

Postclick

# ***THE FUTURE OF CONVERSION RATE OPTIMIZATION***

A MARKETER'S GUIDE



**The landing page is the defining factor of any conversion journey. It's where all your ad spend, strategizing, audience targeting, interest building, and customer engagement crystallize into a profitable result.** Capitalizing on the investments you made to get customers to the bottom of your marketing funnel is key to sealing the deal. So, it comes as no surprise that most B2C marketers consider scalable landing page optimization a vital part of their marketing success.

Proper audience segmentation can create dozens—or hundreds—of precise micro-audiences that resonate with your product or service in different ways. Trying to connect with all of them using a generic, one-size-fits-all post-click landing page—or a brand's homepage—ends up wasting ad spend and resulting in high bounce rates. The unfortunate truth is that most marketers don't have the resources or expertise to put this level of granular effort into the post-click experience. That's why so many people turn to landing page builders or dedicated ad agencies for assistance.

The **Advertising Conversion Cloud™** is the first platform of its kind, empowering marketers to change the way they optimize conversion journeys for their digital advertising campaigns. It uses cutting edge AI and machine learning technology to automatically test and optimize post-click experiences for maximum conversions for every audience segment. Built on a foundation of billions of data points collected over a decade and insights from many of the industry's leading conversion experts, the platform-wide intelligence constantly learns, evolves, and creates new data models and insights.

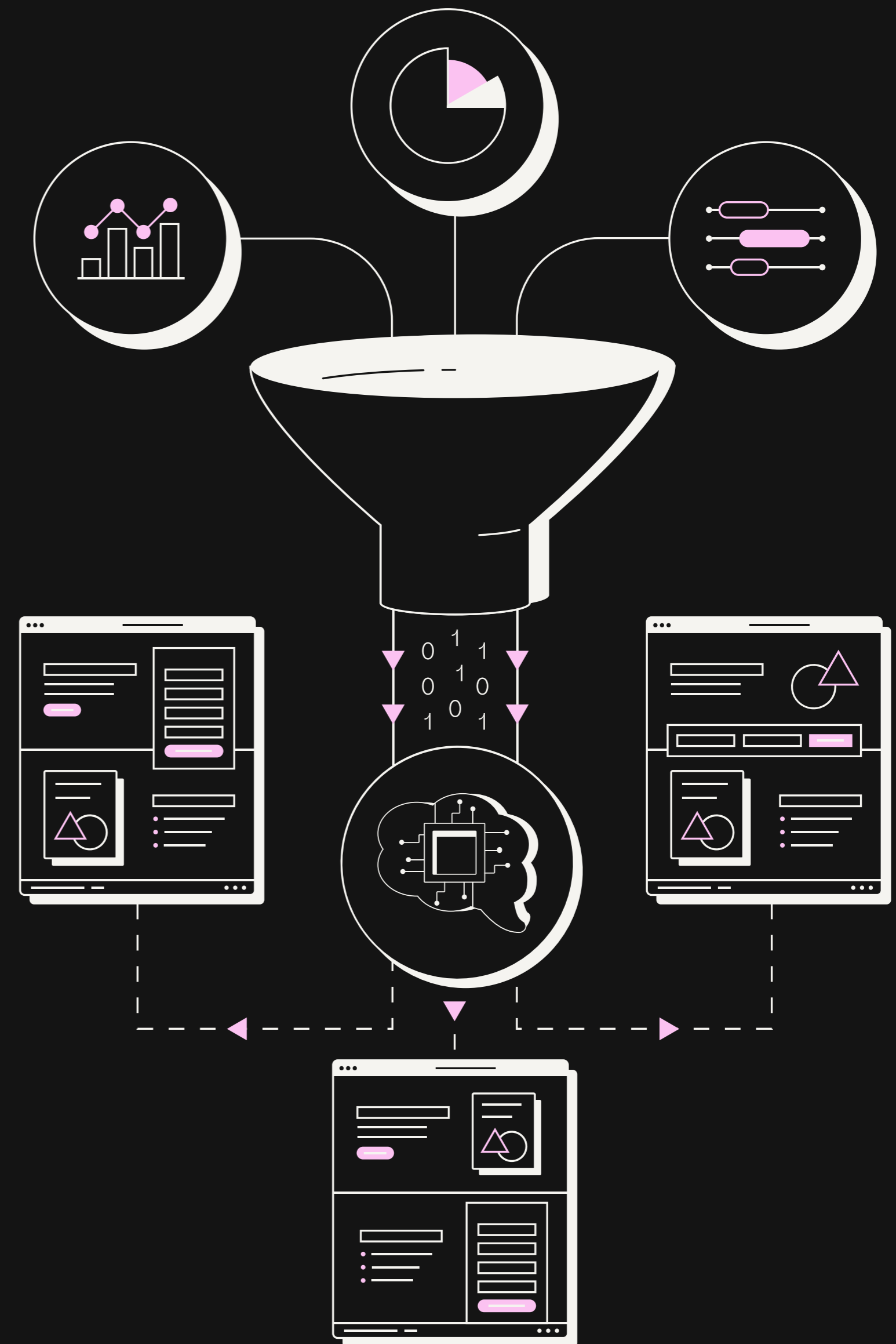
## Is the Advertising Conversion Cloud the right solution for your business?

In this guide, we'll explore the most common solutions advertisers use to bridge the conversion gap in the post-click stage of their customer journeys, and demonstrate how machine learning and automation can outperform traditional optimization methods.

We will also:

- Walk you through the optimization features that are vital to successful landing page strategies in 2022
- Highlight how traditional solutions answer these needs
- Show where and why the Conversion Cloud is breaking through the barriers limiting current landing page builders, content management systems, agency insights, and in-house teams

But before you can accurately determine what strategies and technologies are right for your business, **you need to define what you're trying to create.**



