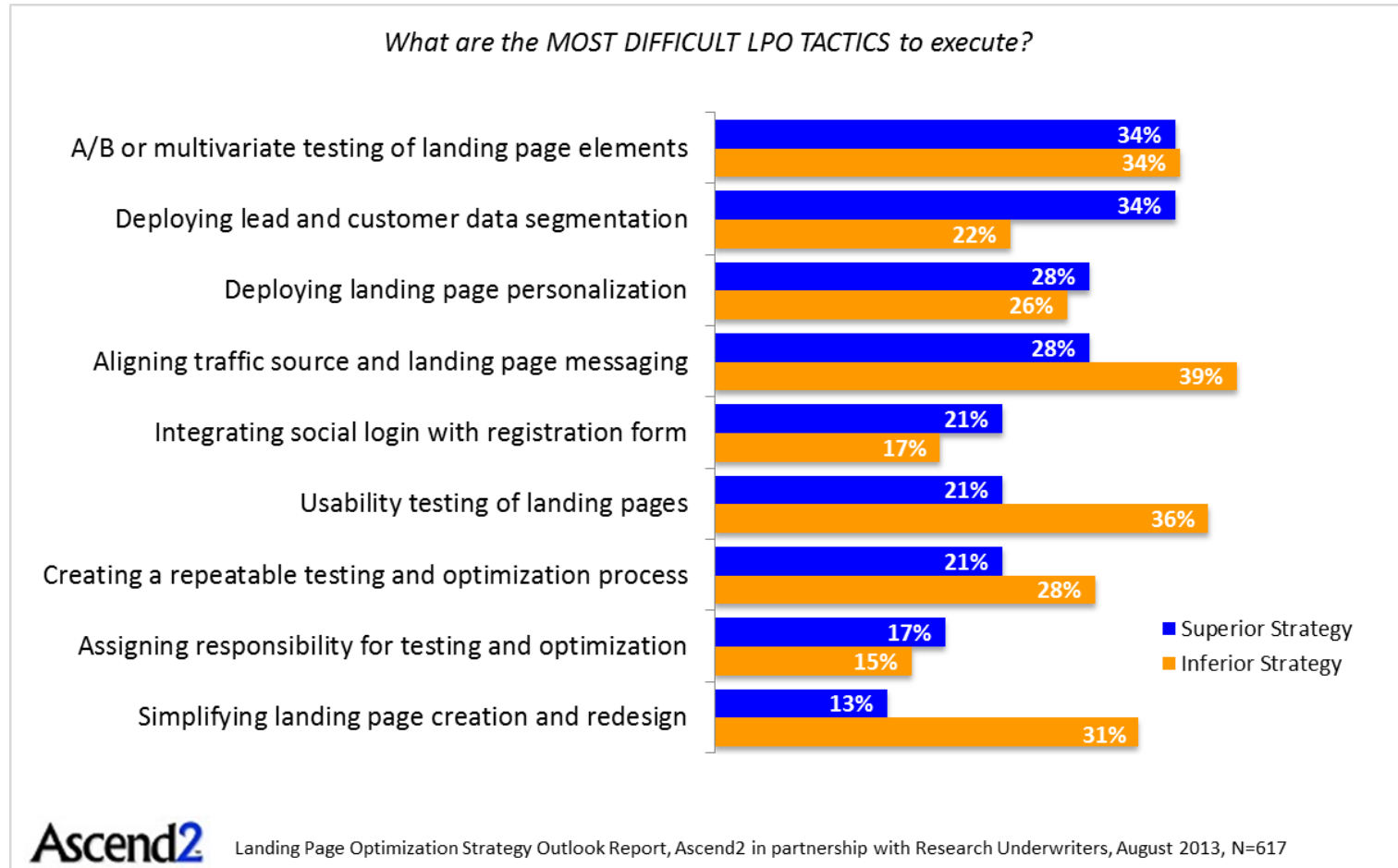




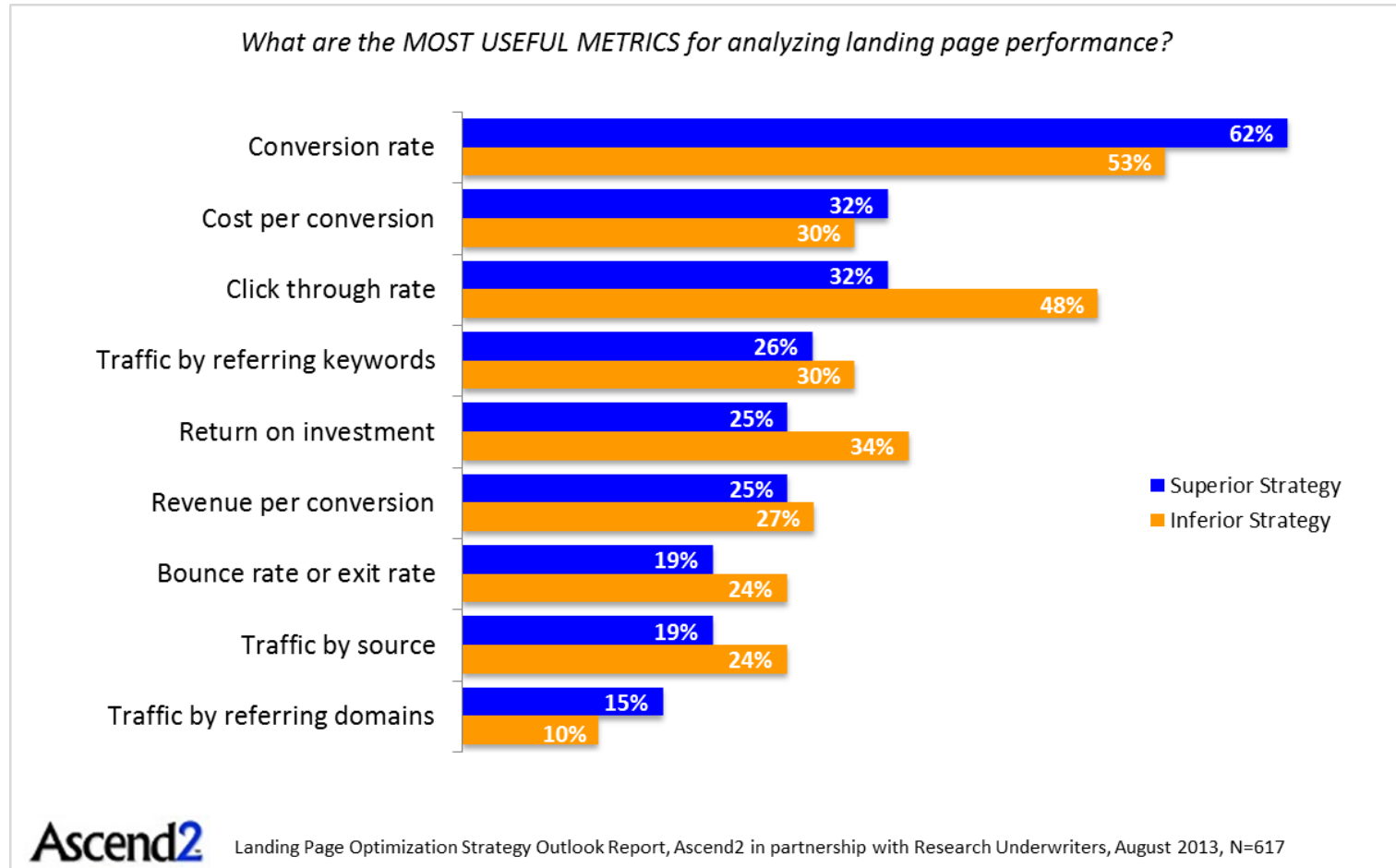
Marketers with a Superior Strategy are 55% more likely to name A/B or multivariate testing of landing page elements as a most effective LPO tactic.



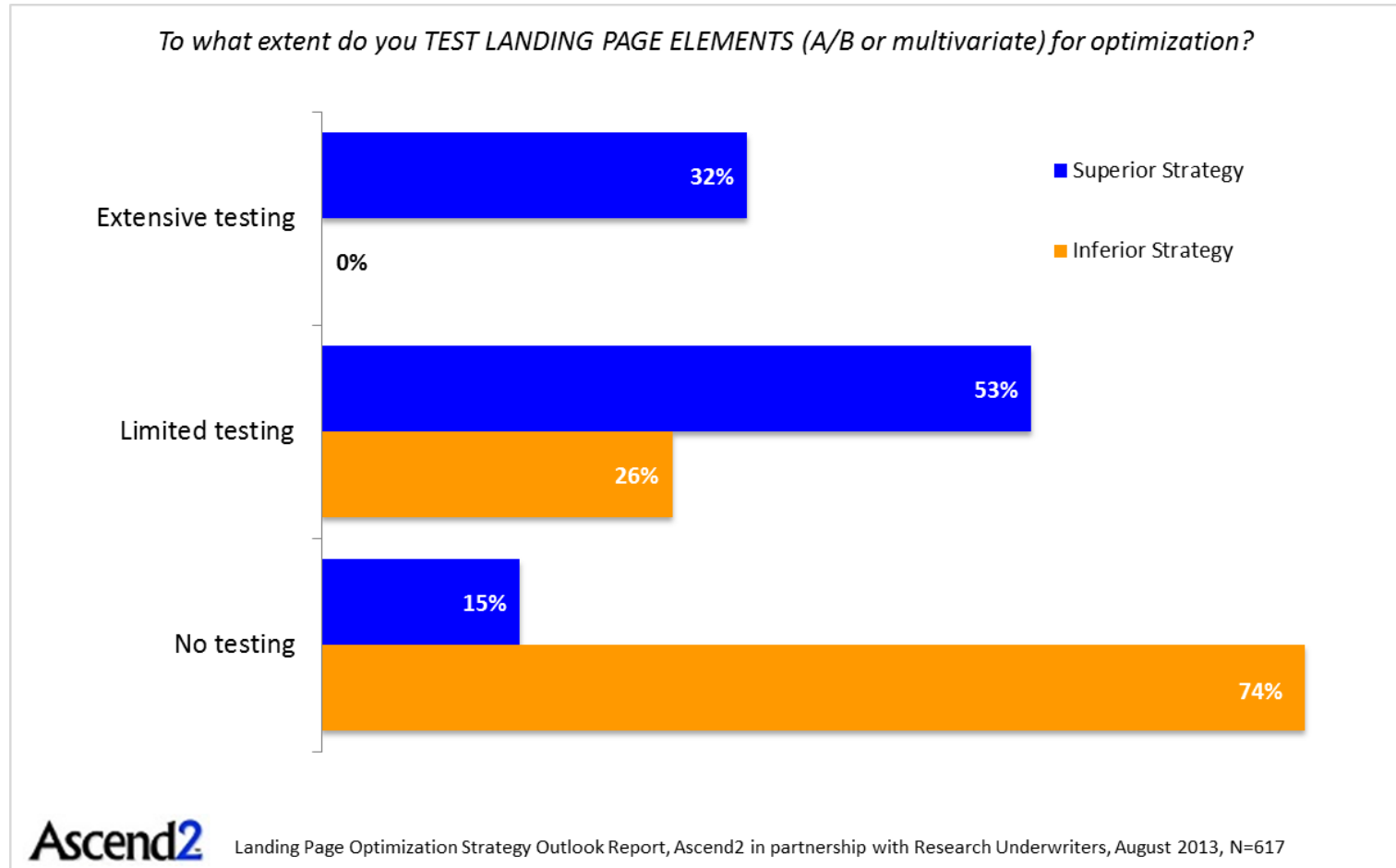
Companies with an Inferior Strategy are more than twice as likely to struggle with landing page creation and redesign than their Superior Strategy counterparts.



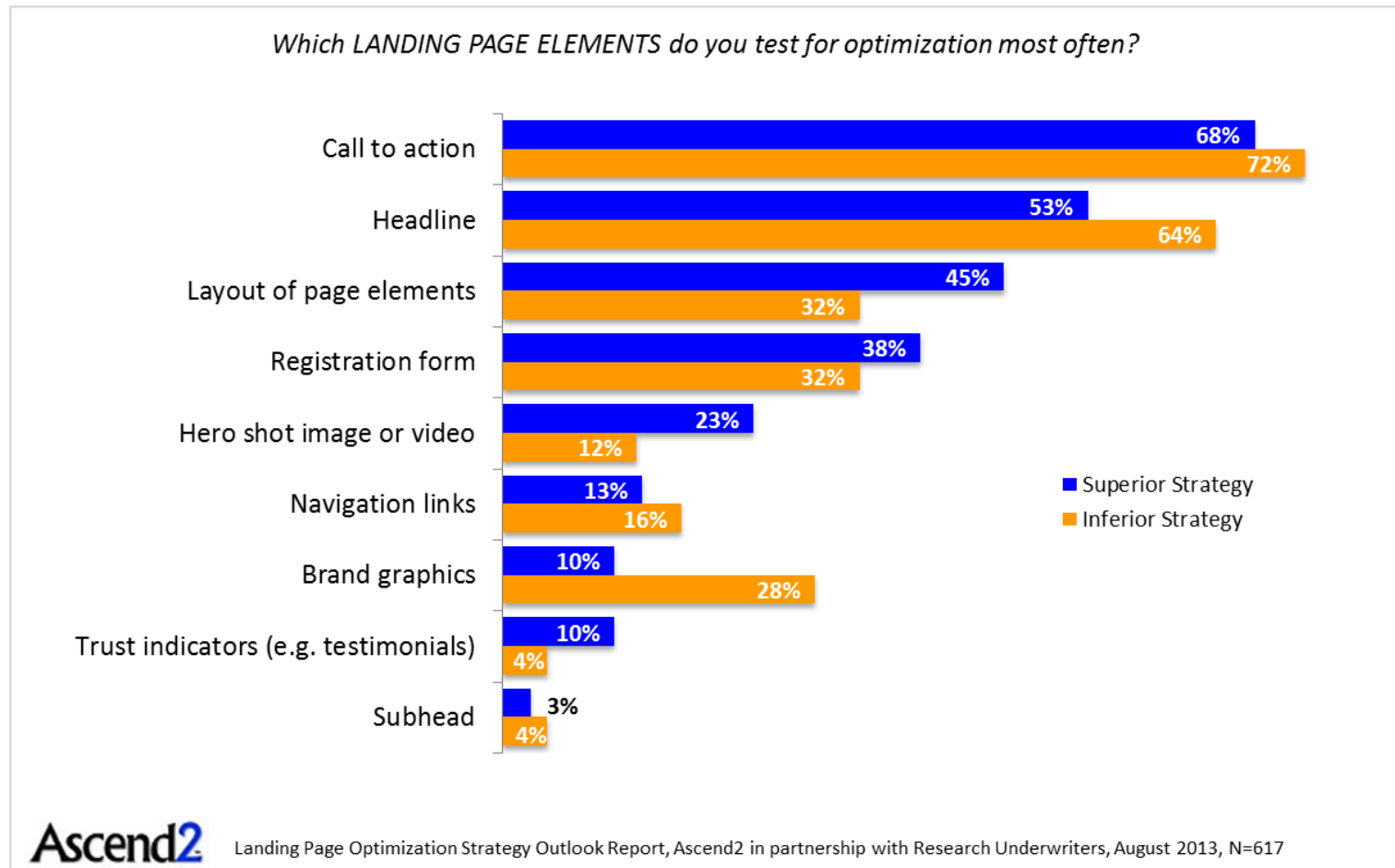
The attention on measuring click through rate by those with an Inferior Strategy may relate to the challenge they have aligning source and landing page messaging.



