webprofits

The Ultimate Landing Page Swipe File

73 High Performance Landing Pages From Which to Draw Inspiration

Contents

Why landing pages matter

While, by definition, landing pages are the first page a user hits when visiting your site – an entrance page – this is not their only defining characteristic.

From a performance standpoint, landing pages should be oriented towards prompting users to complete a specific action, whether that be requesting a quote, completing a purchase or something else.

Characteristically, landing pages should also:

- Reduce the number of steps from initial click to conversion.

- Use clear and concise copy, and complementary visual elements that serve to prompt conversion (instead of creating a distraction).

- Address the need or desire created by the ad that preempted the user landing on your site.

The above is by no means a conclusive list and, in many cases, the landing pages highlighted in this report go against the grain, whether that be by incorporating more than one call-to-action or choosing to have more extensive navigation, such as a navigation bar.

It's important to note that 'best practices' or principles should act as a starting point and should be considered in terms of the available data. Best practices will evolve over time, and any successful marketer who has performed extensive landing page optimisation will likely:

- Have a surprisingly low win rate for split tests – indicating that principles in isolation are not enough.

- Be constantly trying to learn more from any test that they run, because when making changes to the user experience there is always the opportunity to learn more about your customer and market.

While I do not have visibility over the performance of each of these pages, meaning metrics like cost per acquisition, conversion rate and lead quality are unknowns, each of these landing pages pull back the curtains on what leading organisations across a broad range of industries are doing to acquire new customers via paid channels, such as Facebook and Google Ads.

I am a firm believer that success leaves clues. With this in mind, I've replicated each landing page on our staging site so you can interact with each landing page, as many of these pages will at some point or another be relocated.

In addition, I've compiled the corresponding ad that directs users to each of the landing pages, as this provides insights into what messaging organisations are prioritising before click and how they are choosing to frame the offer.

For each landing page, I've also included some notes about what's effective, what isn't effective and what we can learn from their approach.

Ready to get started?

Let's go.

Brendan Connaughton
ACQUISITION MARKETING

01.
Lead Generation

From online share trading platforms to energy providers, I've searched far and wide to find some of the best lead generation landing pages from powerhouse marketing teams.

With a range of offers, such as quotation requests, demo bookings or securing a sample pack, this wide-ranging selection will provide a gambit of ideas to kickstart your landing page strategy or provide inspiration for further landing page optimisation.

Tyro

KEY TAKEAWAYS

- Single call-to-action – 'Request a Quote'.

- No navigation – the only links back to the website are nested in the footer terms and conditions.

- Strong use of social proof and authority signals including testimonials, client logos, star ratings and banking awards.