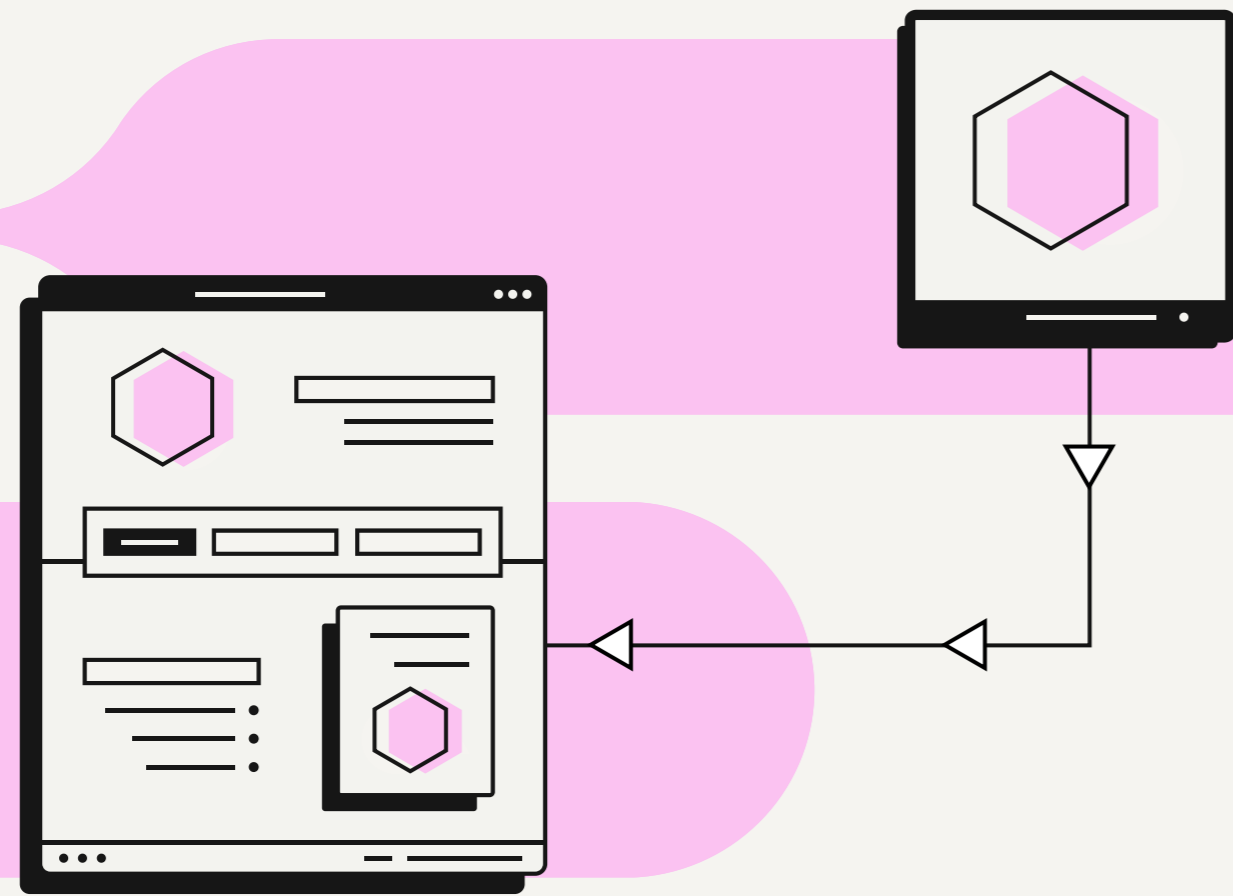
## ***EVALUATING THE OPTIONS***

Traditional landing page builders are useful tools for improving conversion efforts, but they have some inherent limitations when it comes to usability and actionable strategies. These tools allow you to go as far as your expertise can take you, but don't provide the insights you need to optimize for growth after you build and launch the pages. That's when most marketers hire agencies—an outsourcing solution as old as the industry itself.

Hiring experts who understand what it takes to achieve your goals is often an efficient way to implement landing page optimization. However, this approach gives outside sources control of your post-click experiences and typically hinders your ability to be proactive and agile. It's also cost-prohibitive for many businesses.

While manual landing page builders have historically been the best option for improving page performance, they haven't been able to keep up with the evolution of modern e-commerce shoppers' expectations and desires.





## ***WHAT MAKES A SUCCESSFUL POST-CLICK EXPERIENCE?***

In marketing, return on ad spend (ROAS) is the name of the game. You want to maximize your ROAS while reaching the highest number of qualified customers.

To achieve this with your Google or Facebook campaigns, you need to craft hyper-relevant experiences that engage your audience after they click on your ad. To do this, you need marketing solutions that support **advertising personalization**.

## **PERSONAL CONNECTIONS**

Personalization is a powerful and proven strategy to curate seamless conversion journeys throughout the entire funnel. Ad-to-page relevancy increases conversions and earns higher ranking for Google and Facebook ads—which is vital to keeping ad spend down.

Relevancy starts with accurately identifying your audiences and understanding how well your content resonates with them. That's why marketers invest so much in audience segmentation. Defining your customers by their intrinsic traits—their unique interests, intent, and motivation—is essential to maximizing conversion opportunities.

***How does your post-click landing page affect segmentation?***

## **THE BARRIERS OF TRADITIONAL SOLUTIONS**

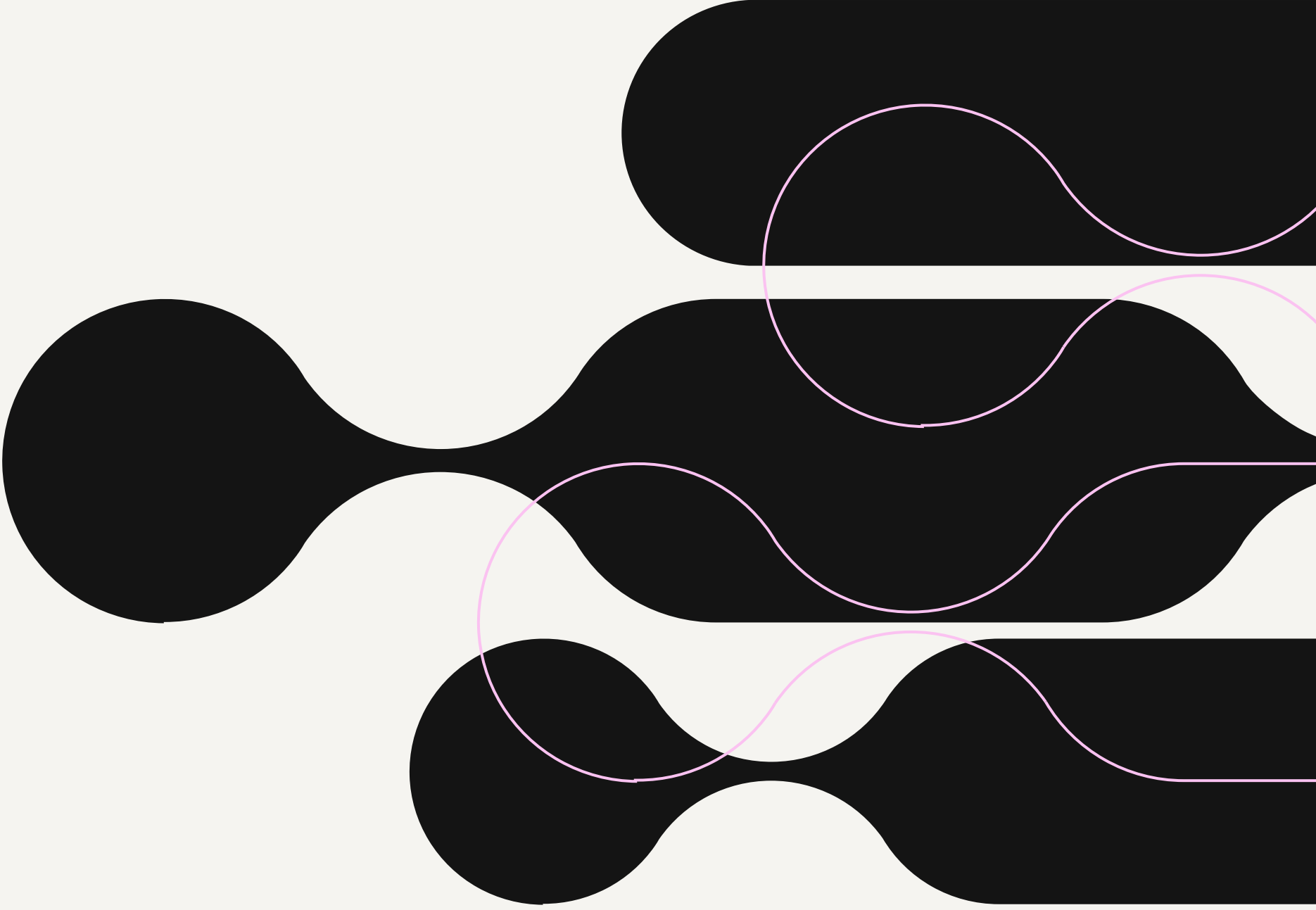
Each landing page needs to tell a story as unique as the audience you're targeting. There's nothing more disappointing for a potential customer than clicking on an ad that resonates with their pain points or interests, only to arrive on a page that doesn't deliver on that promise. This is why adaptable and scalable landing page creation is crucial.

**Landing page builders are good for quantity, but require manual creation and often lack additional optimization options.** These tools exist specifically to create multiple post-click experiences based on audience segments. They can work well for campaigns with three, five, or even ten ad variations or audience segments, depending on the bandwidth of the teams building the pages and the timelines needed. It's vital to have a solution that doesn't require a lot of manual management and doesn't overburden your team.

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If you plan to create a limited number of landing page variations and don't want to implement ongoing optimization, this type of solution may be all you need. If you want to experiment, analyze, and update your landing pages to achieve the highest possible conversions for each audience segment, the testing phase can become cumbersome if your builder doesn't have streamlined testing mechanics.

Here again is a stage when many companies turn to outside agencies for help. Ad agencies can provide strategic or design expertise, but the time to market, brand management oversight, agency overhead, and evolving business goals may mean this approach isn't sustainable over time. Agencies are a fast track to expertise, but they require additional onboarding to launch thoroughly personalized conversion journeys. They need time to get to know your audience and understand your brand and goals. Many businesses budget for the initial investment to build landing pages and deploy a campaign, but forget that there is often a hefty price tag attached to making page updates and creating new and more relevant experiences based on long-term page testing and reporting.



**Marketing technology tools should support visibility and efficiency without sacrificing scale.** To understand how your customers are engaging with your content—and where they are disconnecting from the journey and the interest your ad originally sparked—you need the ability to easily map out conversion journeys. Ad-mapping is key for quick-response optimization and audience growth. Your team or tool set should have streamlined and responsive features to handle this type of personalization adaptability.