85% of companies with a Superior Strategy for LPO test their landing page elements, compared to only 26% of companies with an Inferior Strategy.



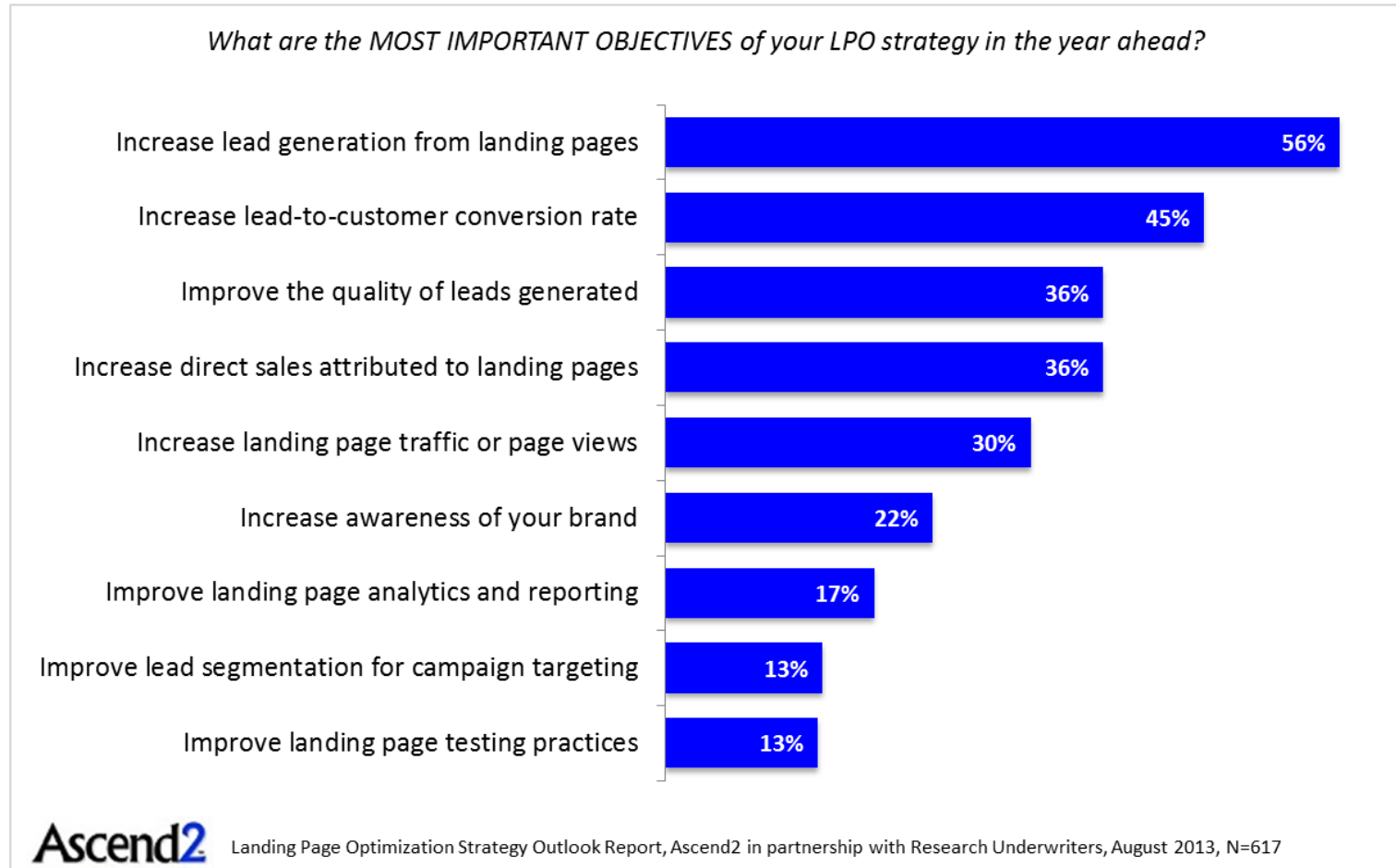
Beyond the call to action, there is little agreement between those with a Superior Strategy and an Inferior Strategy on which elements are tested most often.



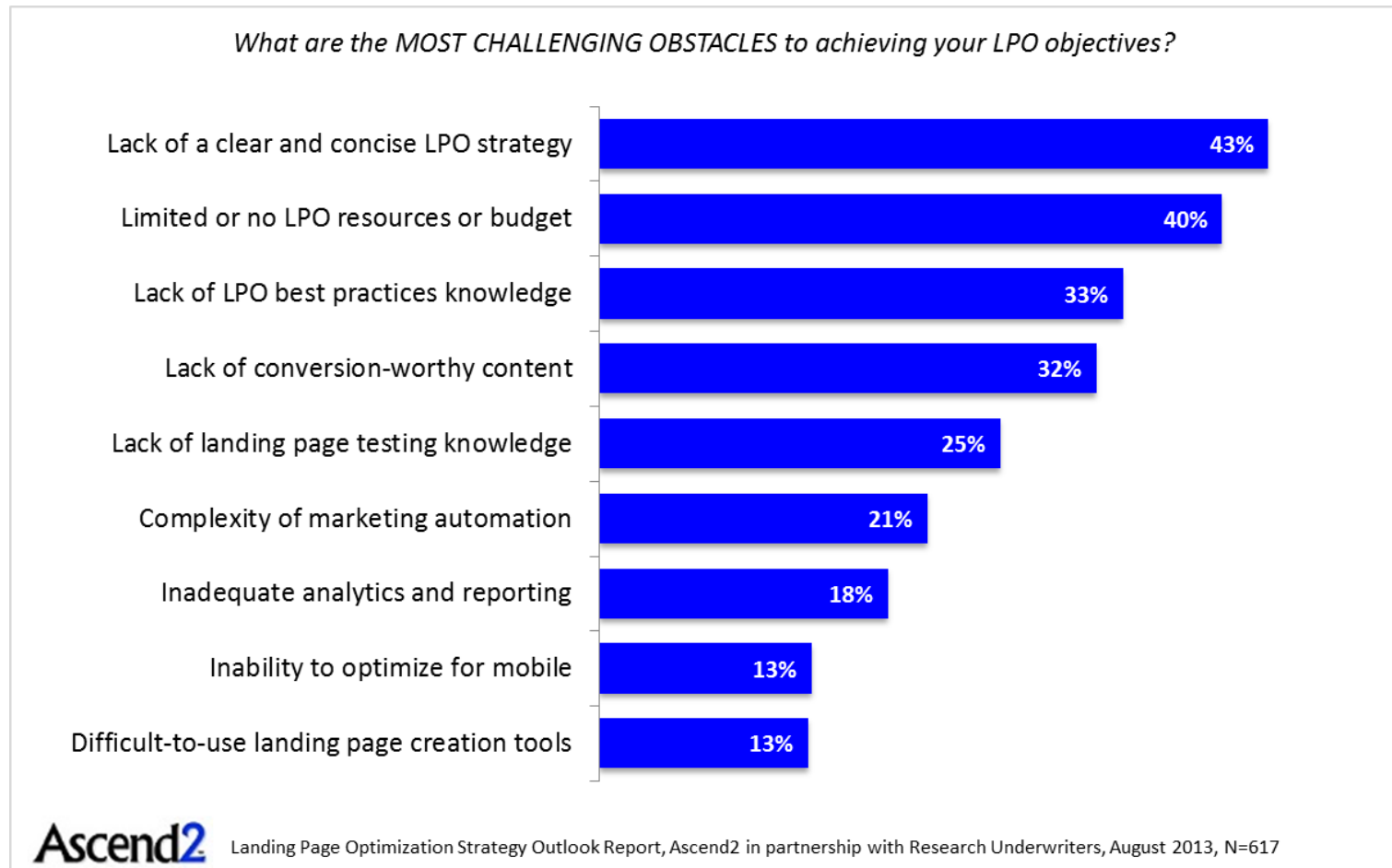
## Is an average LPO strategy good enough for you?

The charts in this section show the sum of all responses. The data has not been segmented, as it has in all other sections of this report, so results represent the overall “average”. It is a high level view of the Landing Page Optimization landscape so you can examine how your strategy compares with marketing industry averages in terms of practices and performance.

The primary purpose of a landing page is to generate leads – the kind of leads that are more likely to convert into purchasing customers.

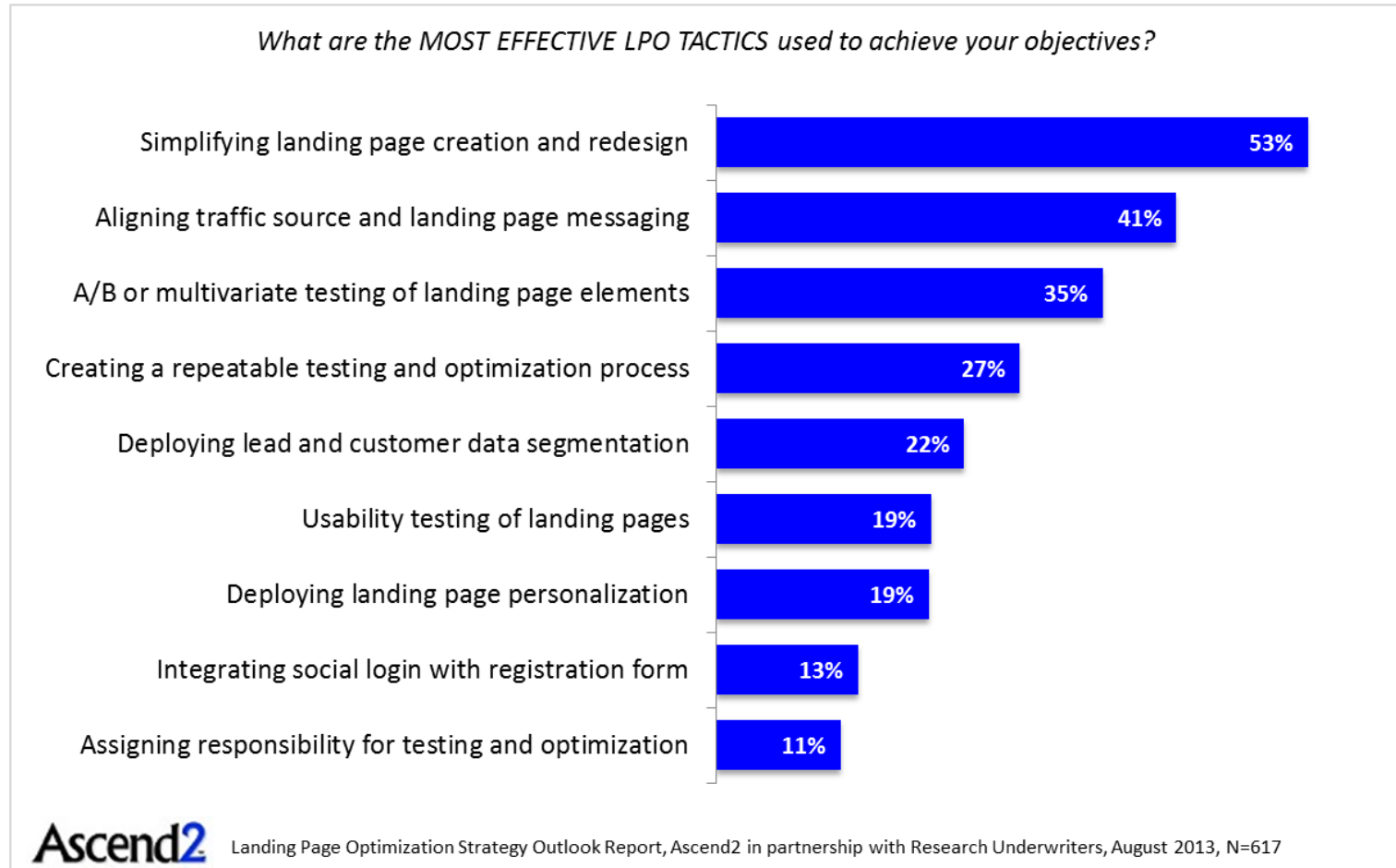


Lack of a clear and concise strategy, combined with limited resources or budget, create the most challenging obstacles to LPO success.