VIEW FULL LANDING PAGE
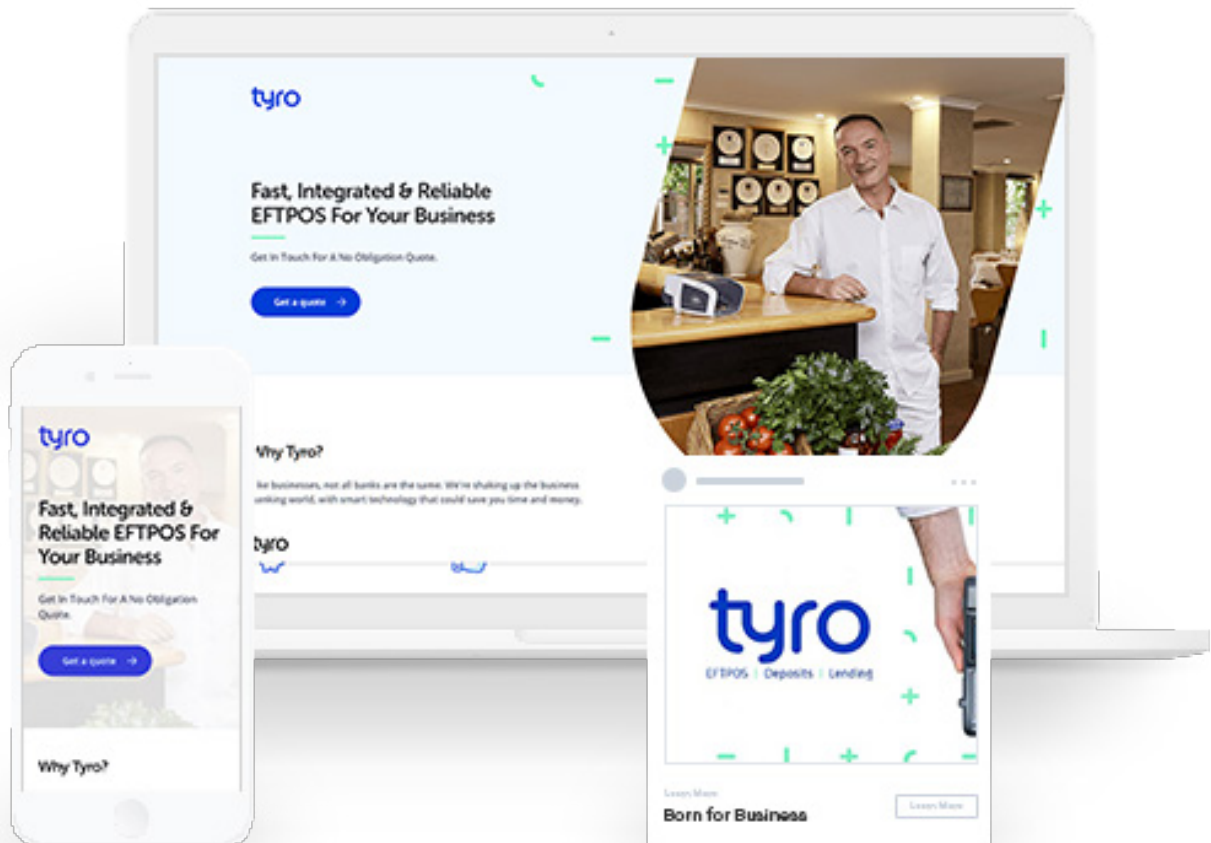
Wonderschool

KEY TAKEAWAYS

- Wonderschool have introduced a 'potential earning calculator' which estimates your potential income based on which US state you wish to operate and the number of students, and then provides a direct comparison that showcases how this income figure compares to the average preschool teaching salary.

- Wonderschool clearly communicate the steps involved in establishing your own childhood program with a timeline illustration that is reinforced with real customer testimonials, which speak directly to key concerns new applicants may have.

VIEW FULL LANDING PAGE

CMC Markets

KEY TAKEAWAYS

- CMC Markets place greater weighting on storytelling than most of the landing pages highlighted in this report. CMC address both the good and the bad with a timeline of the last decade's important nancial events, which ultimately resolves to a 'take a better position – sign-up for a risk free demo' call-to-action.