### ***SCALED TO MEET YOUR NEEDS***

As proven by the limitations of builders and outsourcing solutions, scale remains the Achilles' heel of personalization strategies. However, scale is essential for long-term success and business growth, making it a vital investment.

The Advertising Conversion Cloud alleviates the struggles of traditional tools with AI-powered automation built in at every step. By constantly experimenting, testing, learning, and optimizing based on the highest converting experiences, the platform provides a streamlined process for landing page creation and continual optimization.

With comprehensive data that tracks every conversion journey back to the appropriate audience segment—and automated adjustments in real time—results are never a hassle to manage.

With scalability and personalization in place, your post-click experiences can take flight. To keep those results soaring, you'll need to establish a framework for the most crucial element of that success—conversion rate optimization.

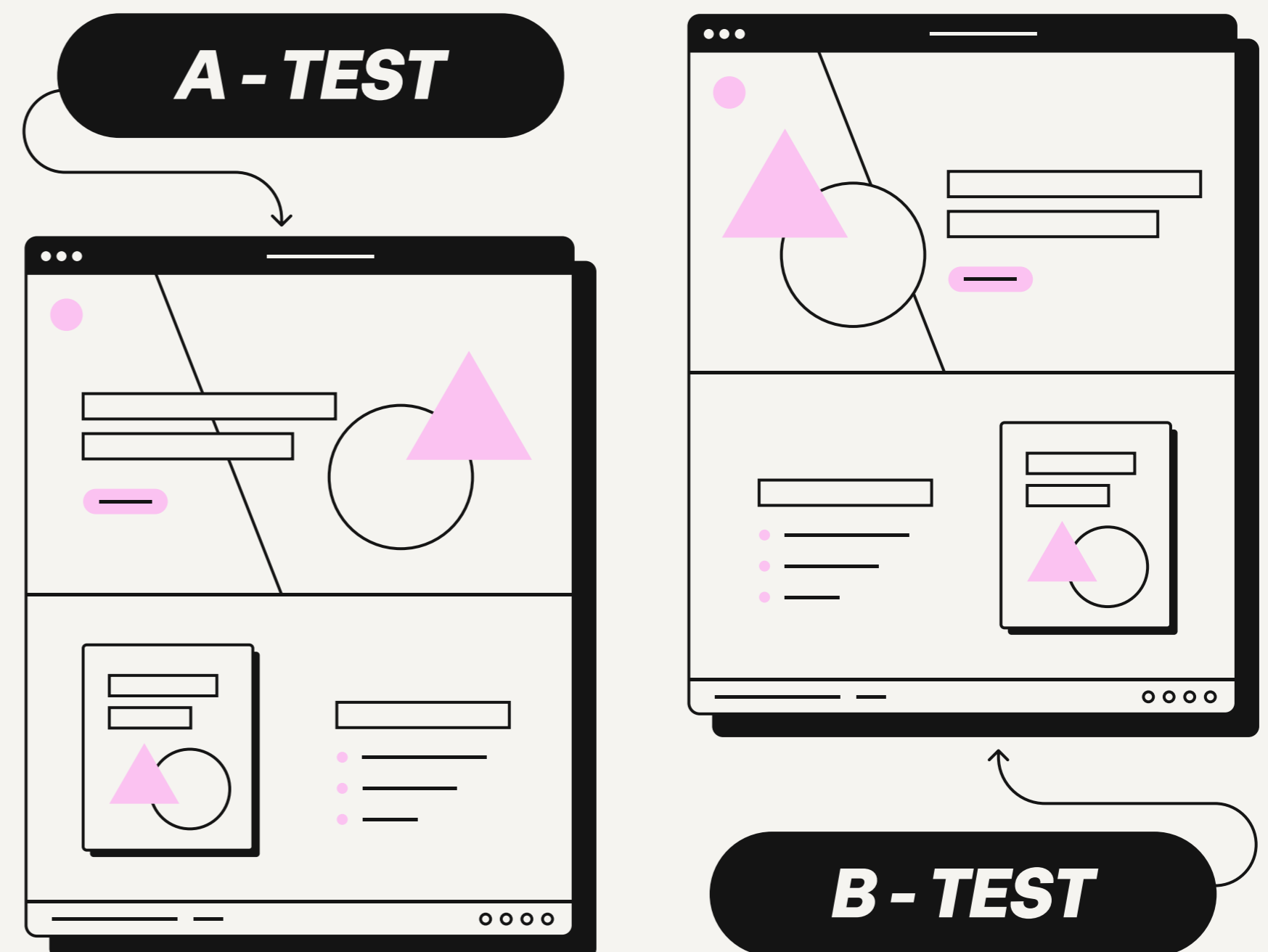


## **FUEL GROWTH WITH CRO**

Conversion rate optimization is crucial for successful post-click experiences. That means using landing page tools that can handle experimentation and continuous improvement at scale. This strategy is essential for successful campaigns, yet it can be easy to overlook when you're focused on getting your first set of landing pages to market.

Testing each of your landing pages and getting clear insights shouldn't be a struggle—no matter the quantity. To increase conversions, you need to pinpoint which elements of your conversion journey you want to test. To get clear, easily implementable results, you need robust experimentation features that run cohesive tests and don't risk diluting results.

As straightforward as it seems, these are vital strategies for your long-term success. Today's consumers are fluid—their needs and expectations are ever-changing. Being reactive instead of anticipating advertising trends and customer needs will result in competitors passing you by. If any part of your chosen optimization technology slows down this type of growth, you'll be too busy playing catch-up to focus on essential big-picture strategies.



## ***ESTABLISHING VALUE***

**When evaluating your current technology, or assessing if it's time for an upgrade, here's what you need to consider:**

**Ease of use.** How accessible is your technology, internal team, or agency? Your answer to this question will determine your ability to scale. If you have to jump through hoops to make updates or build new pages, you're going to lose momentum. Once testing gets going, you need to be able to optimize quickly, adapting your landing page variations based on data-based insights or newly identified audiences.

**Features.** With accessibility comes the need to customize. Do you have access to high-quality templates, design blocks, or designer expertise? Are there customization tools? Do the available features or services integrate with the rest of your stack? How effective are the style libraries, page speed, security features, and AMP?

**Testing and expertise.** Your landing page tools or team should be a fast track to conversion rate excellence. Can you efficiently implement strategies to increase conversion rates and maximize ROAS? Do they empower accurate testing by analyzing and identifying which elements of your page drive conversion actions? Are they adaptable to your evolving strategies and needs?

**Optimization.** Does your optimization technology establish a continuous framework for growth?

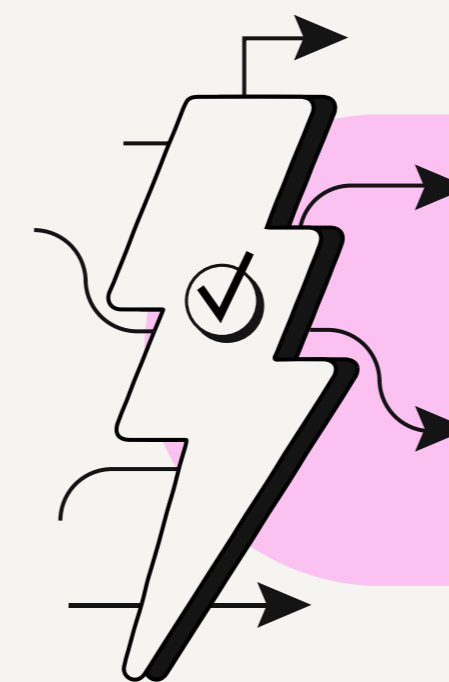
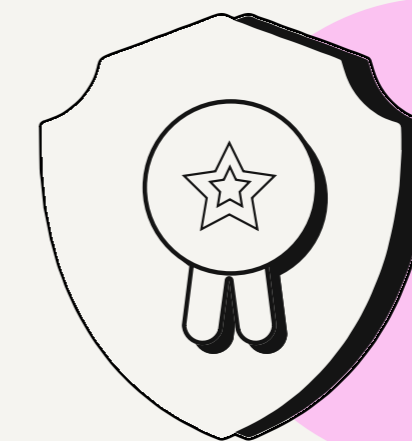
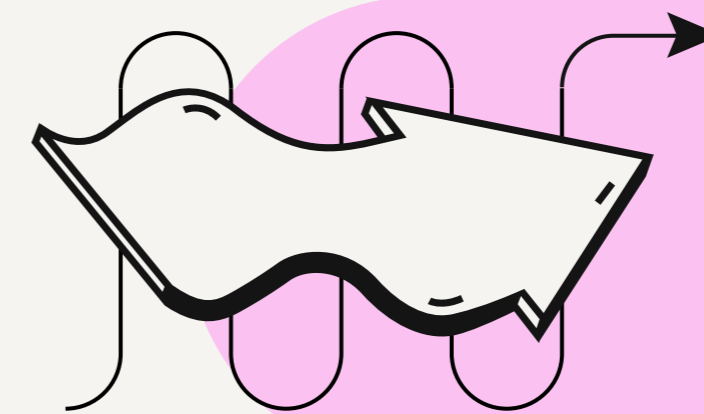
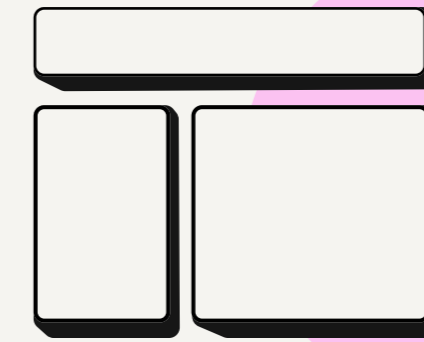
- Can your technology solution automate experiments?
- Are there accurate data and robust reporting features that you can access at any time?
- Can you swiftly implement those changes once you know what's performing best and what needs to be updated?