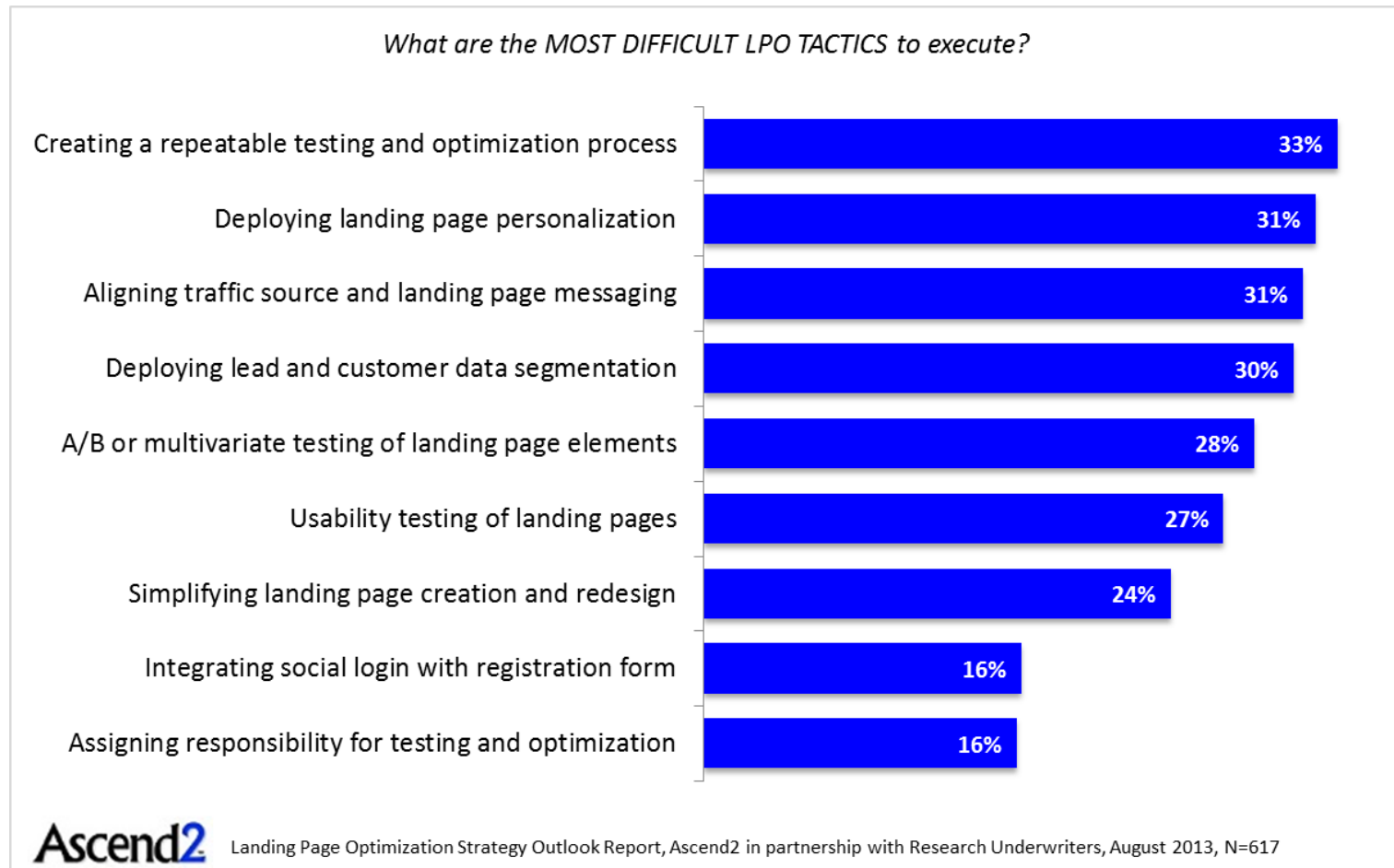




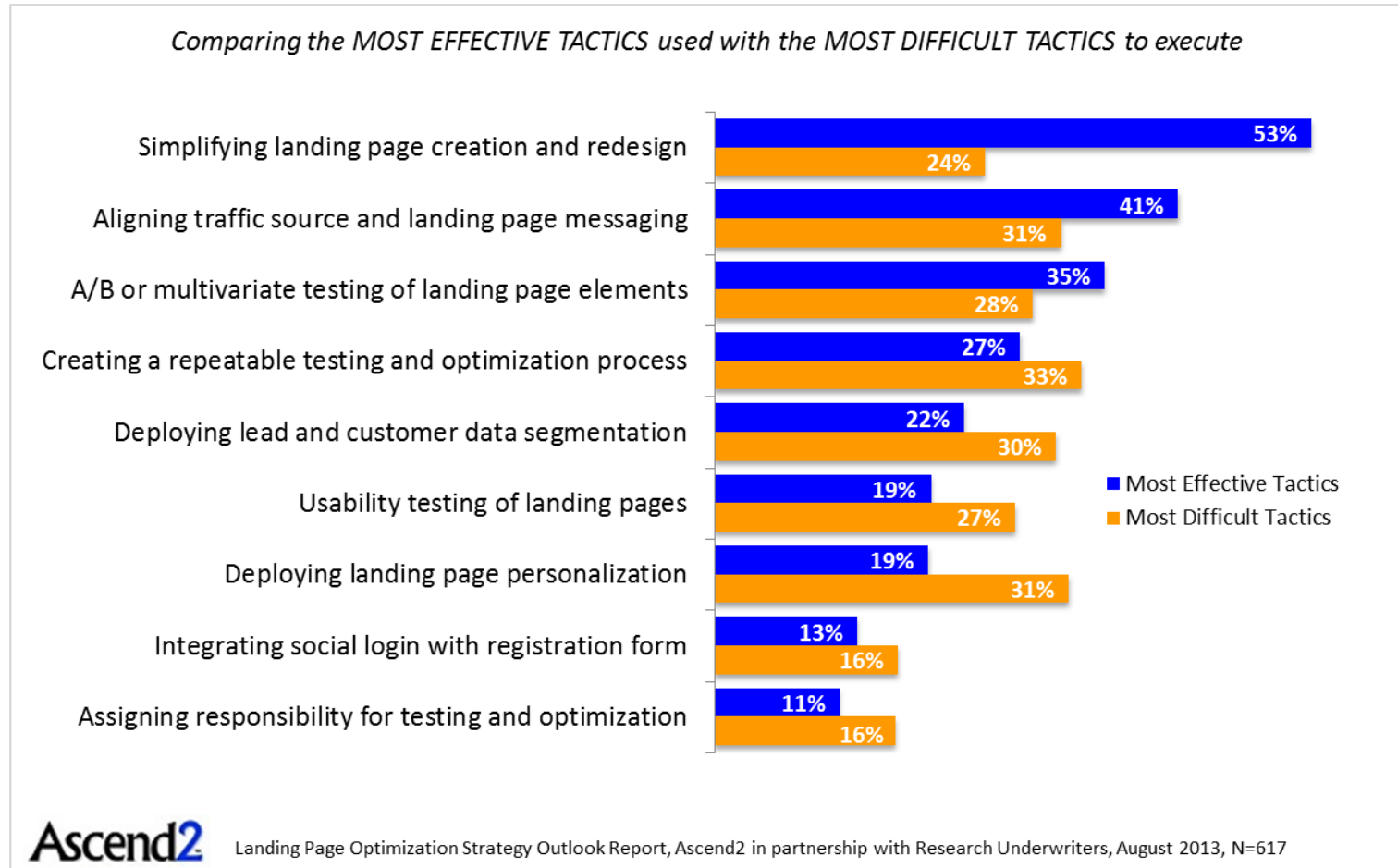
# The right tools will simplify the creation and redesign of landing pages, the most effective LPO tactic used to achieve objectives.



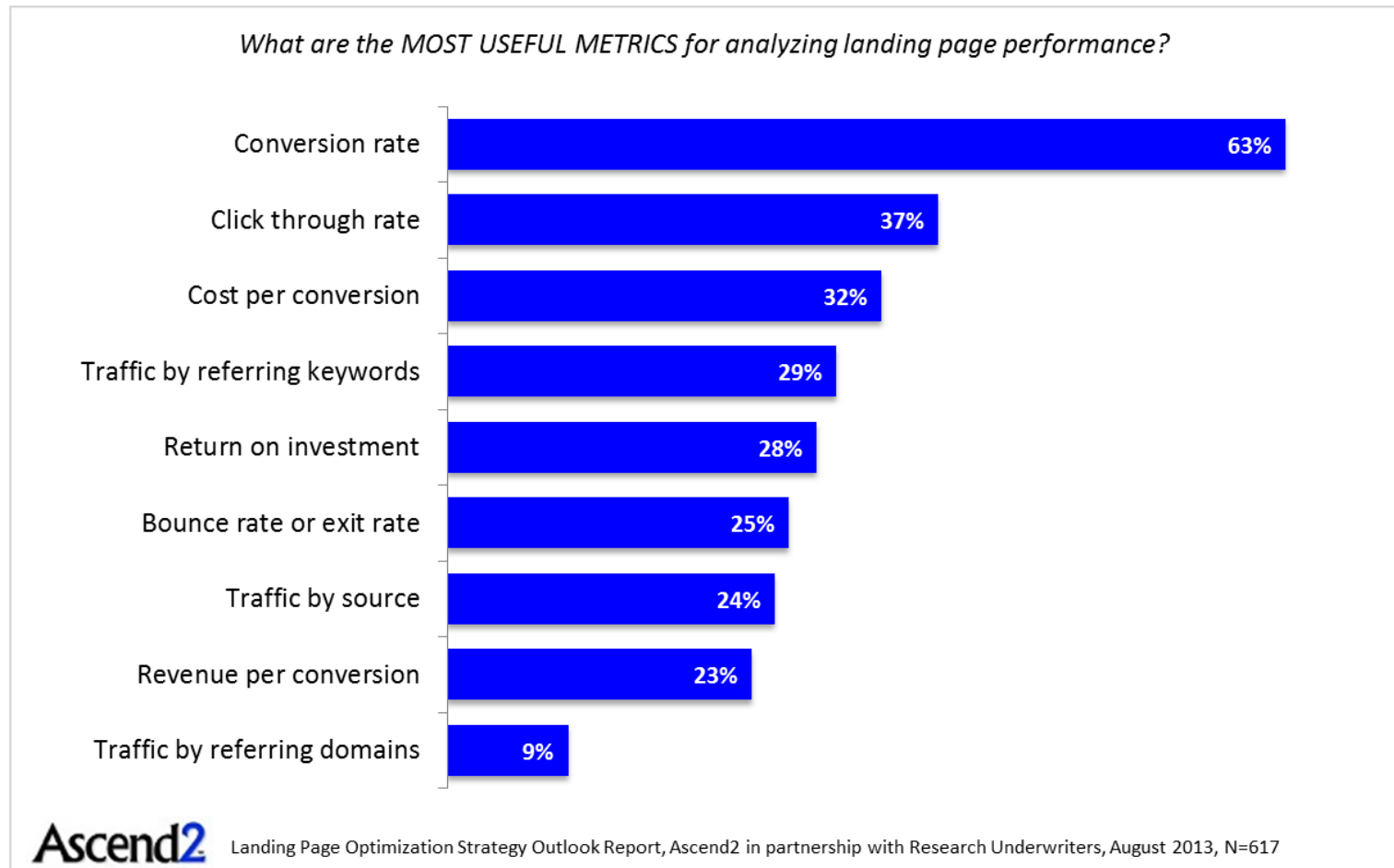
Optimization requires testing. A repeatable process that streamlines testing and optimization will minimize the complexity and difficulty of executing LPO tactics.



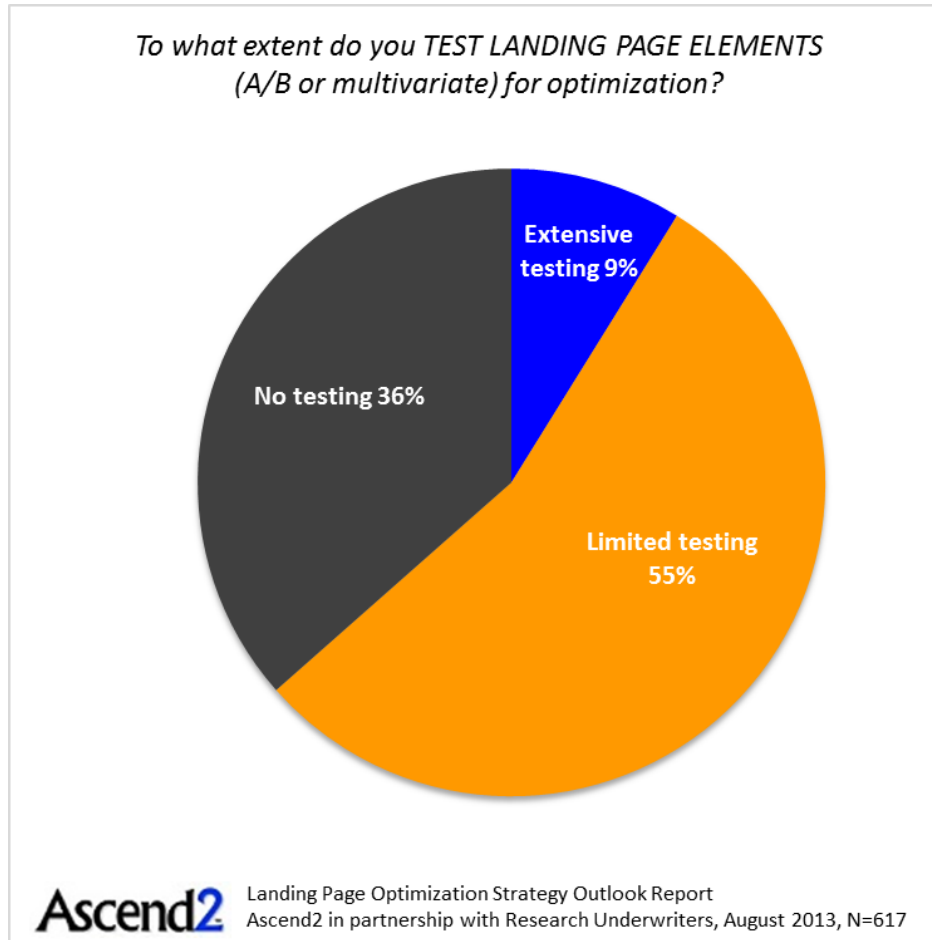
The most effective tactic – simplifying page creation and redesign – is also one of the most difficult. Easy-to-use landing page building and publishing tools are essential.