VIEW FULL LANDING PAGE
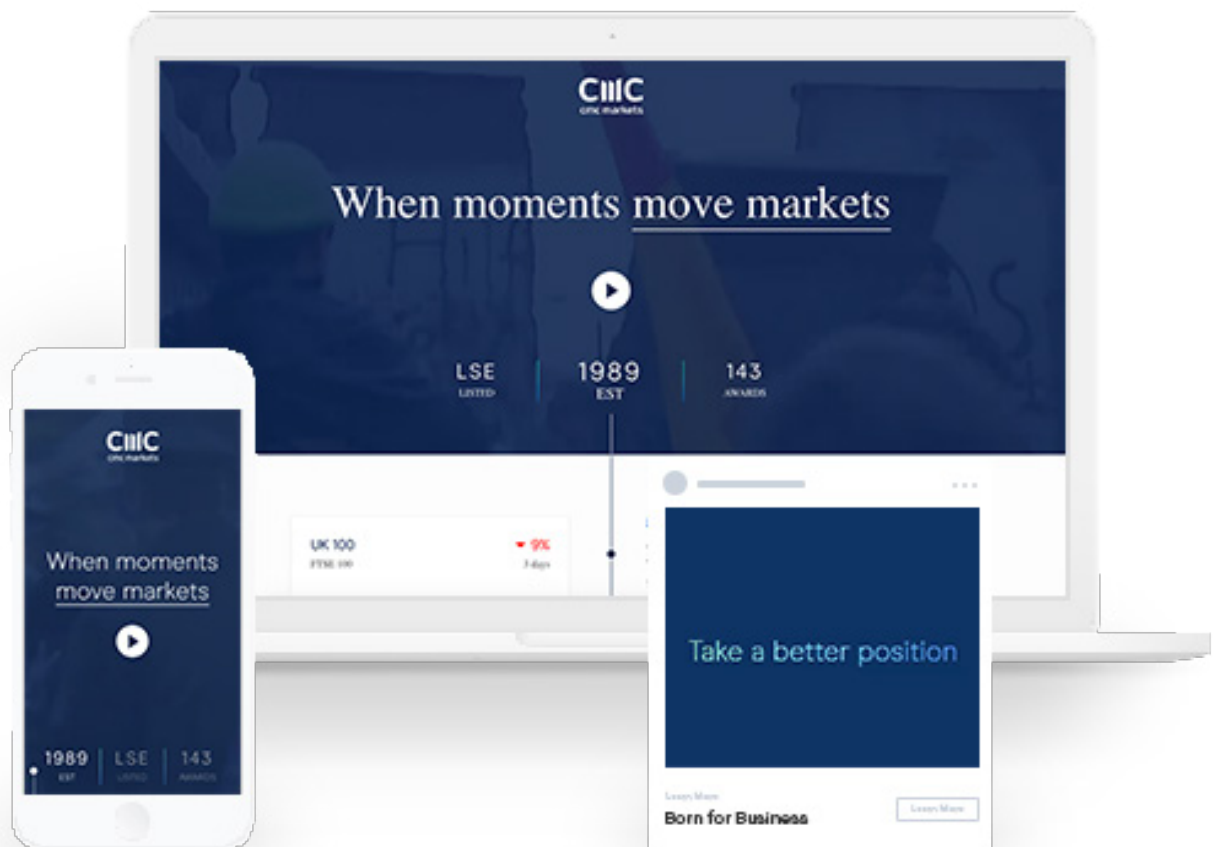
IG Markets

KEY TAKEAWAYS

- All copy reinforces why IG Markets are market leaders, with an emphasis on potential customer savings, supported by a compelling comparison table.

- Clearly communicates how IG Markets allows investors in Australia to access global markets and how IG Markets' trading platform provides a better experience.

VIEW FULL LANDING PAGE
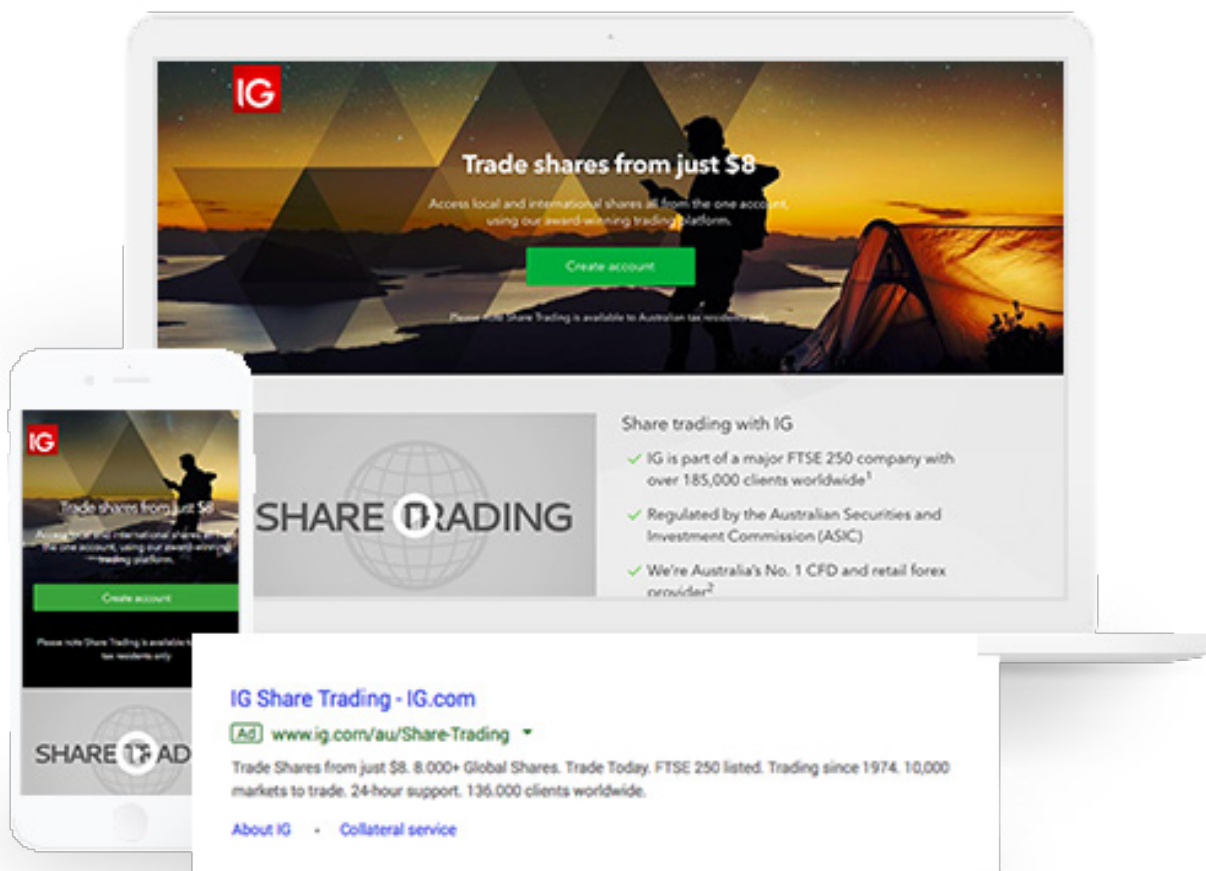
Lyft

KEY TAKEAWAYS

- Lyft have distinctive sign-up processes for business and consumers. Business prospects are prompted to create a profile, while retail customers are targeted with app download campaigns via Facebook Ads.

