

## LANDING PAGE ASSIGNMENT –

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- Branding using Google Colours – Blue, Red, Yellow
  - Call To Action – Add to Cart
  - Core Message – Price Slash from \$25 to \$20
- Some of the Metrics that can help understand the outcome :
- a. Page Views
  - b. # of Conversions
  - c. # of Add to cart clicks
  - d. Scroll time on the Sale Page
- To be published on the website on the Sale Page as the Landing View (i.e. Banner on top.)