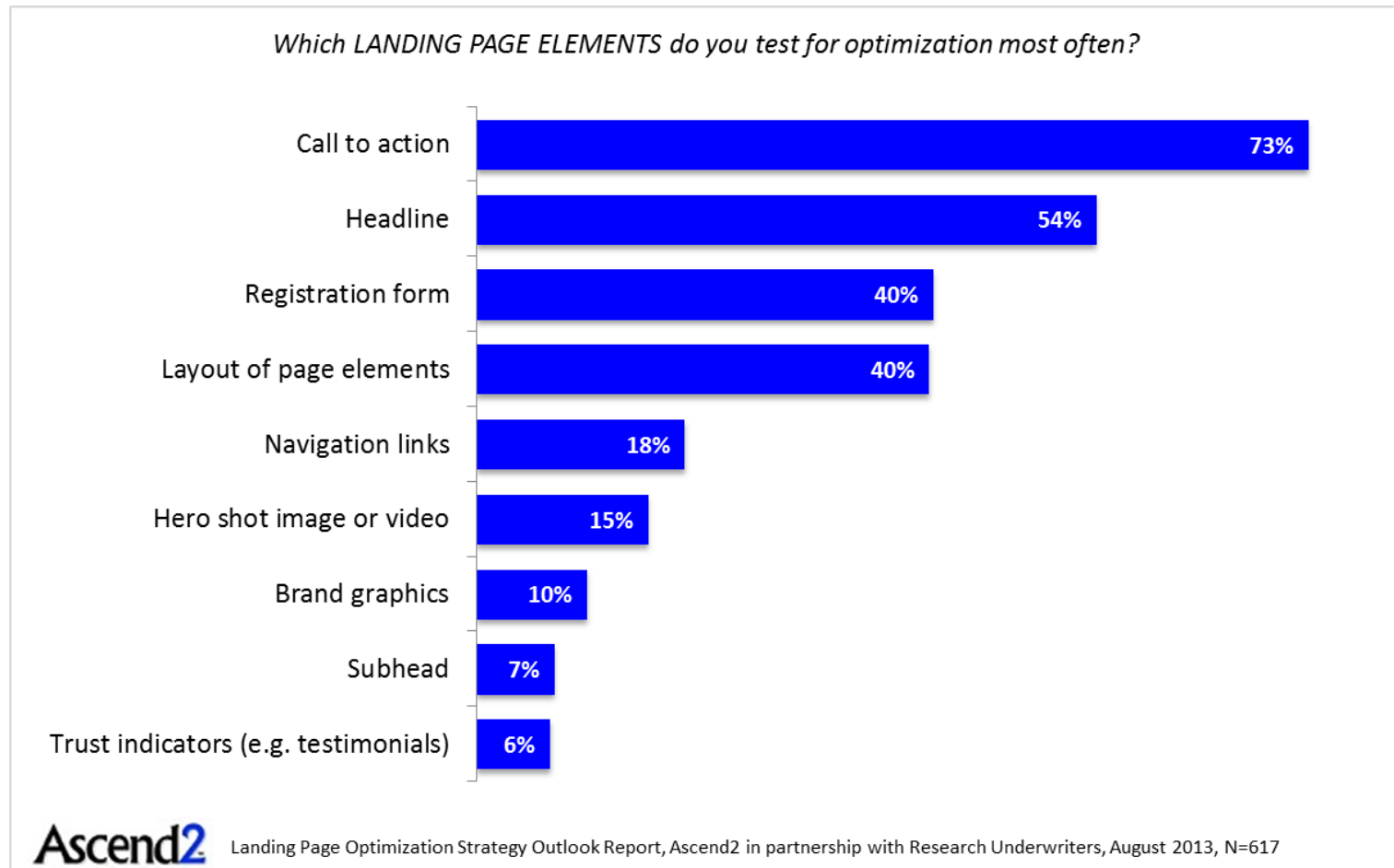
The ability to measure the conversion of visitors-to-leads and leads-to-customers is required to determine if the most important LPO objectives are being achieved.



Fewer than one in ten marketers extensively test landing page elements. More than a third do not test landing pages for optimization purposes at all.



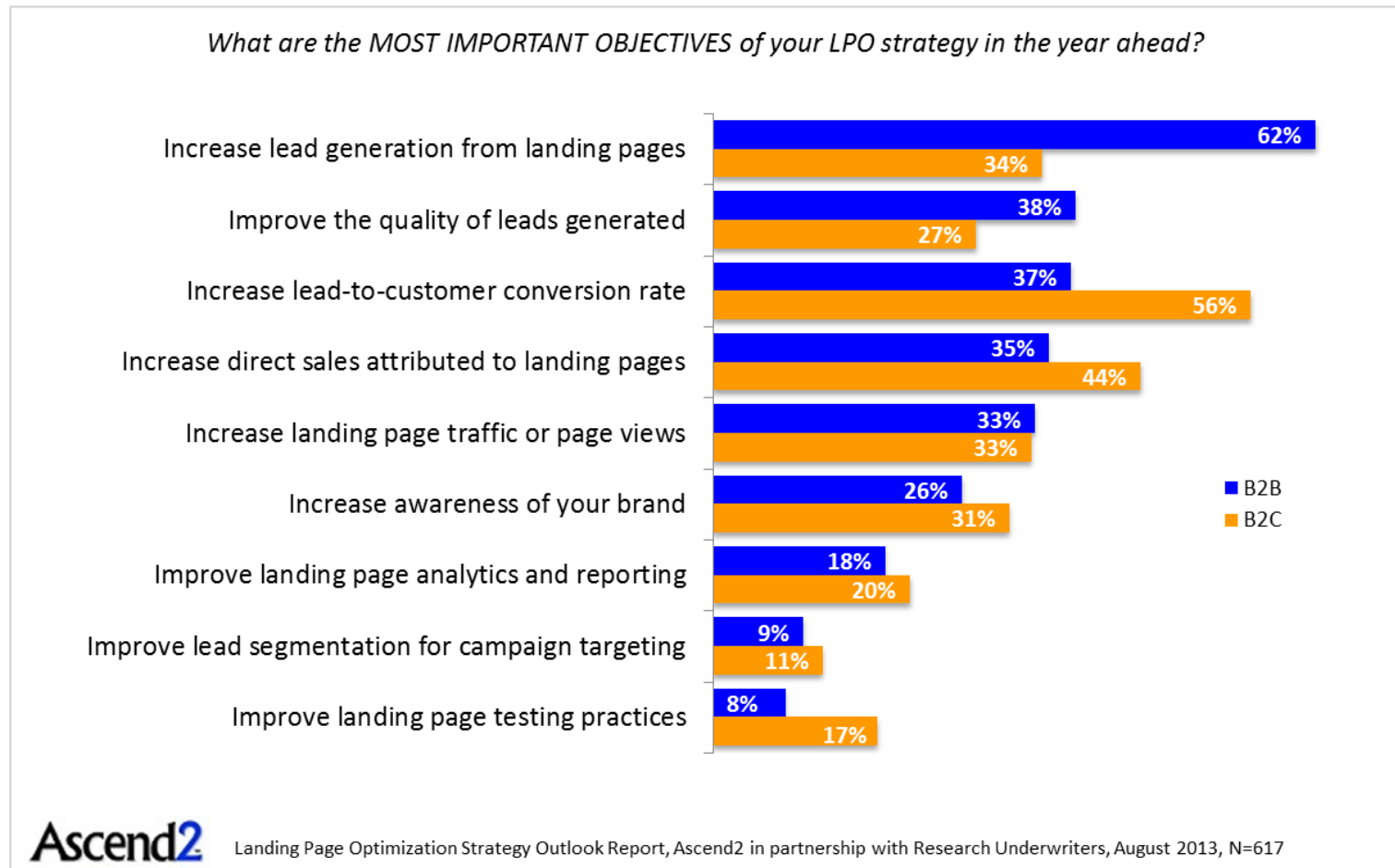
Marketers who do test landing page elements for optimization purposes, most often test the call to action and headline.



## How strategies and tactics differ by marketing channel

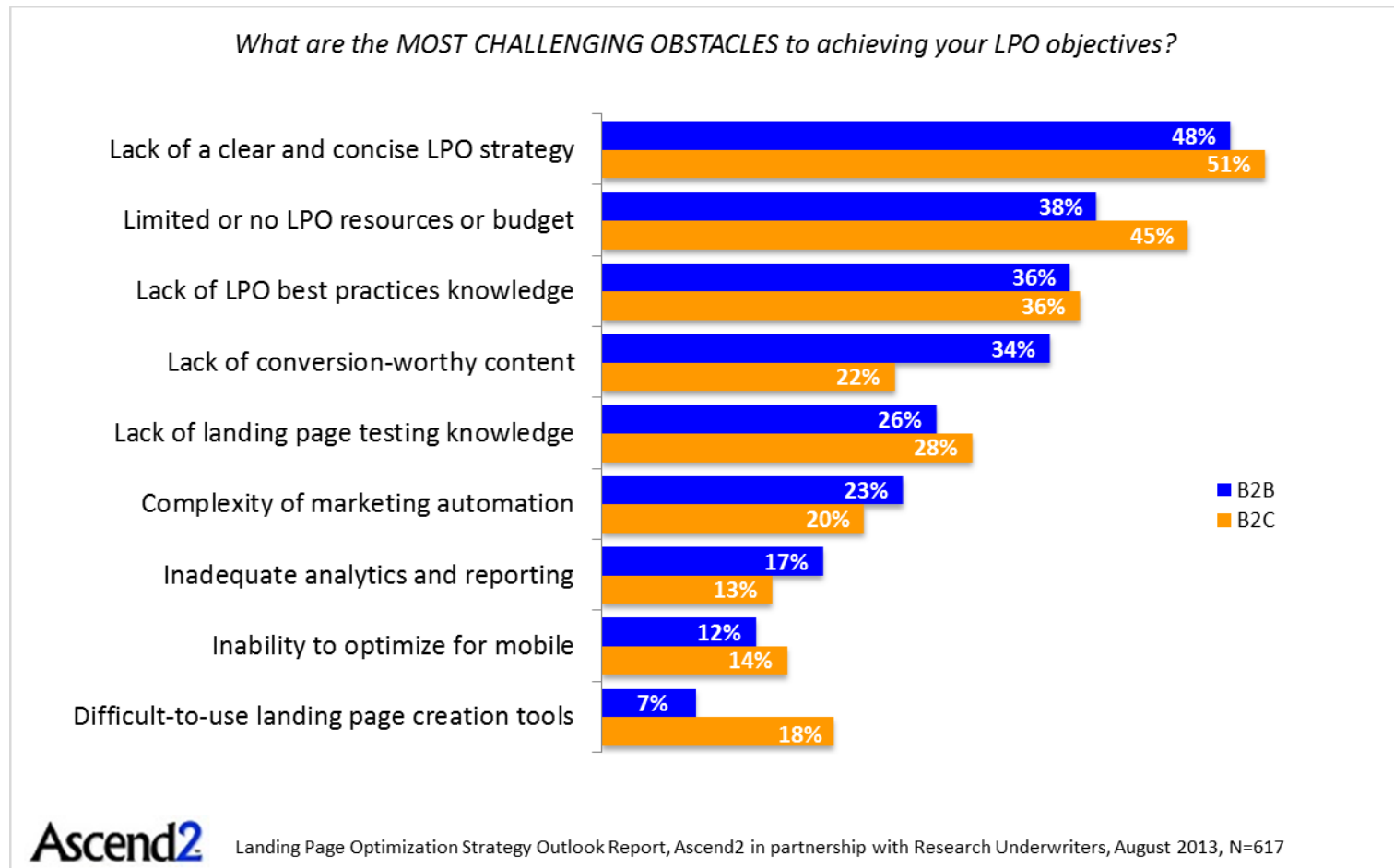
The chart breakouts in this section are by the primary type of products or services the responding company sells. The survey questionnaire was segmented by three types of products or services: Business-to-Business, Business-to-Consumer and Marketing Services. The following charts represent responses from B2B and B2C marketers only, and do not include responses by the providers of marketing services (41% of respondents).

B2B marketers want more, better-quality leads while B2C marketers want to convert more of those leads into paying customers attributed to the landing pages.