- Lyft's business customer page speaks exclusively to business customer benefits, such as easy expensing and rewards, while their retail pages speak to affordability and safety first.
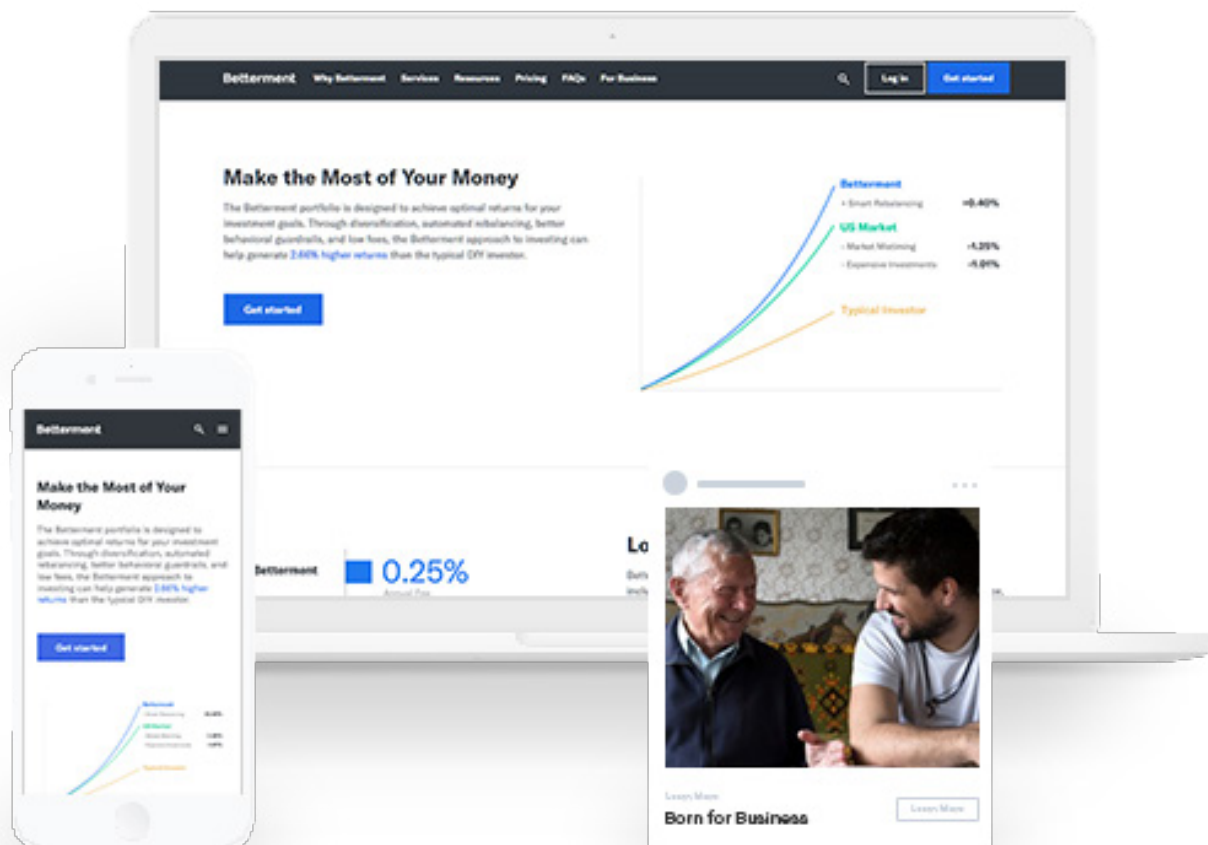
VIEW FULL LANDING PAGE
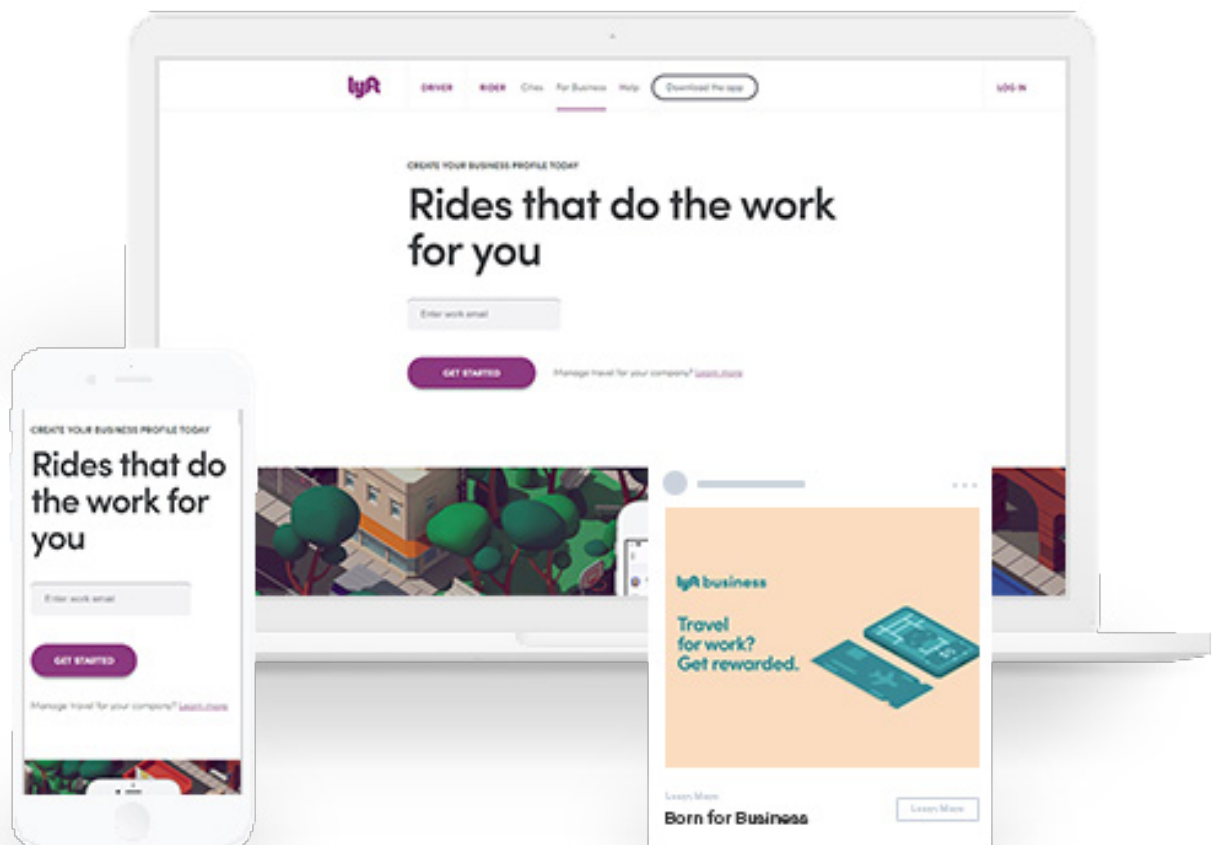
Betterment

