

# IMPROVED CONVERSION RATE & ENGAGEMENT METRICS THROUGH LAYOUT & PAGE DESIGN TESTING

## Business Challenges

- Low paid landing page conversion rates
- Lack of call to action above the fold left users uncertain of desired actions
- Poor page engagement metrics

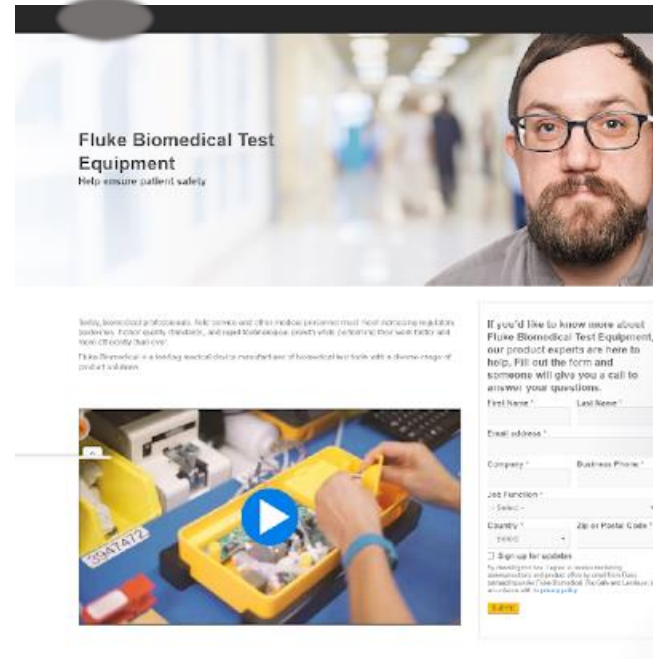
## (un)Common Approach to CRO

- 1) Moved the form fill and CTA to fall above the fold
- 2) Updated the form fill title to be more succinct and action oriented

## (un)Common Results



## Original



## Variation