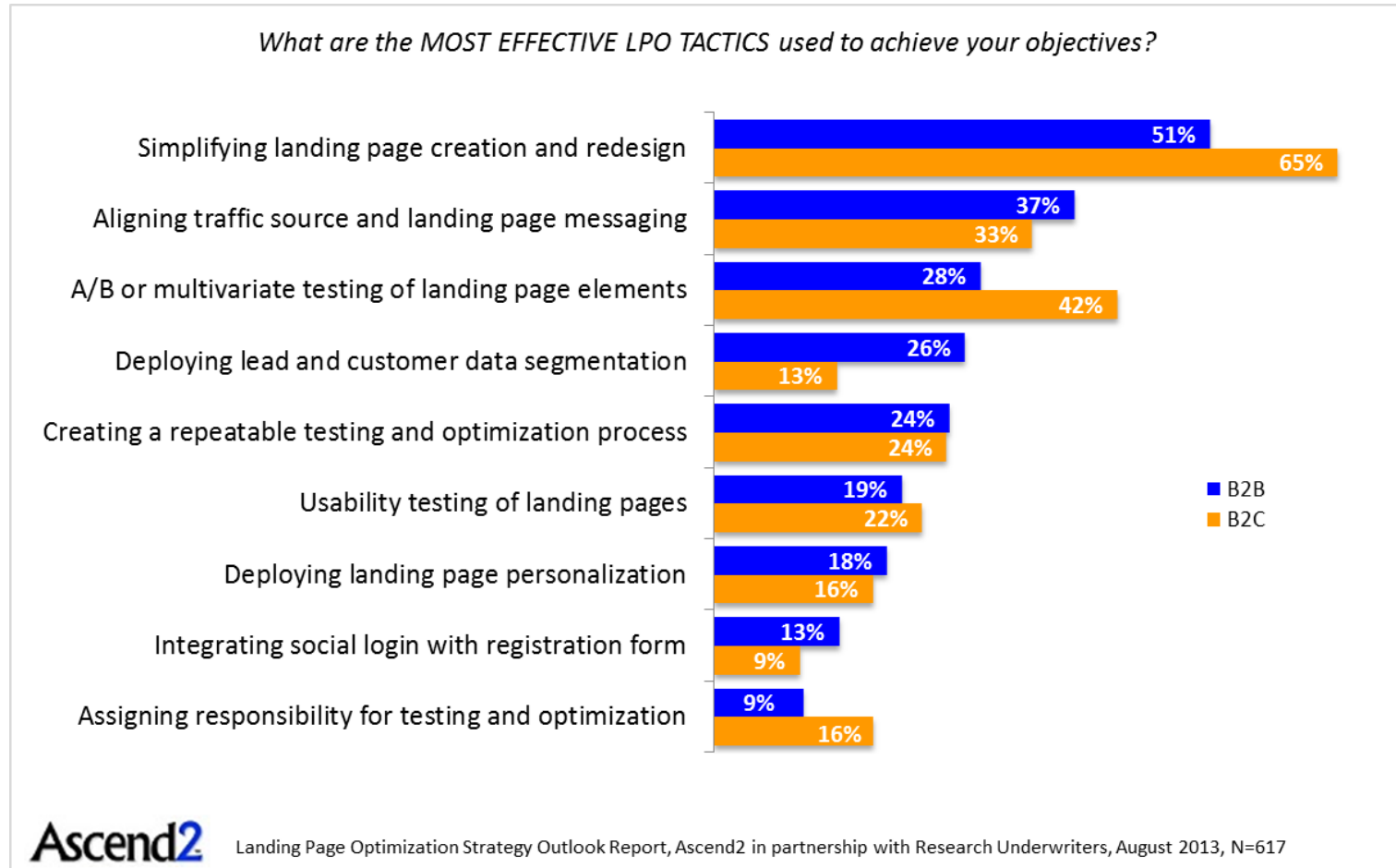




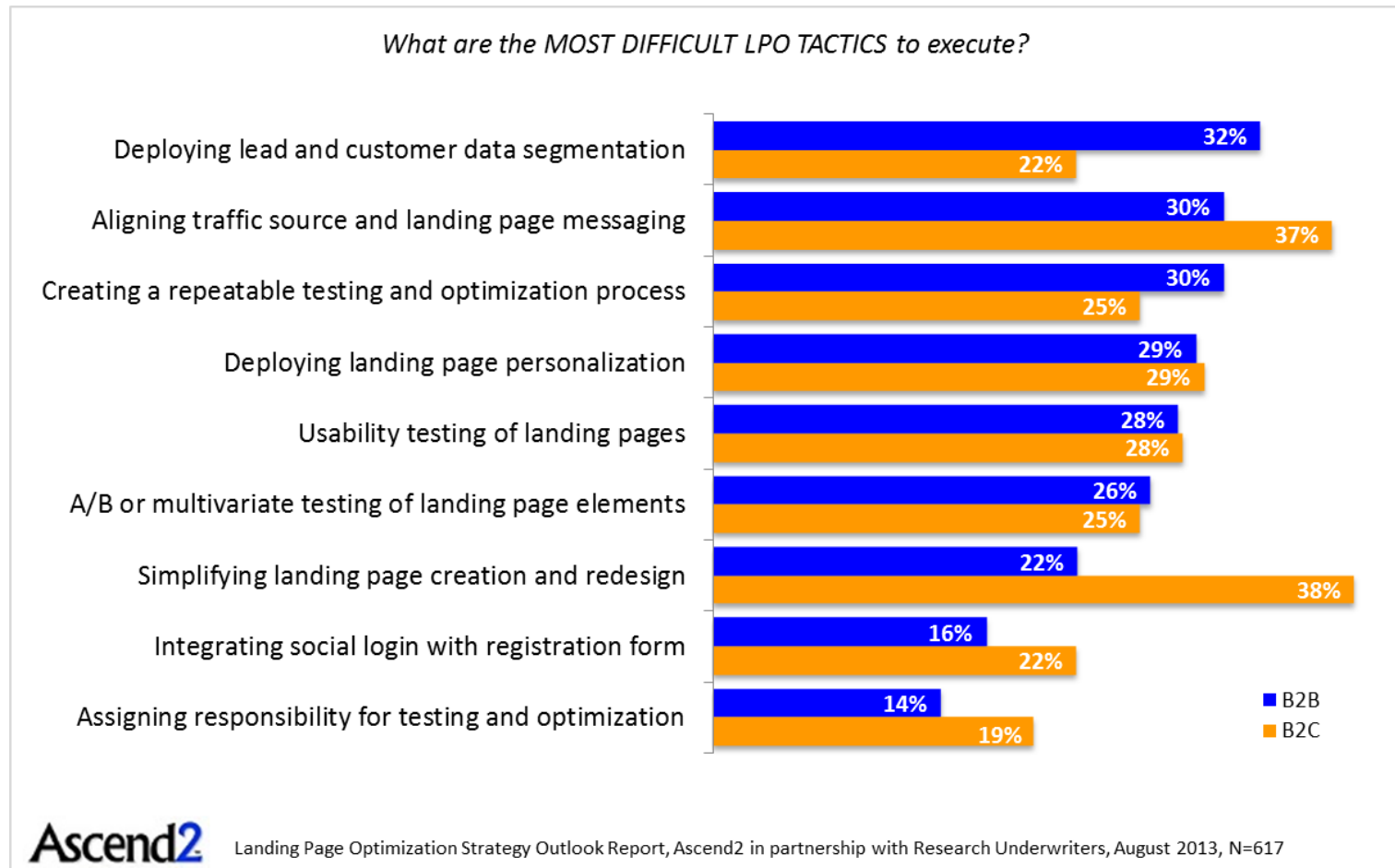
Both channels are equally challenged by many of the obstacles to LPO success, but landing page creation tools are much more challenging for B2C marketers.



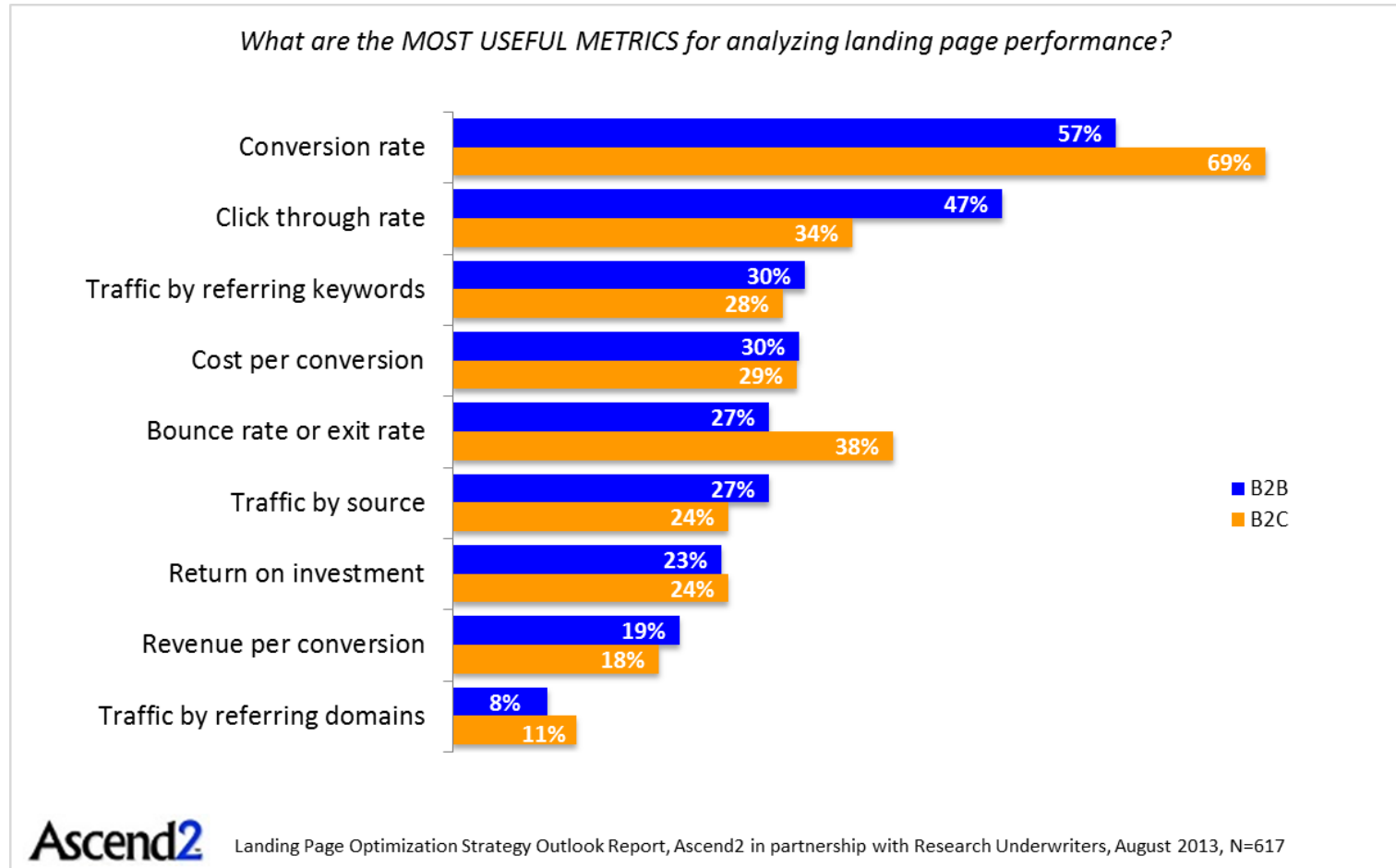
Tactically, B2C marketers are more likely to find landing page creation and testing more effective, while lead segmentation is more effective for B2B marketers.



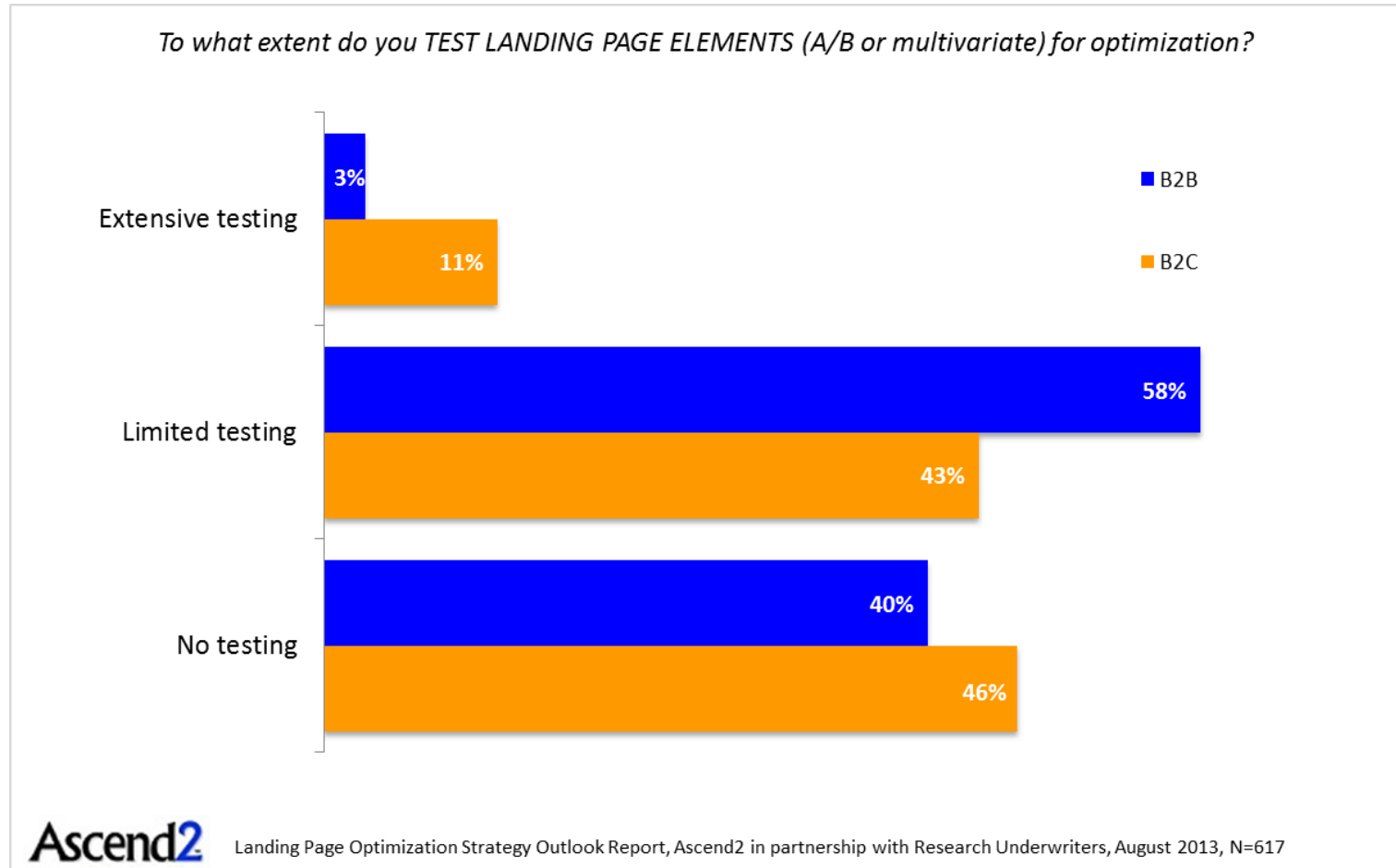
# Consumer marketers are more likely to require an online sales transaction making the simplification of landing page creation a more difficult tactic to execute.