KEY TAKEAWAYS

- Strong use of competition comparisons – Betterment's returns versus the market and Betterment's fee structure versus a typical money manager.

- Each message and section is supported by complementary images of the product experience, their customer-facing team, and graphs that reinforce how Betterment is different (and why they are better).

VIEW FULL LANDING PAGE

Optimum Nutrition

KEY TAKEAWAYS

- A great example of a landing page that follows the 'show, don't tell' principle – strong visual elements, such as an attention-grabbing video hero section, coupled with clear, direct response copy.

VIEW FULL LANDING PAGE

Open Agent

KEY TAKEAWAYS

- Open Agent are testing different headlines, either for the purpose of split testing or personalisation based on ad creatives – **Compare agent commissions and fees** vs **Sell your house faster and for more.**

- Open Agent start with a low-commitment request of the user, confirming their postcode. This is immediately followed by additional questions to narrow the user's search and provide a tailored result page.

- As you move through the process, Open Agent minimise friction with a progress bar indicator that suggests the process is quick and easy.

VIEW FULL LANDING PAGE
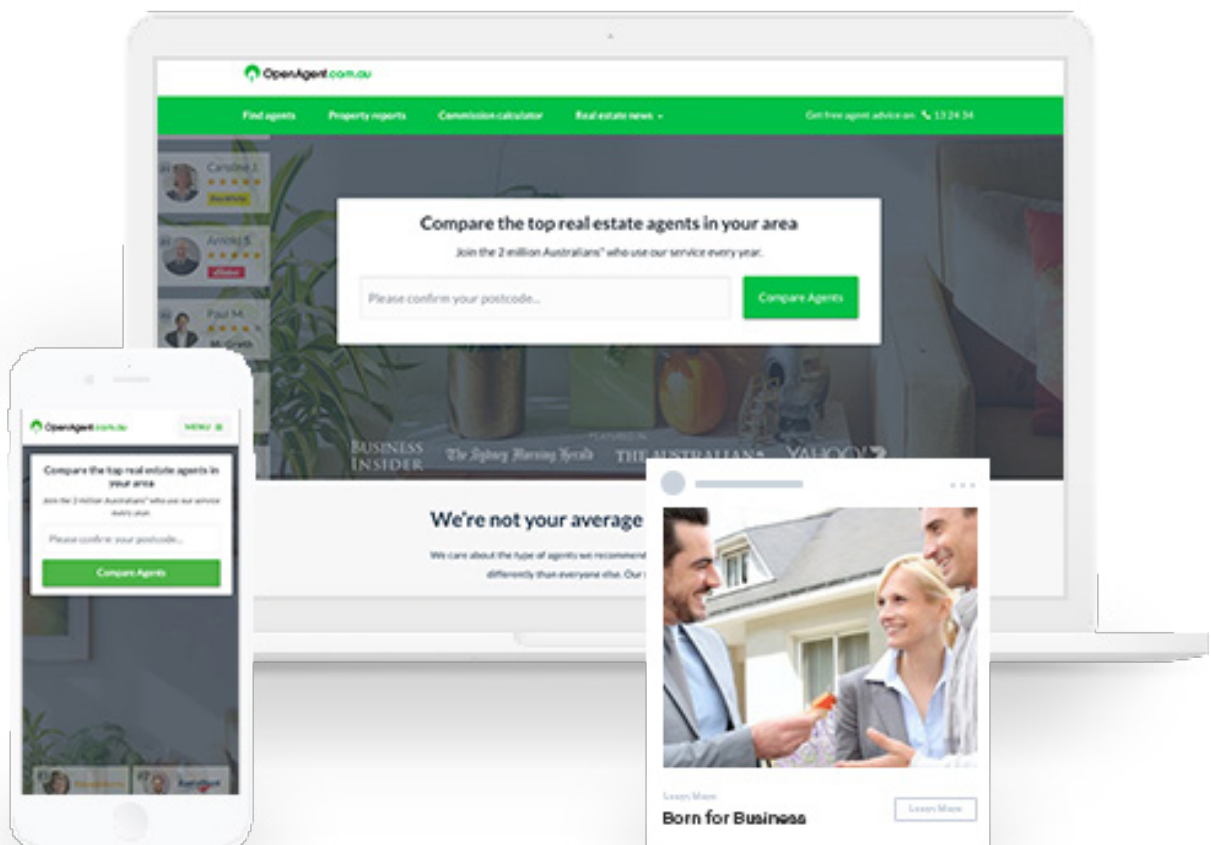
LJ Hooker

KEY TAKEAWAYS

- To celebrate 90 years, Web Profits and LJ Hooker devised a competition campaign to generate property appraisal leads and build their email database.

- To maximise the volume of qualified leads, the prize is positioned as a by-product of requesting a free appraisal. The prize is not the exclusive focus of the page.
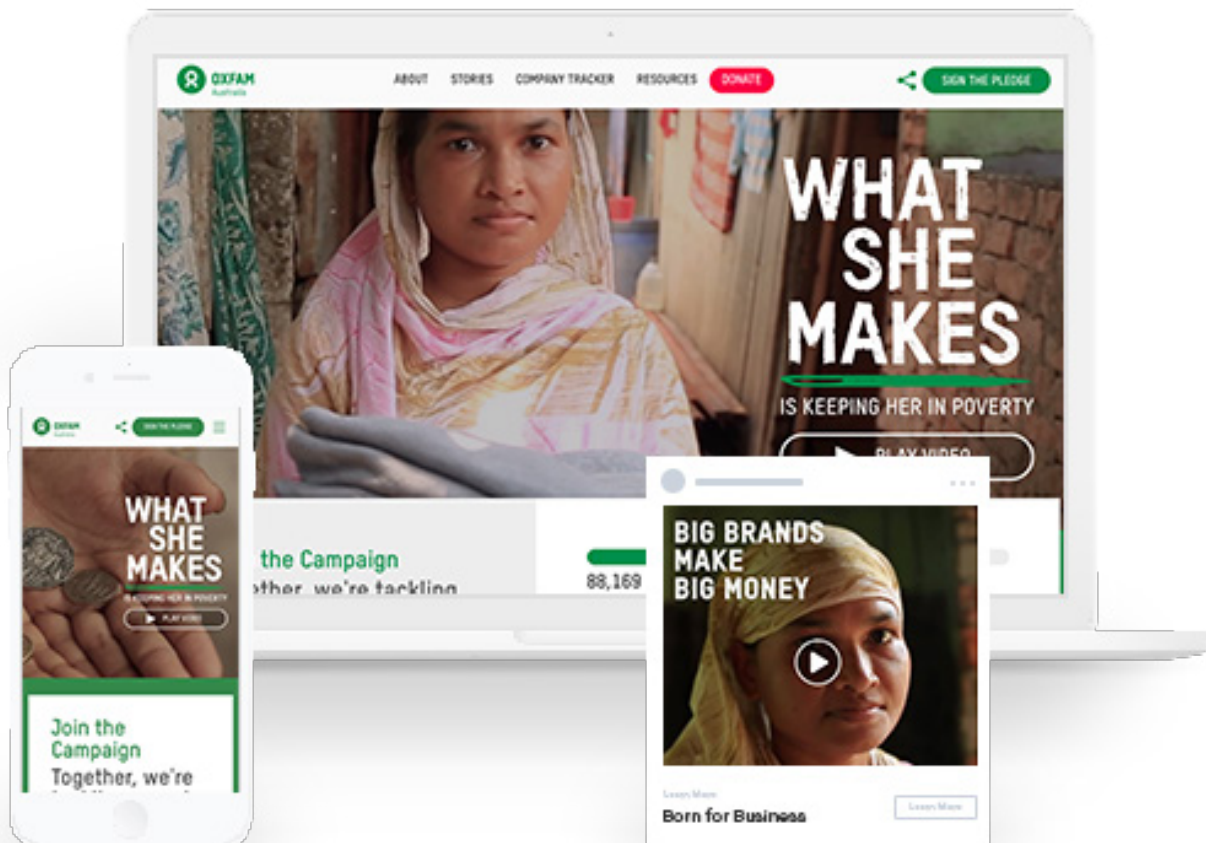
VIEW FULL LANDING PAGE