If you run tests without clear guidelines or a streamlined way of assessing results and implementing changes, you may end up with inaccurate or inactionable results. And that makes it almost impossible to implement an effective CRO strategy.



**Scalability.** To scale, your marketing technology needs:

- **An intuitive design selection.** Whether templates or design blocks, built by humans or AI, the tool you use should have clear structural design elements that are easy to customize.
- **A streamlined user interface.** Managing your audience segments shouldn't be a daunting task. The interface should make it easy to monitor each segment, their unique conversion funnels, and your results.
- **Reliability.** You want to get to the end of your testing with transparent answers and tangible insights. If poorly managed testing tarnishes any point of your conversion journeys or optimization efforts, you may end up with diminishing conversion rates and no definite data to explain the results.
- **Accelerated time to market.** Testing takes time. You need to get your pages up and running ASAP so you can start generating results.



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**Return on investment.** One of the pivotal questions for marketers is whether the technology they're using creates value that's worth the price point.

- Is your ROI where you need it to be?
- Is it improving over time?
- If you're considering other solutions, are there free trials or demos to experiment with the platform and its features?
- Does the solution provide a calculated analysis of anticipated conversion rate lift to help you determine potential ROAS before you commit?

***Evaluate each of these key points when searching for an answer to your post-click needs.***



## ***A SUSTAINABLE SOLUTION FOR LONG-TERM SUCCESS***

Current achievements are important, but we exist in a volatile industry. Many marketers fail to consider sustainable success and long-term growth when evaluating solutions—especially since most teams are just looking for a tool to help them achieve their digital advertising goals. Elevating your post-click experiences is a significant investment of time and money so you don't want to have to change the platform every year or two as your business grows.

In order to select the best solution for your current needs and future goals, ask yourself:

- What type of results do your optimization tools generate?
- Have you considered how you plan to evolve your strategies next quarter? Next year? The year after?
- How well do your optimization tools fit into those goals?
- Do they enable them or inhibit them?

As you increase ROAS, you're going to have to adapt your strategies to the evolving needs of your current audience and the interests of new audiences—all without inflating your budget or overwhelming your team. The hard truth about conversions is once you start achieving rates above industry averages, it can be difficult to sustain or build on them if you don't already have the right technology and strategy in place.

***So what do your optimization capabilities need to include to enable lasting results?***

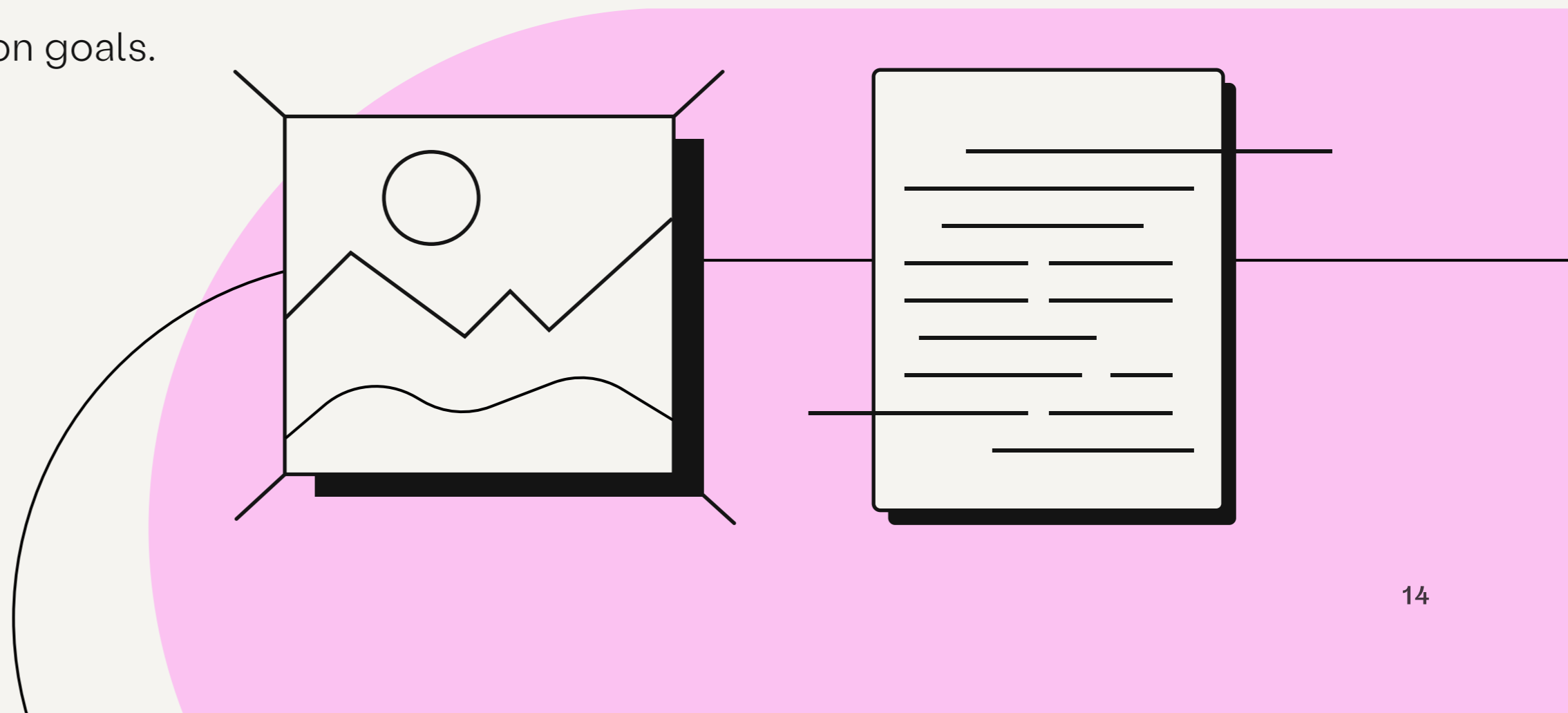
## **DEFINING SUCCESSFUL OPTIMIZATION**

Optimizations are changes to your strategies or content based on collected data, to better resonate with customers. There isn't a one-size-fits-all key to conversion success, so it's essential to have a set of page elements that you can test and adjust to see what makes the most valuable impact.