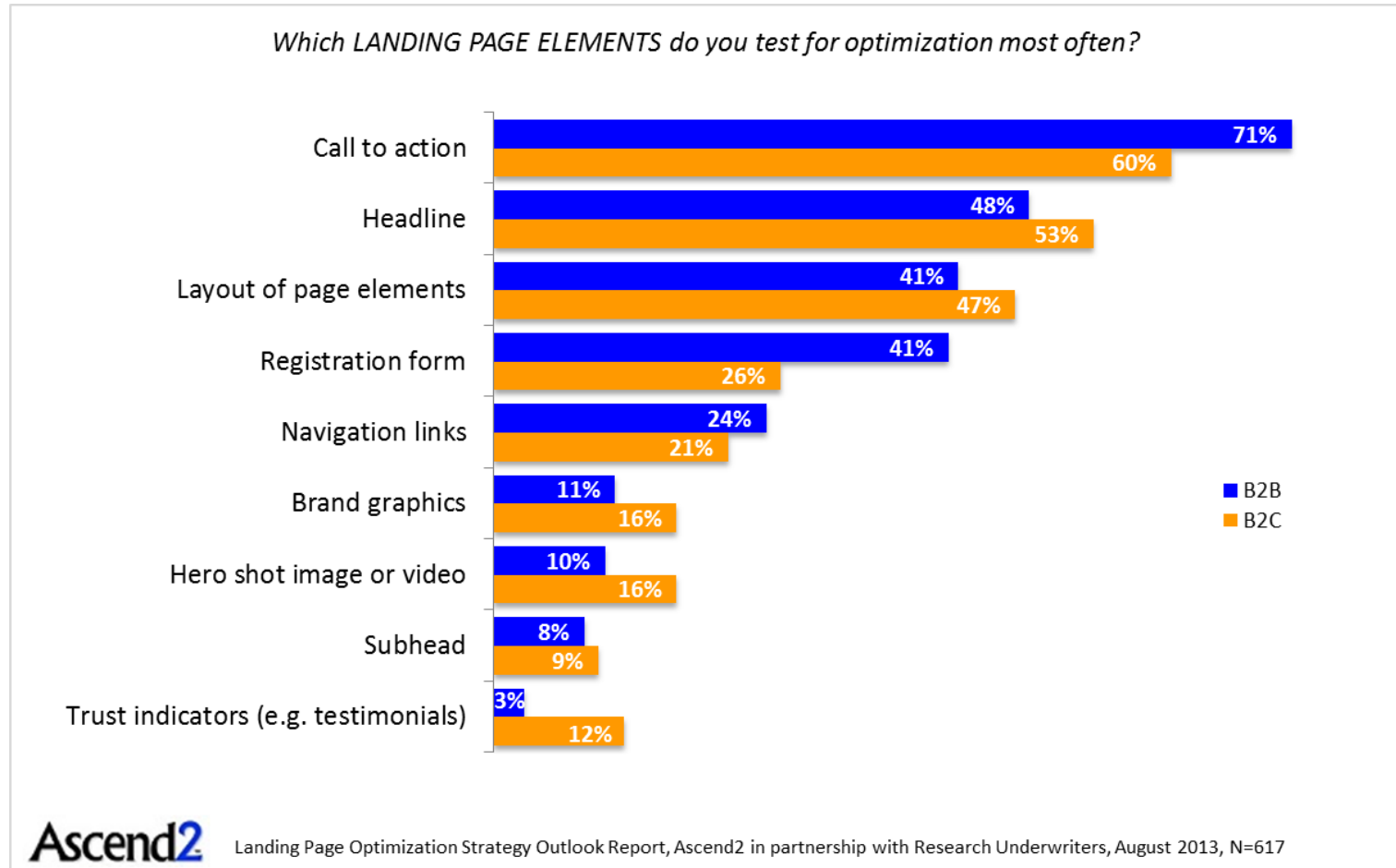
A B2C “conversion” is more likely to mean a direct sale and more worthy of measurement, while generating a B2B lead requires a click through to a landing page.



B2B and B2C channels are more likely to test landing pages than not. However, B2C marketers are much more likely to test landing page elements extensively.



Trust is a critical factor to transacting an online sale, which is why B2C marketers are four times as likely to test trust indicators than are their B2B counterparts.



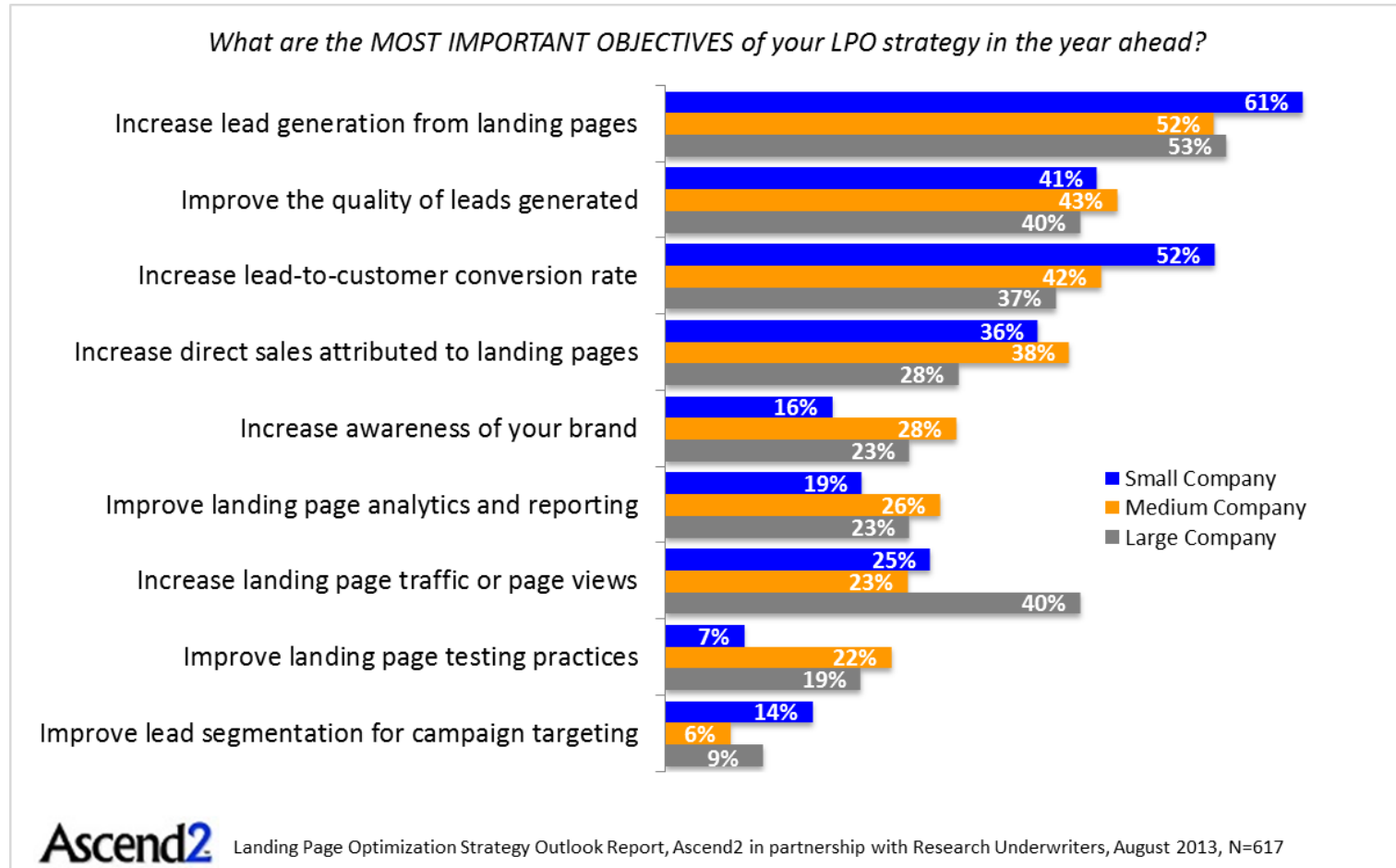
# How does company size influence a LPO strategy?

The charts in this section breakout survey results by company size in terms of number of employees. The three segments represented in this section include:

- Small companies with 10 to 100 employees
- Medium companies with 101 to 1,000 employees
- Large companies with more than 1,000 employees

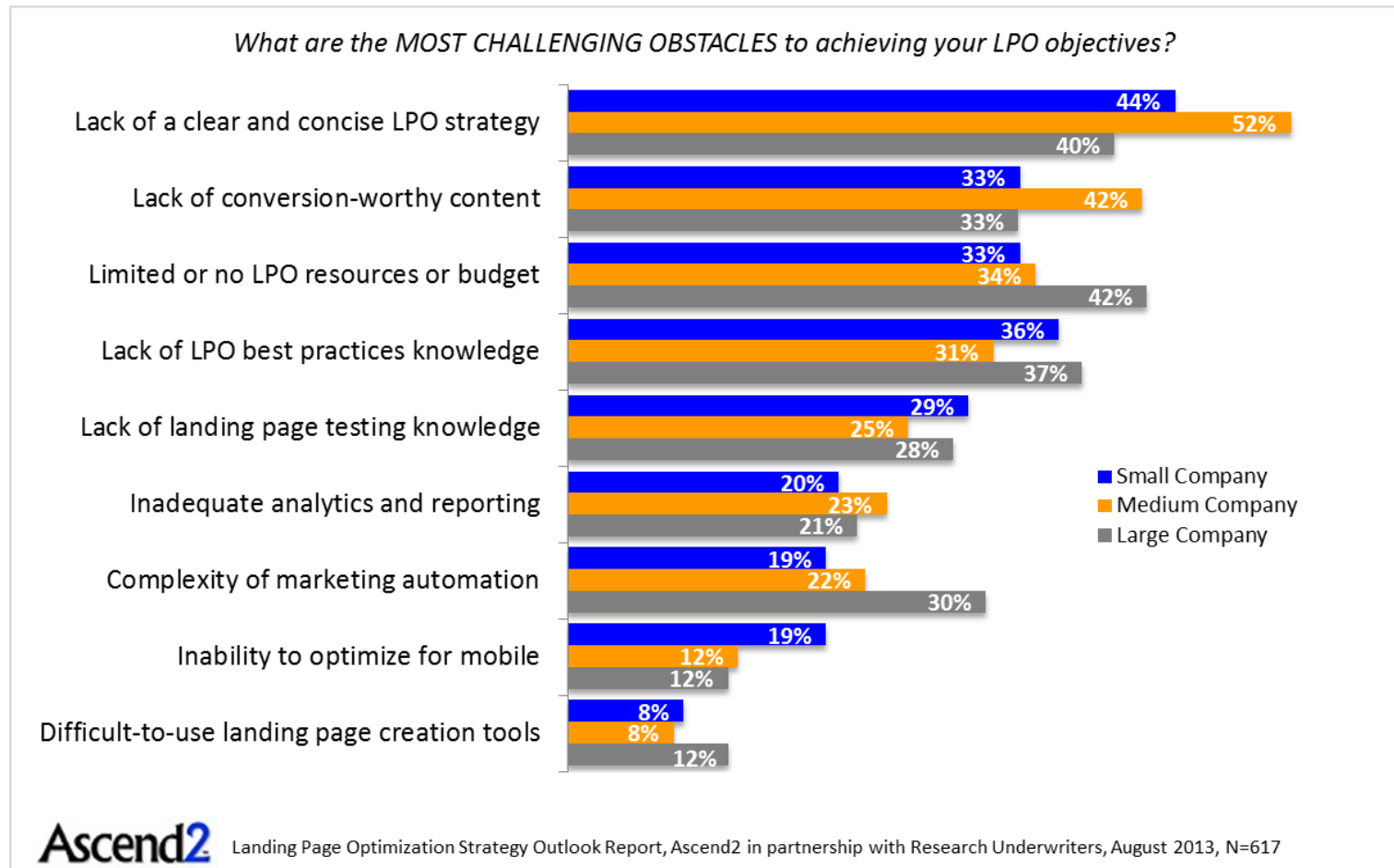
Very small companies with fewer than 10 employees (47% of respondents) are not represented in this section.