Oxfam

KEY TAKEAWAYS

- Strong pairing between the Facebook Ad creative and the landing page – Big Brands Make Big Money and What She Makes.

- Effective use of a progress indicator, the bar indicating the proportion of the goal funds raised, and demonstrates social proof – 88,169 people have already joined the campaign.

VIEW FULL LANDING PAGE

Canterbury

KEY TAKEAWAYS

- An effective, concise competition landing page that aims to acquire emails and generate interest around Canterbury's new product lines.

- To leverage virality, post sign-up users are encouraged to share the competition landing page with their friends to receive additional competition entries.

VIEW FULL LANDING PAGE

# Capture more high-value customers with a conversion-oriented landing page

or click **here** to learn more about our approach to landing page design

REQUEST A PRICE

LawPath

KEY TAKEAWAYS

- Strong use of social proof and authority signals including 200+ customer testimonials and acknowledgement that they've serviced over 50,000+ customers and supported Top-Tier Firms and ASX-200 Companies. LawPath are looking to reduce friction for users who may be more resistant to engaging a non-traditional law service.

VIEW FULL LANDING PAGE
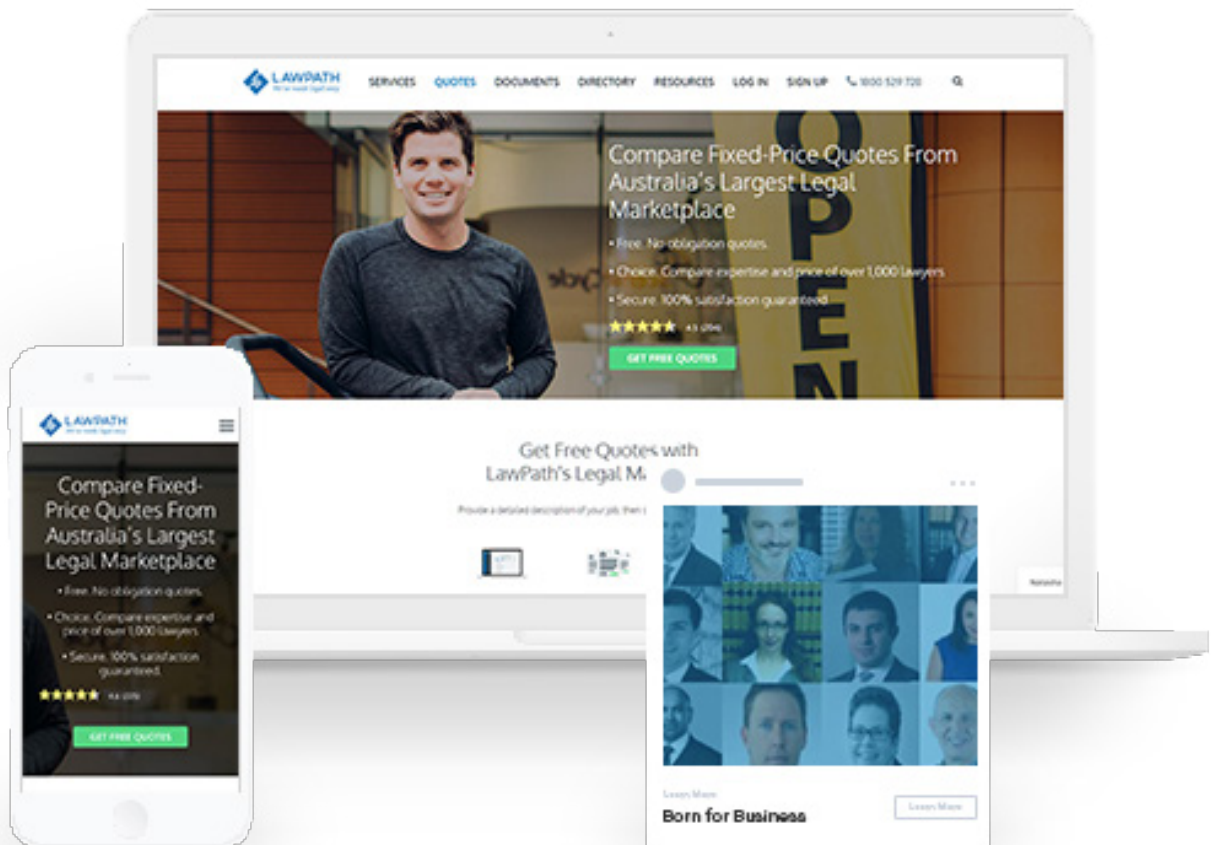
Aussie

KEY TAKEAWAYS

- A well-structured landing page focusing on one key message – booking a free appointment mortgage broker.