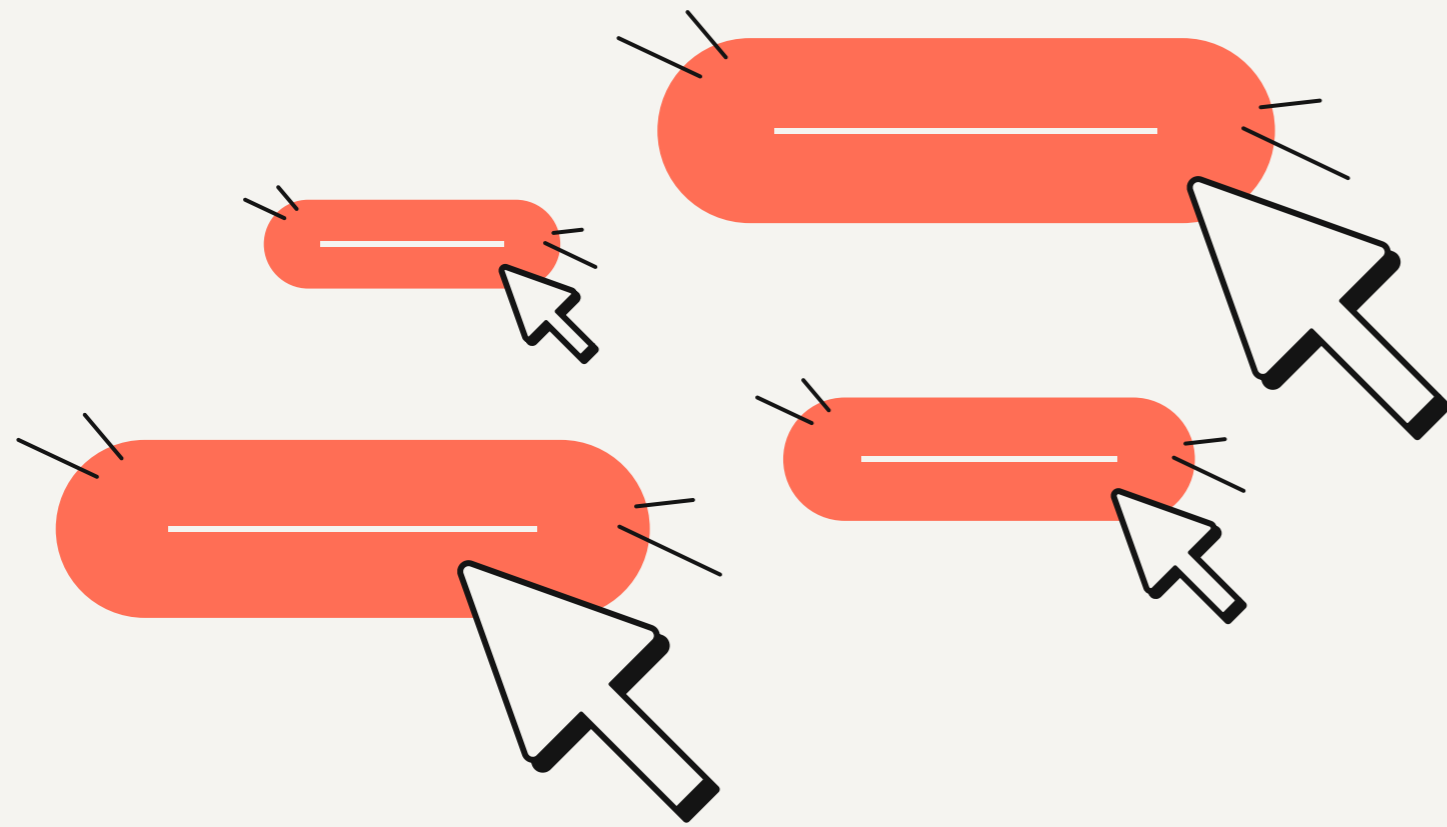
**Here are some common conversion factors to experiment with:**

**Copy:** The story your page tells is vital. It should be relevant to the original ad and expand on the elements that resonate with your audience. You need tools that can pinpoint where in the story customers are disconnecting so you can fine-tune the narrative based on audience performance and conversion goals.

**Imagery:** Many people make purchases visually. A typical hallmark of low-converting pages is imagery that doesn't capitalize on the interest created from the original ad. Does a product image or a lifestyle shot showing customer satisfaction perform better? What pictures should you use in the limited space above the fold? And how does that change for each audience segment? Testing photo placement and type is paramount to optimizing for maximized ROAS.



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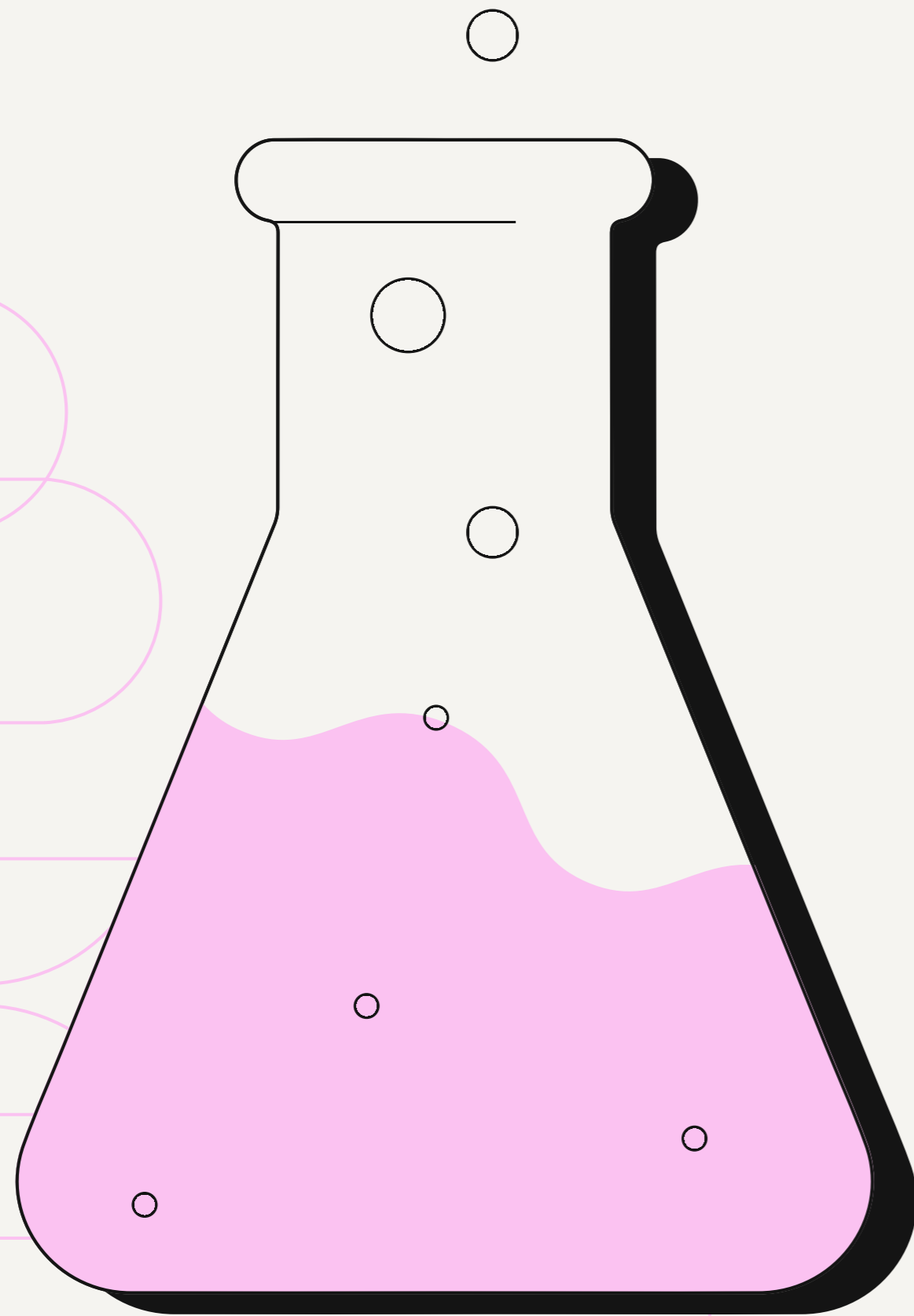
**CTA:** What you ask people to do—and how you communicate that call to action—is a huge catalyst for conversions. If you fail to provide obvious next steps, you leave room for customers to disengage from their initial interest. The ability to test different CTA strategies is valuable because no single action statement is applicable to every purchase. If you don't experiment with different CTA language, placement, color, and size, you won't be ready to capitalize on buying intent and may struggle to increase your conversion rates.

**Layout:** Content hierarchy—the way you structure the value of your sales pitch—is tricky to get right. As a result, you'll want to constantly test this vital aspect of your post-click experience. How relevant are customer testimonials, clear pricing, or product details for each audience segment? What type of layout works best at each stage in the funnel? Is a longer page with more information or a shorter page with a straightforward CTA resonating more with each audience?