While small companies focus more on increasing lead generation and customer conversion, large companies want to increase landing page traffic and page views.

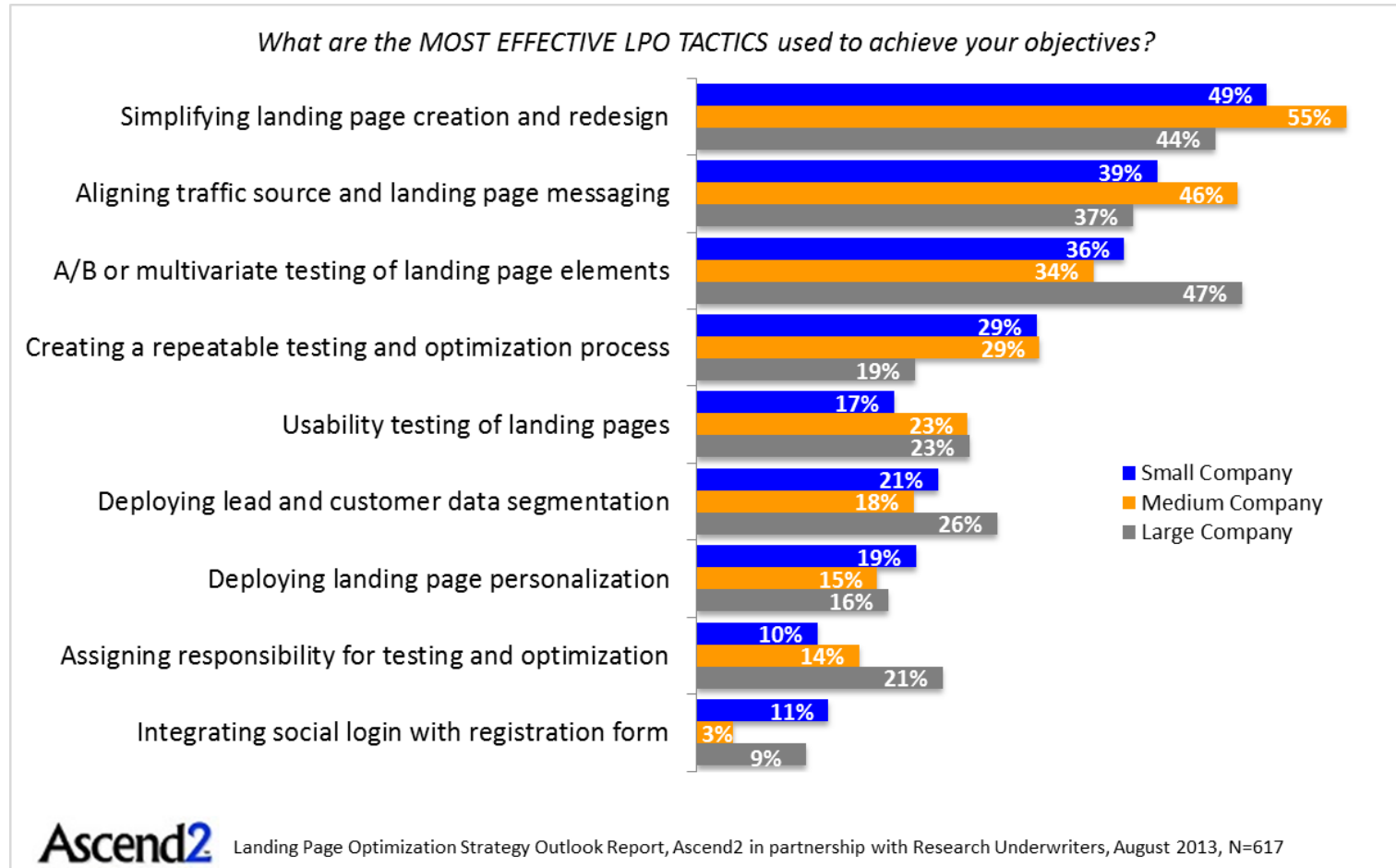




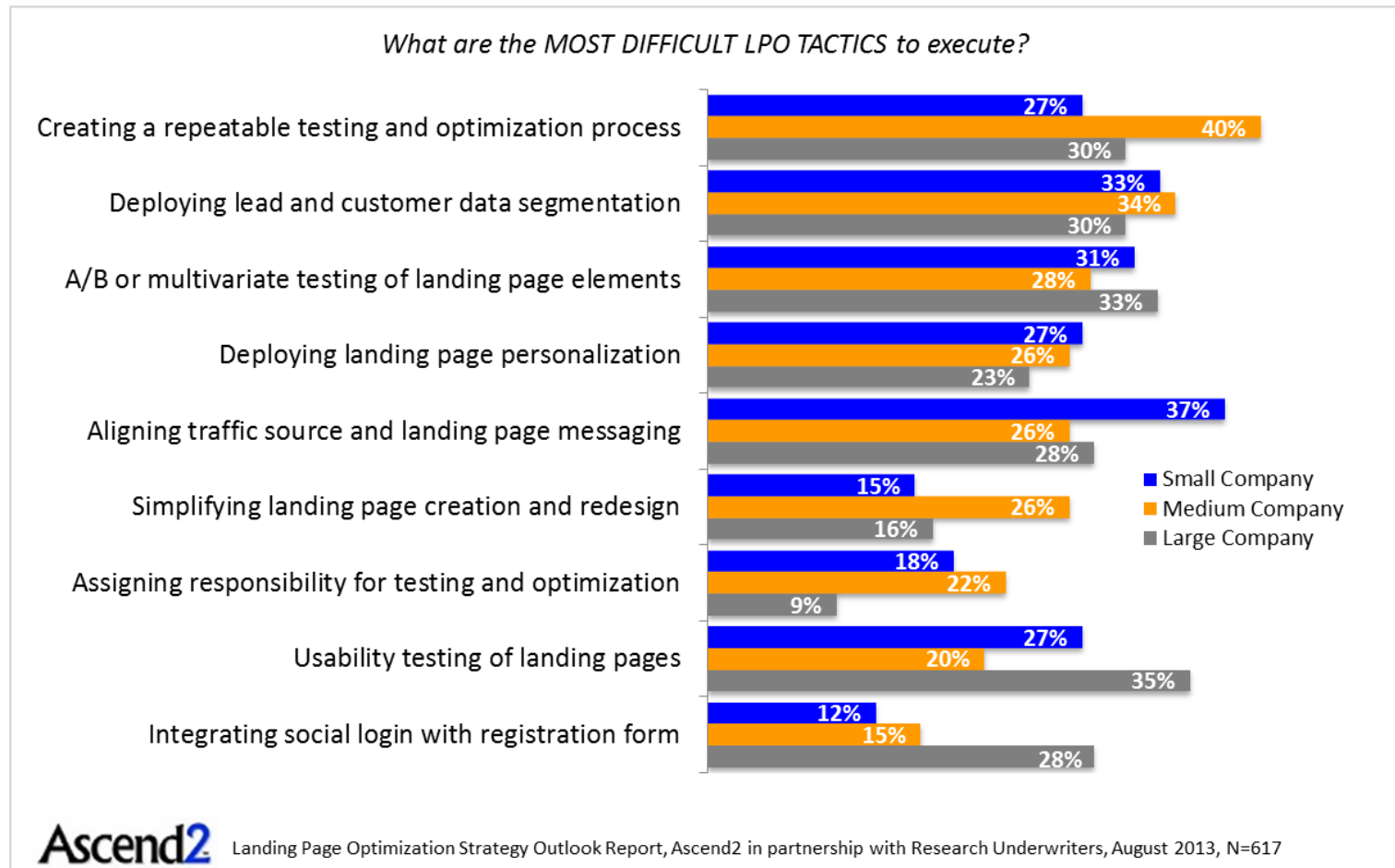
Medium companies are more likely to cite a lack of strategy and content as challenges, while small and large companies cite a lack of knowledge as obstacles.



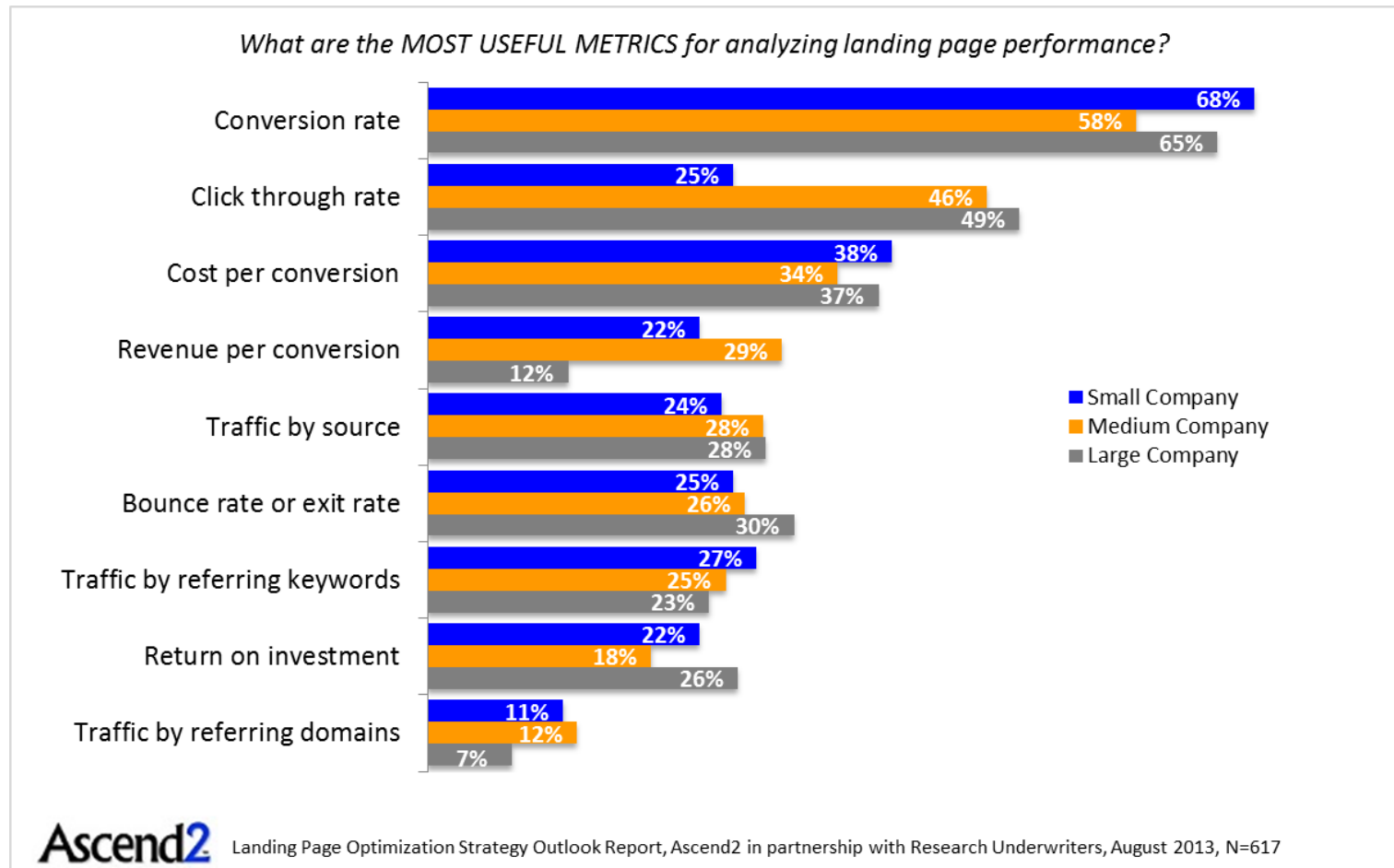
Large companies with larger volumes of visitors are more likely to benefit from the incremental increases that landing page testing and optimization produce.



