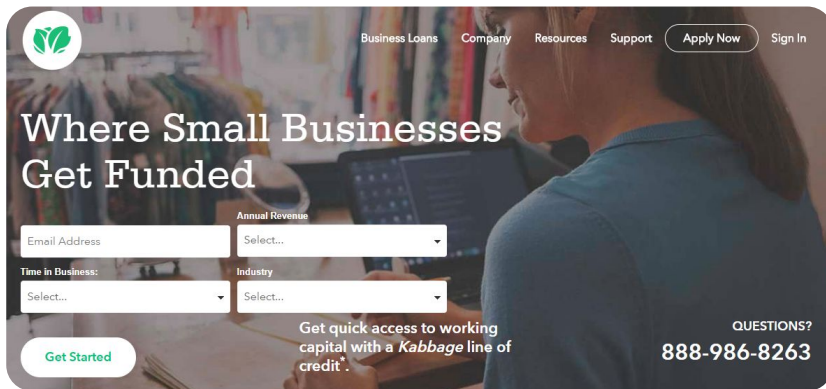




Client success story

# Creating winning landing pages for American Express

# Created new landing pages for a brand awareness lift of ~45%



## User friendly desktop form fields

- A/B tested adding a form field with entries user would feel comfortable about
- Became our default page and captured relevant data early in the funnel

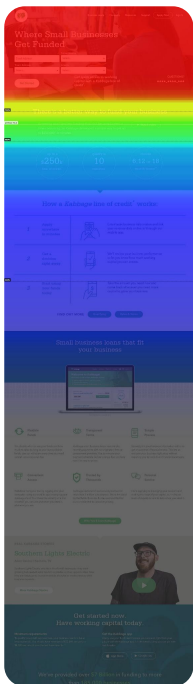
## User friendly mobile buttons

- Developed an interactive LP as mobile users prefer clicking buttons over drop-downs
- Page even beat out Google's vaunted Amp page!

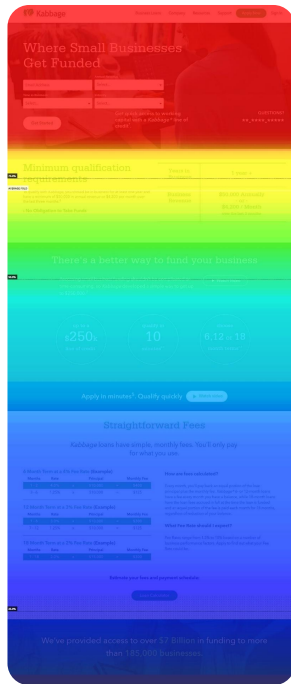
\*Kabbage is now AMEX

# New LOC vs. LOC Heatmap Analysis

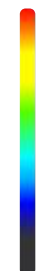
LOC LP



New LOC

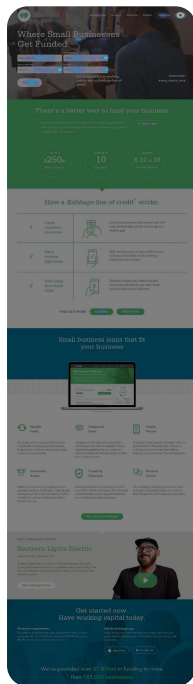


Hot

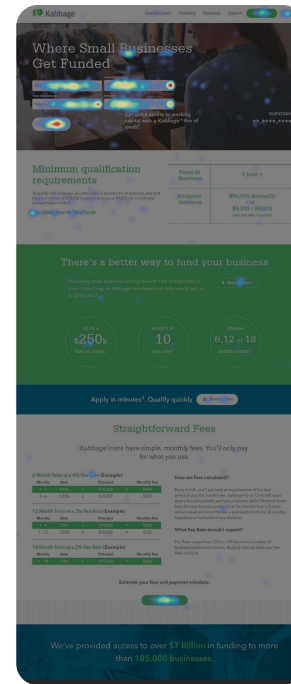


Cold

LOC LP



New LOC



New LOC – More visitors scroll through to the end of the page

New LOC – High amount of clicks on Loan Calculator CTA

# ~45% lift in brand recall and conversions

Category	Impr.	Views	View Rate	Clicks
Prospecting	1,090,757	606,279	55.58%	2,813
Remarketing	2,625,018	1,236,526	47.11%	5,868
<b>Total</b>	<b>3,715,775</b>	<b>1,842,805</b>	<b>49.59%</b>	<b>8,681</b>



## Summary

- Brand Awareness Lift of 44.8%
  - Brand Lift for [Gary Cole video](#) 59%
  - Brand Lift for [Kabbage Essentials video](#) 39%
- Tracked impact of TV campaigns on Brand keywords on 3 separate runs - lifts in conversions ranged ~10% to nearly 100%