For efficiency, it's ideal to test multiple layouts at once, which is why quantity should not be a limitation of your solution's testing capabilities.

***With these factors in mind, let's look at how traditional solutions enable optimization compared to the Advertising Conversion Cloud.***





## ***EXPERIMENT LIKE A SCIENTIST***

Whether you're trusting your landing pages to the experts or building them yourself, you need tools for experimentation. These should offer control of the testing experience, making it effortless to zero in on the elements you want to test.

Constant experimentation requires momentum. Your optimization tools should provide an easy-to-craft flow for experimentation and insight gathering. In an effective CRO framework, every completed test should offer an opportunity to learn and fuel the next insight and evolution.

## ***DON'T BE LIMITED BY YOUR TEAM'S CURRENT SKILLSET***

Mastering CRO is a time-consuming process requiring years of optimization experience. Investing in technology to enhance the skills of your team lets you bypass the need to hire or train for a certain level of CRO expertise. The solution you choose shouldn't require additional hires to derive optimal results.

### ***Landing page builders***

- Many landing page builders don't provide the strategies or expertise needed to know what to test, how to test it, and what to do with the results.
- Landing page builders may offer A/B test features, but many require users to choose the elements to test from a limited set of options, such as headline or CTA variations. These limitations can be challenging when you want to test multiple layout options or various page elements.

### ***Outsourcing solutions:***

- Agencies preach proven expertise, but they limit your ability to jump into tests at an efficient pace or adapt to the results quickly—especially at scale.
- While many agencies have a general understanding of best practices for conversion actions, that doesn't necessarily mean those principles can stand the test of time. Working with an agency that's newer to your industry can cause you to fall behind emerging trends and insights.
- Outsourcing your experimentation to agencies can also limit visibility and control. The team likely only reports on specific metrics, making it harder to develop a full picture.
- Ad agencies must put their bottom lines first, meaning they're focused on attaining quick wins for their clients without stretching their investments thin. That puts the burden back on your team to develop CRO strategies that fuel insights and build on momentum long-term.

# **LET THE ADVERTISING CONVERSION CLOUD™ OPTIMIZE FOR YOU**

The Advertising Conversion Cloud platform is the product of data from millions of custom landing page experiences and billions of ad clicks over the past decade. Using a proven AI-enabled framework and network-wide learnings, the platform powers a near-infinite amount of optimization opportunities. Our solution achieves these goals via two core components: Scalable creation and continuous optimization. Let's dive into how these components combine to achieve better conversions for advertisers.

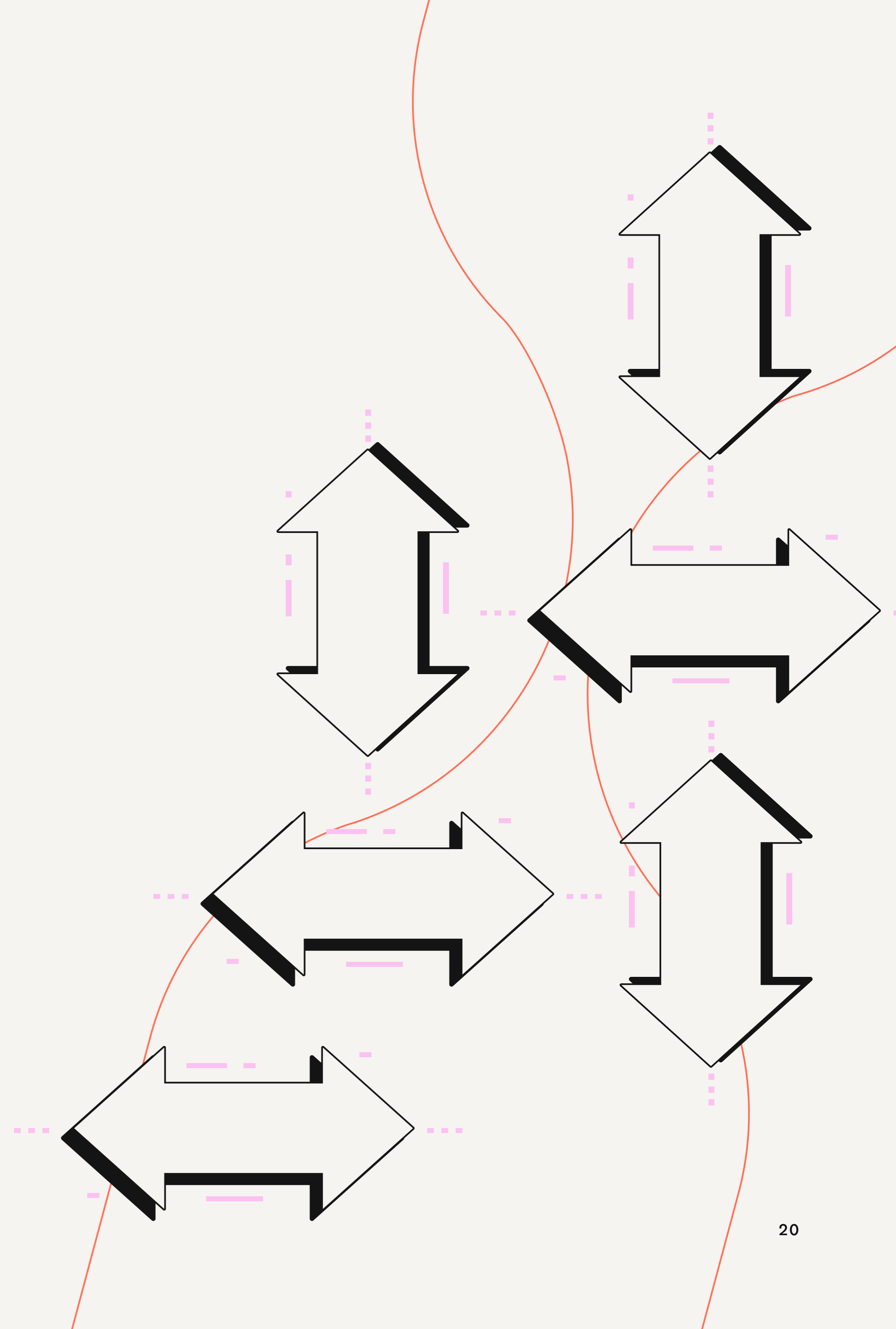


## **SCALABLE CREATION**

As mentioned, Postclick has a wealth of data around conversion events on landing pages, with over 20 billion individual data points (and counting).

This data set is a treasure trove of conversion insights across many industries and use cases. Conversions aren't universal across landing pages, since best practices differ for signups, purchases, subscriptions, etc.

We apply machine learning to this data to optimize landing pages based on micro-audiences, industry needs, and conversion goals. The platform begins with a core experience with a high probability for conversion. From there, we use AI and ML to test page variations and update the content and layout based on real-time conversion data.



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This automated creation is powered by the Advertising Conversion Cloud's Block Recommendation Engine.

Think of the elements of your landing pages as distinct blocks: Header images, forms, CTAs, social proof, product information—every element on the page plays a part. But how do you know which blocks you need, and where?

The answer is to know your audience. Different people are influenced by different messaging. That's the core premise of personalized advertising, right?

Our machine learning algorithms assess our trove of conversion data to predict what each unique ad set or ad group will respond to, optimizing for a layout that will maximize conversions. For example, an eco-conscious ad group sees a page experience that prioritizes fair-trade product narratives. Quality-conscious skeptics see social proof messaging validating your product features. And so on.

Using machine learning in this way dramatically speeds up landing page production. By pairing the predictive power of machine learning with automation technology, we can create new pages at lightning speed. Even an experienced, fully staffed team of developers can only accomplish so much in a day. The Conversion Cloud can outpace a human team working manually without sacrificing quality or conversions.

Because your post-click experiences link directly to a specific ad group or ad set, the platform optimizes every experience for maximum ad-to-page relevance. This results in higher Quality Scores, which benefits across your entire campaign with lower cost-per-click, better ad ranking, and higher conversion rates.