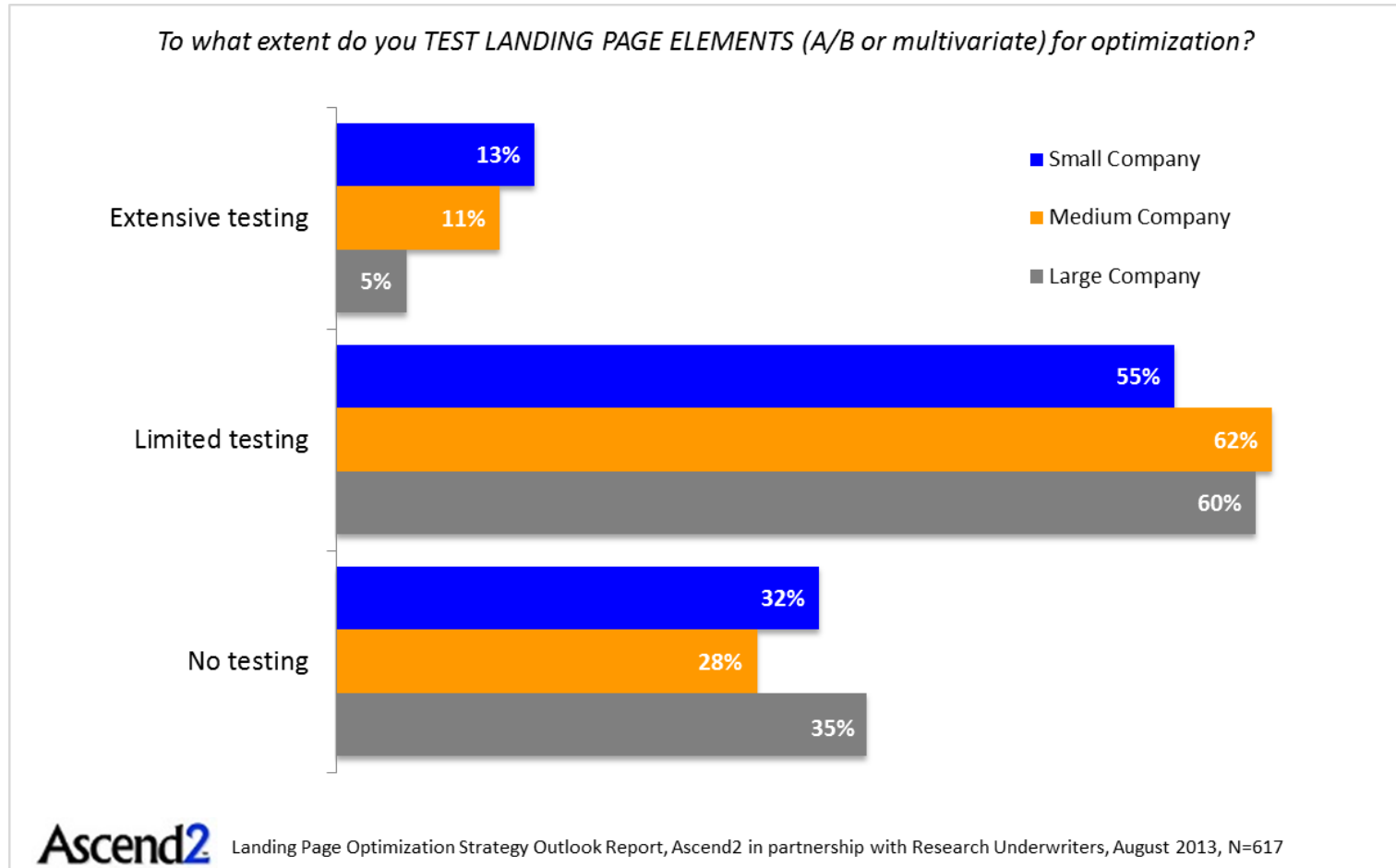
Small companies struggle with aligning traffic source and landing page messaging. Medium companies struggle with streamlining their testing and optimization process.



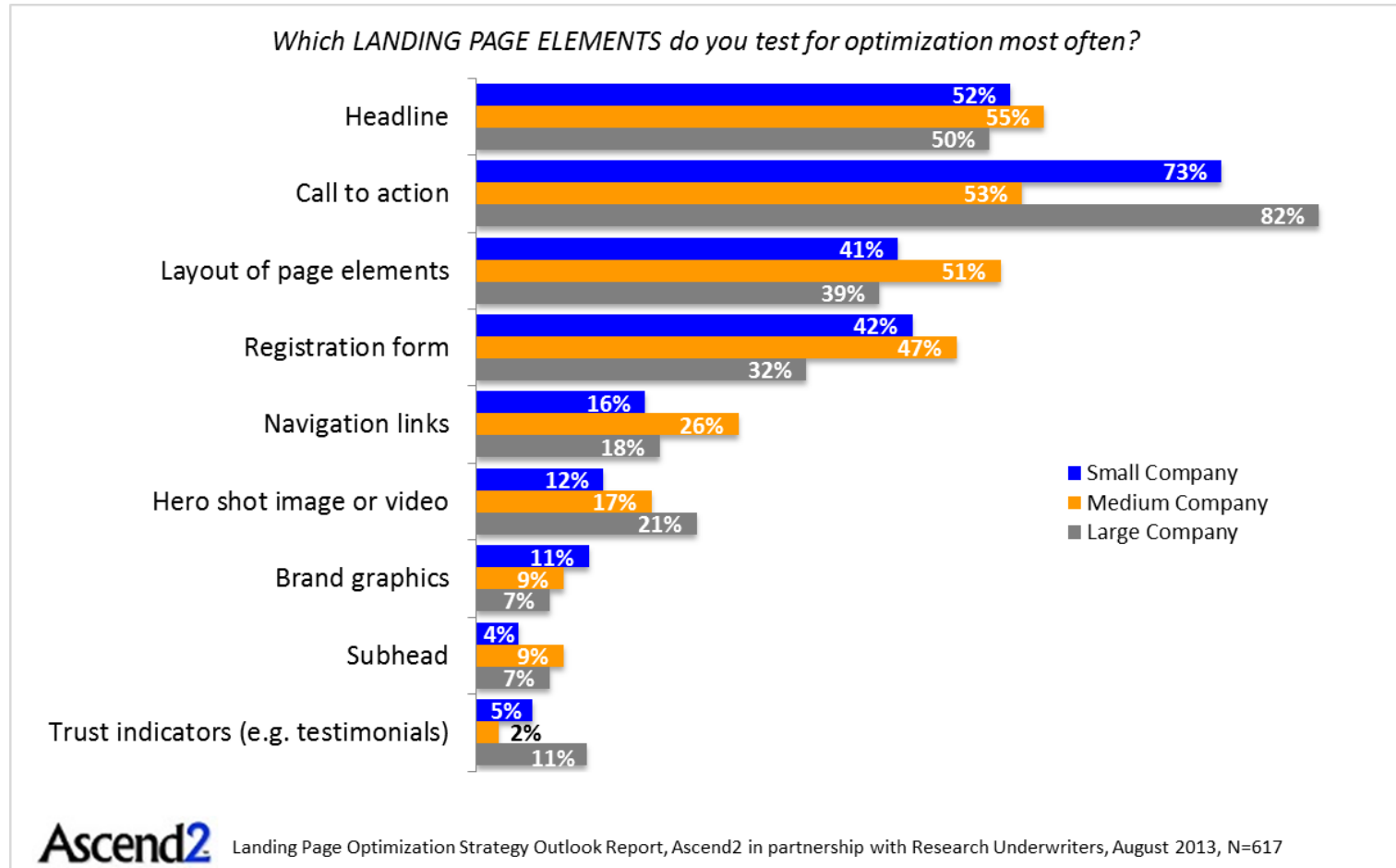
The usefulness of many metrics are not distinguished by company size. However large companies are surprisingly disinterested in measuring revenue per conversion.



The smaller the company, the more likely it is to test landing page elements extensively, perhaps due to having fewer landing pages and elements to test.



Small and large companies are more likely than medium companies to test the call to action than the headline, while few companies of any size test subheads.



## Actionable advice for developing a *Superior Strategy*

This research was conducted to help marketers develop a Superior Strategy for effectively achieving their LPO objectives. This report features a methodology that distinguishes companies with a superior strategy for accomplishing Landing Page Optimization objectives from those having an inferior strategy. This methodology enables the analysis and comparison of your LPO strategy with those companies having a Superior Strategy.

# A *Superior Strategy* is the goal. Developing one begins with a Landing Page Optimization SWOT analysis.

The process of developing a Superior Strategy begins with a SWOT analysis of your LPO program. This is accomplished by applying the questions asked in this survey to your company, then comparing your responses to the top Landing Page Optimization strengths, weaknesses, opportunities and threats of companies with a Superior Strategy (as shown here in order of priority).

Tactical	Strengths	Weaknesses
	<b>Most Effective Tactics Used</b> <ol style="list-style-type: none"><li>1. Simplifying landing page creation/redesign</li><li>2. A/B or multivariate testing of page elements</li><li>3. Aligning traffic source and messaging</li><li>4. Creating a repeatable testing/opt process</li><li>5. Usability testing of landing pages</li></ol>	<b>Most Difficult Tactics to Execute</b> <ol style="list-style-type: none"><li>1. A/B or multivariate testing of page elements</li><li>2. Deploying lead data segmentation</li><li>3. Deploying landing page personalization</li><li>4. Aligning traffic source and messaging</li><li>5. Integrating social login with forms</li></ol>
Strategic	Opportunities	Threats
	<b>Most Important Objectives to Achieve</b> <ol style="list-style-type: none"><li>1. Increase lead generation from landing pages</li><li>2. Increase lead-to-customer conversion rate</li><li>3. Increase direct sales attributed to pages</li><li>4. Improve the quality of leads generated</li><li>5. Increase landing page traffic or page views</li></ol>	<b>Most Challenging Obstacles to Overcome</b> <ol style="list-style-type: none"><li>1. Limited or no LPO resources or budget</li><li>2. Lack of conversion-worthy content</li><li>3. Complexity of marketing automation</li><li>4. Inadequate analytics and reporting</li><li>5. Inability to optimize for mobile</li></ol>

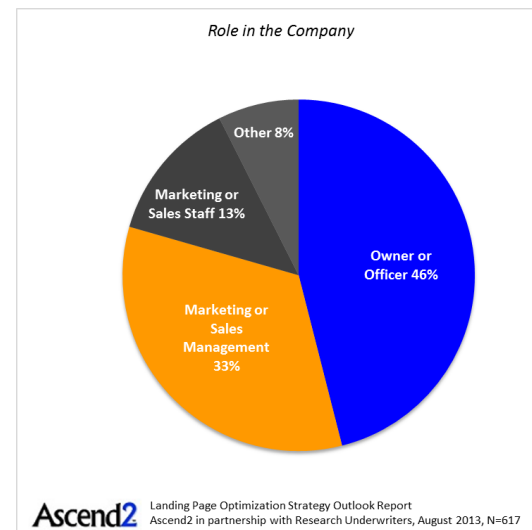
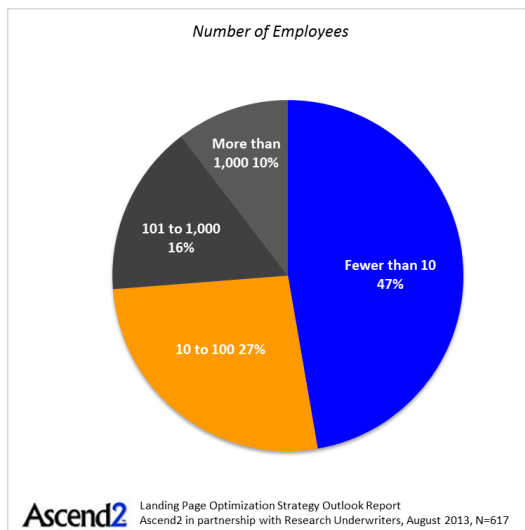
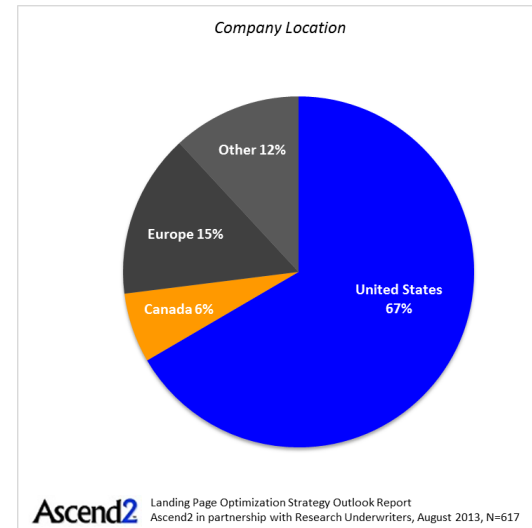
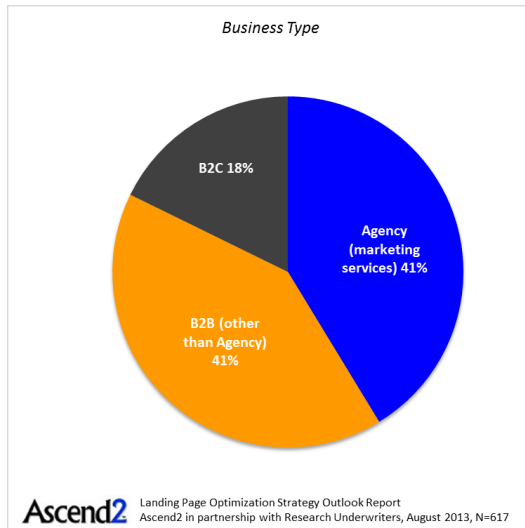


# Survey methodologies and demographics

Ascend2's Client Connection Research™ surveys are conducted online from a panel of 70,000 US and international marketing decision-makers and practitioners representing a range of contact roles, company types, sizes and geographic regions. Survey findings are examined in a quantitative context by experienced analysts and reported objectively.

An important goal of Client Connection Research™ is differentiating the performance of companies with a Superior Strategy from those with an Inferior Strategy. To identify these groups, performance criteria is used based on the success of a company's marketing program to accomplish its objectives. This model for segmenting Superior Strategy is then used to analyze and present for comparison marketing performance in the form of charts and a Marketing Program SWOT Analysis by topic. The questionnaire used is standardized to incorporate these methodologies across all studies while maintaining our proven 3-Minute Survey format.

# Survey respondent and company demographics



# About Ascend2



## **Connecting Agencies to Prospective Clients with the Power of Research**

Marketing agencies and marketing automation firms partner with Ascend2 to generate new business opportunities. An integrated research, content creation and lead generation process delivers richly qualified leads while positioning your marketing firm as a thought-leader for solving a client's specific challenges.

Learn more at [www.Ascend2.com](http://www.Ascend2.com)

# Ascend2 Client Connection Research<sup>(tm)</sup> Process.

## Connecting agencies to clients with the power of research.

The goal is to make new business development more effective for marketing agencies and marketing SaaS firms by integrating research, content creation and demand generation. This proprietary process generates richly qualified and profiled leads at both the research survey and content download stages.

White label strategy outlook reports and the leads generated during this process are available to marketing services firms on a pay-for-performance basis segmented by contact role, company type, size and geographic region on the following topics:

- Social Media Marketing
- Lead Generation
- Content Marketing
- Email Marketing
- Organic Search (SEO)
- Landing Page Optimization
- Inbound Marketing
- Paid Search (PPC)
- Web Analytics
- Digital Marketing

