

# IMPROVED CVR 86% THROUGH CUSTOMIZED LANDING PAGE TESTS

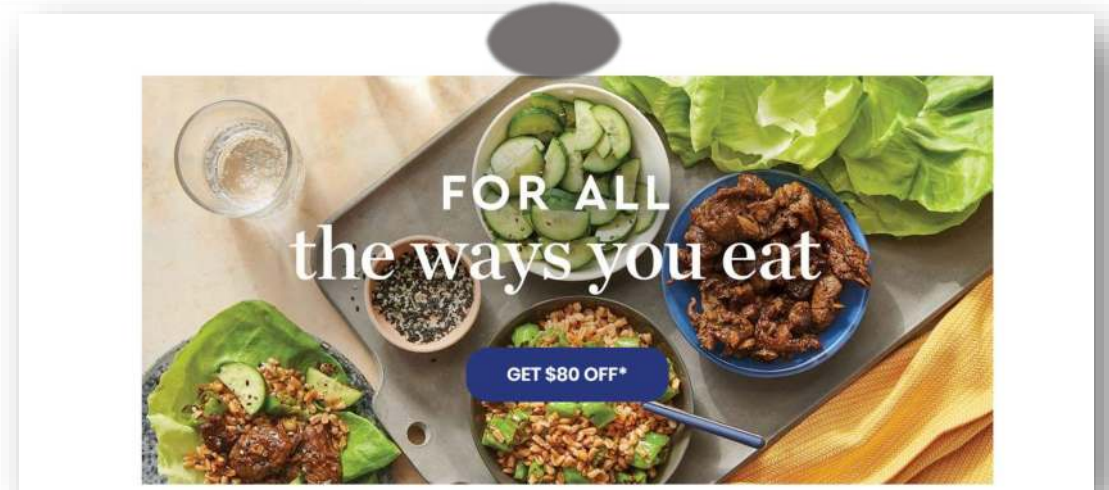
## Business Challenges

- Increasingly competitive landscape
- Shift in buyer preferences for healthier food options
- Declining Brand performance

## (un)Common Approach to PPC

- Incorporated end-to-end sales data into optimization strategy
- Custom user messaging & audience segments
- Development & iterative testing of customized landing pages

## (un)Common Results



## Year-over-Year Conversions, CPA & CVR