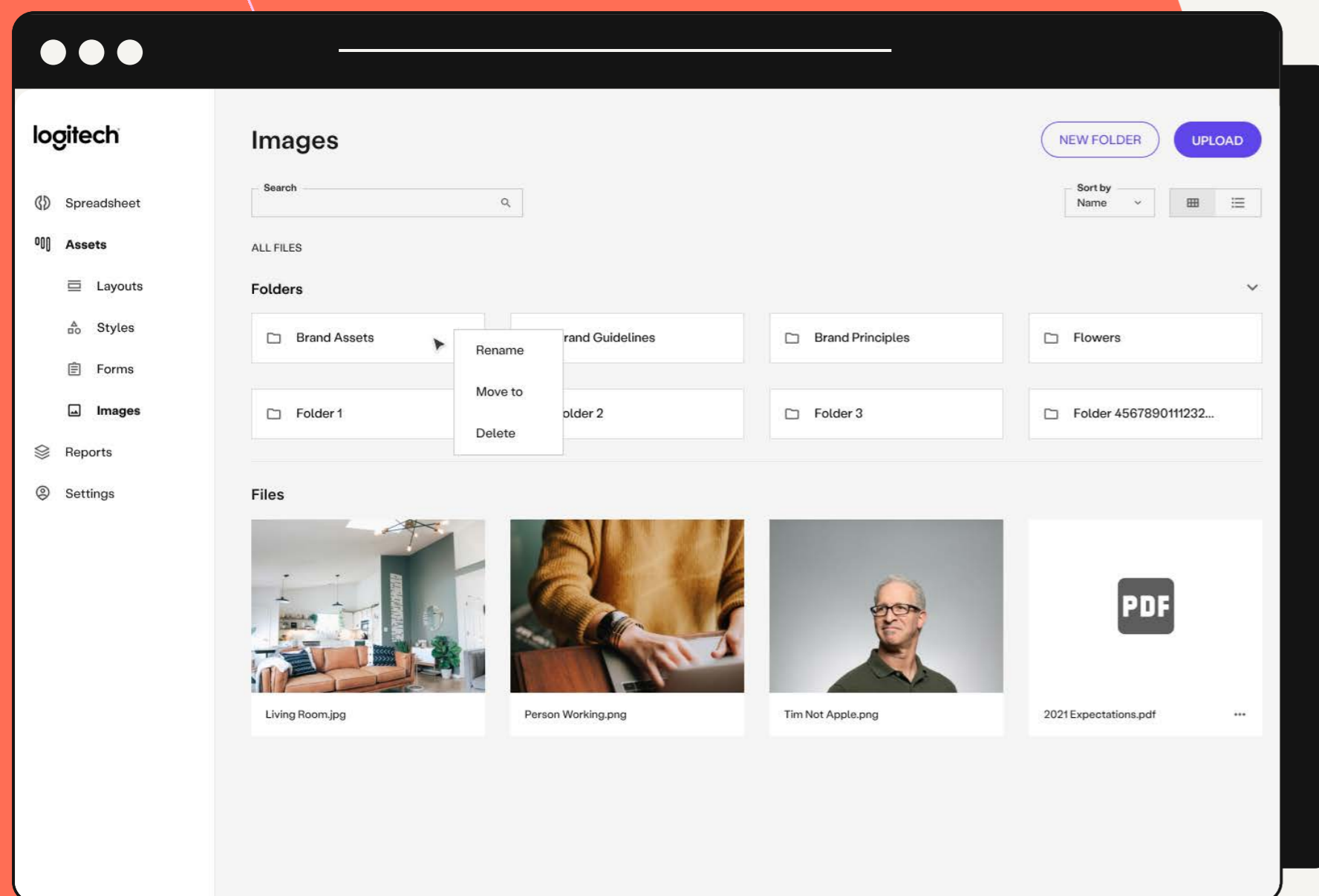
***Automated creation, combined with machine learning, enables continual optimization.***

## CONTINUAL OPTIMIZATION

The second core component of the Advertising Conversion Cloud is continual optimization, the ability to constantly experiment, test, and optimize your post-click experiences.

Every post-click landing page built on the Conversion Cloud begins with a Core Experience handcrafted by conversion experts on the Postclick team. We use your brand assets and guidelines to develop this baseline experience. Once it goes live, the magic starts.

Every Core Experience serves as the origin for a group of variations built from our Block Recommendation Engine, pulling from conversion insights that originate from our vast data set, customized to your use case and industry.



# Postclick

The Conversion Cloud constantly runs experiments on live landing pages, without sacrificing conversions. These variations run simultaneously, with ad traffic flowing to the best performing variations. In a traditional A/B/n test, an equal amount of ad traffic would flow through each test variation, driving a huge percentage of traffic to suboptimal pages as you wait to learn what works and what doesn't. This approach risks losing conversions and cuts into your ROAS. The Advertising Conversion Cloud anticipates and avoids this issue with a Multi-Armed Bandit algorithm.

The Multi-Armed Bandit testing methodology—coupled with our scalable creation technology—directs more traffic to the best-performing page variations while the experiment is still running. Lower-performing variations get phased out quickly, replaced by new experiences based on high-performing variations. As a result, your pages never stop improving.

These testing results inform our platform-wide data models, enabling the Conversion Cloud to make smarter predictions about what layouts will drive conversions. Experiments within a specific industry or use case empowers further successes for every brand on platform. Your post-click experiences benefit from real-time, up-to-date best practices and continually evolving insights.

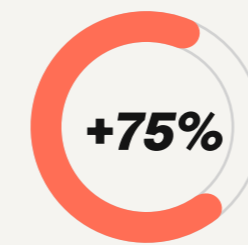
Your pages aren't only benefiting from the tests among your audience, but every learning across the platform, spanning many industries, consumer bases, and conversion goals. This creates an unprecedented opportunity to gain insights from industry contemporaries and be at the forefront of advancing trends. Your marketing team can use the platform-wide insights gleaned from aggregated data to improve outcomes for everyone—without divulging private information.

Postclick clients can see the benefits of this approach for themselves. Reporting dashboards show you how increased ad-to-page relevancy translates into higher ROAS and increased conversions for each post-click experience.

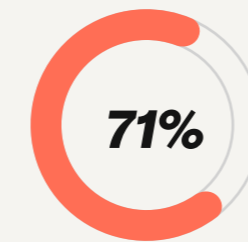
## MAXIMIZED VALUE

We developed the Advertising Conversion Cloud to help marketers get back to doing what they love. Instead of worrying about meeting campaign goals, your team can focus on being creative and strategic, elevating the brand, or ideating on new products and services for your customers.

Here's a snapshot of what the Advertising Conversion Cloud™ has helped B2C and D2C marketers achieve:



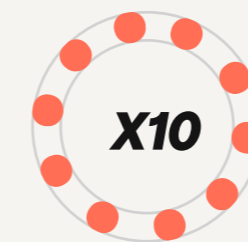
**75% lift** in conversion rates on average



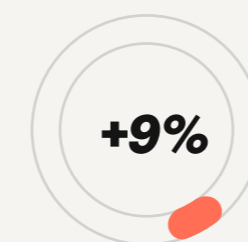
**71% reduction** in production time



**38% decrease** in cost per acquisition (CPA)



**10X faster time** to deployment



**9% increase** in lead-to-customer conversions

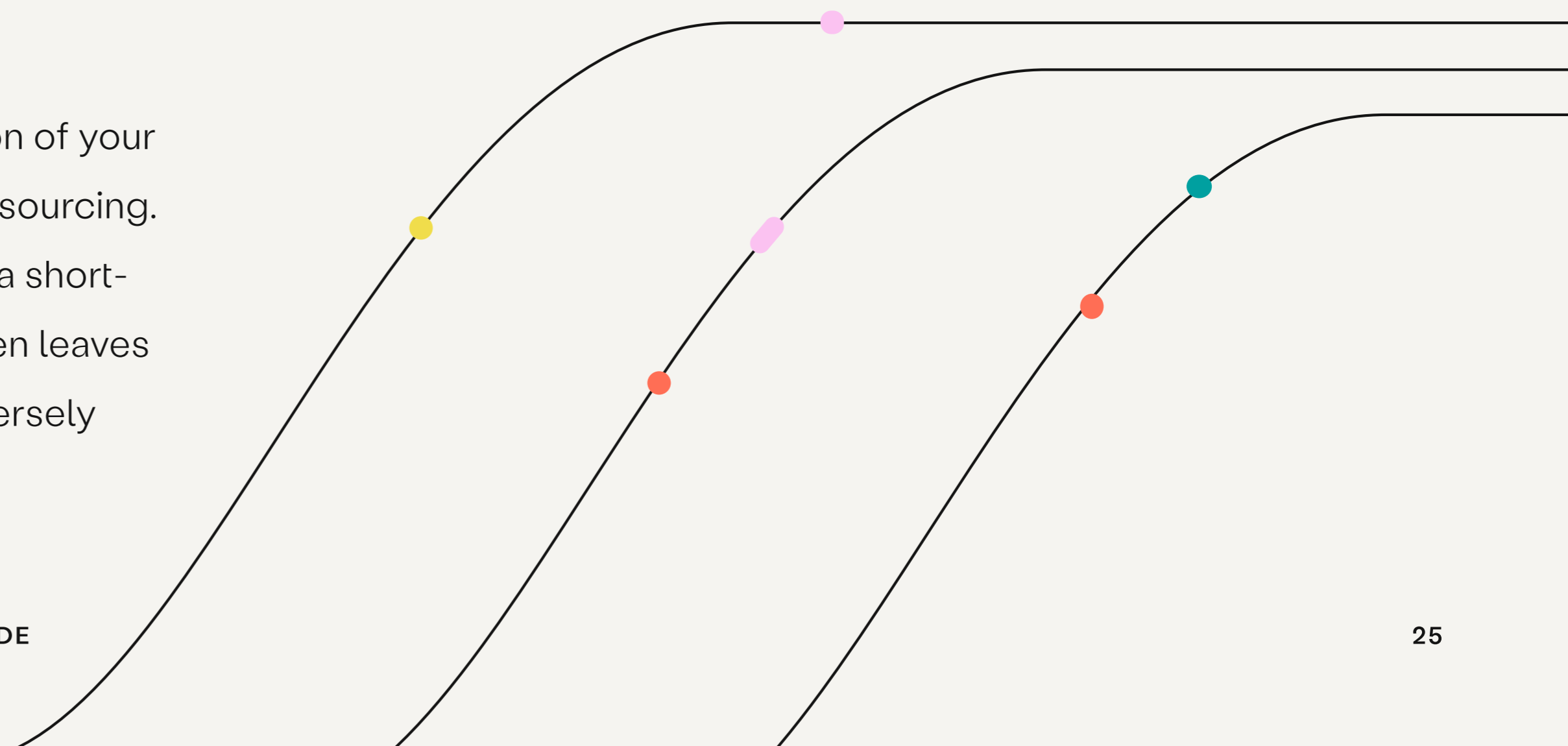


# ***IS THE ADVERTISING CONVERSION CLOUD™ RIGHT FOR YOU?***

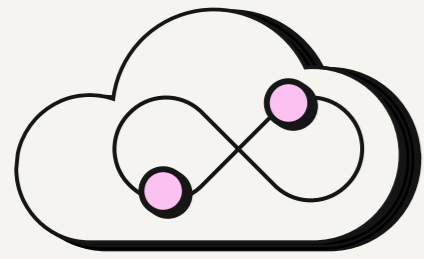
How do your current or potential optimization options stack up to everything discussed in this guide?

Do your current tools and teams help you meet your OKRs and drive conversions for where your business is right now? Now consider lifetime value. Can you efficiently stimulate growth, advance your brand goals, and evolve with your customers? If you've noticed a plateau in your current success, it may be time to consider a change.

You have to look at your investment as an extension of your team, not a tool to alleviate current stressors or resourcing. Similar to hiring and onboarding a new employee, a short-term solution that works for one campaign but then leaves you playing catch-up in a month or a year can adversely affect business growth.

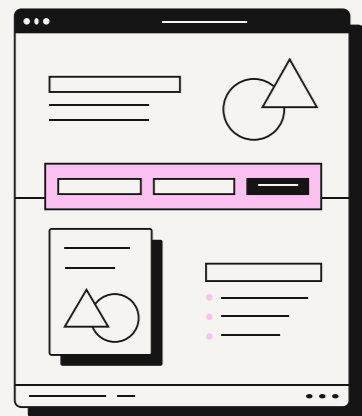


## **THE MOST ADVANCED PLATFORM FOR SCALABLE POST-CLICK STRATEGIES**

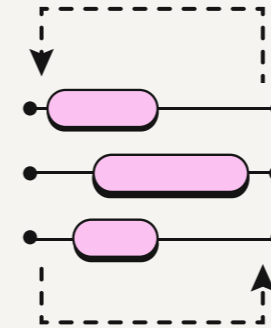


### **Designed around CRO strategies.**

The Advertising Conversion Cloud focuses on building continuous results, driving increases in conversions, constantly maximizing ROAS, and fueling growth.

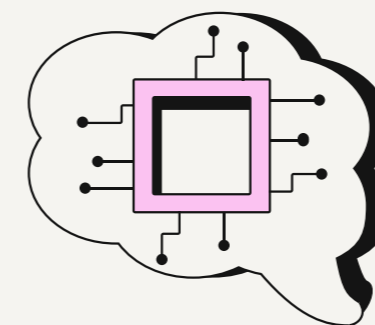


**A comprehensive interface** and straightforward reporting put performance and OKR progress in the spotlight so your team can stop stressing about small details or unclear data points and keep big picture goals at the forefront of your strategies.



### **Automated design, testing, and optimization**

features ensure a seamless experience and near-infinite opportunities to increase conversions at a scale that was previously impossible.



**Machine learning and AI** ensure your post-click experiences are relevant, always getting better, and at the very forefront of evolving industry trends.



## ***A SOLUTION THAT EVOLVES WITH YOU***

The marketing technology solution you choose should have the features that work best for your specific business goals. There are a variety of products on the market, so it's important to be clear on the features your company will need in the short and long term.

Take a look at our matrix to assess the features that are most important for your business needs.

## LP BUILDERS

## OUTSOURCING

## CONVERSION CLOUD

	LP BUILDERS	OUTSOURCING	CONVERSION CLOUD
OPTIMIZATIONS	Actionable Insights	<input type="radio"/>	<input checked="" type="radio"/>
	Live Analytics & Robust Reporting	<input type="radio"/>	<input type="radio"/>
	CRO Strategies	<input type="radio"/>	<input checked="" type="radio"/>
	A/B Testing	<input checked="" type="radio"/>	<input checked="" type="radio"/>
SCALABILITY	Personalization	<input type="radio"/>	<input type="radio"/>
	Testing Capabilities	<input type="radio"/>	<input type="radio"/>
	Optimization Strategies	<input type="radio"/>	<input type="radio"/>
	Easily Managed and Accessible	<input type="radio"/>	<input type="radio"/>
	Fast-to-Publish	<input type="radio"/>	<input type="radio"/>
DESIGN TOOLS	Data-Driven UX Design	<input type="radio"/>	<input checked="" type="radio"/>
	Conversion Storytelling	<input type="radio"/>	<input checked="" type="radio"/>
	Page Security	<input checked="" type="radio"/>	<input type="radio"/>
	AMP Pages	<input type="radio"/>	<input type="radio"/>
	Fast Loading Speeds	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	Custom Content Blocks	<input checked="" type="radio"/>	<input type="radio"/>
AUTOMATION FEATURES	Design	<input type="radio"/>	<input checked="" type="radio"/>
	Experimentation	<input type="radio"/>	<input checked="" type="radio"/>
	Variation Production	<input type="radio"/>	<input checked="" type="radio"/>
	Ad-to-Page Mapping	<input type="radio"/>	<input checked="" type="radio"/>
MACHINE LEARNING	Proven Strategies	<input type="radio"/>	<input type="radio"/>
	Growing Database of Insights	<input type="radio"/>	<input type="radio"/>
	Monitor Emerging Trends	<input type="radio"/>	<input type="radio"/>

## ***POSTCLICK IS WHERE CONVERSIONS HAPPEN***

The technology you choose for creation, personalization, experimentation, and optimization will significantly impact your strategies and results. These capabilities are integral to scaling your business, and you can't afford to invest in tools that won't improve your bottom line.

If the Advertising Conversion Cloud sounds like the right fit for you, schedule a no-obligation consultation with our experts today. We will create a complimentary conversion health analysis to find out what kind of lift in conversions the platform can achieve for your digital campaigns. The Conversion Cloud is ready to hit the ground running when you are—join us and be at the forefront of landing page innovation.

[REQUEST A FREE CONVERSION ANALYSIS](#)