- Clear explanation of what users will get out of their free appointment.

- Strong alignment between the landing page and their Facebook Ads creative.

VIEW FULL LANDING PAGE

Bankwest

KEY TAKEAWAYS

- Conversational copy, minimal navigation and a clear hierarchy of information.

- Strong alignment between their landing page messaging and their above-the-line campaign.

VIEW FULL LANDING PAGE
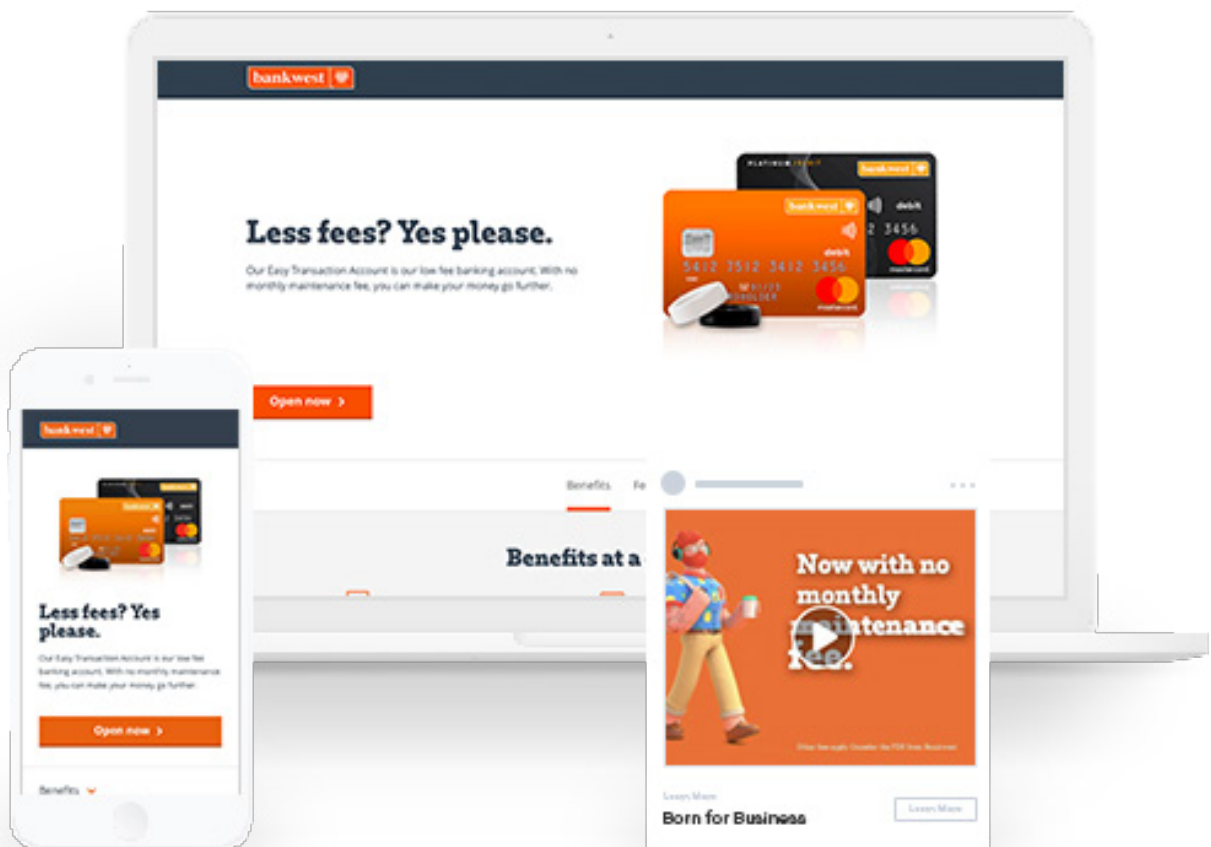
ING

KEY TAKEAWAYS

- A comprehensive home loan comparison tool that gives users immediate feedback on what interest rate they are eligible for, with a clear directive to 'Apply Now'.

- ING present 3 distinguished repayment options. This is a suitable number of options, neither too few or too many, as users can easily compare the monthly repayment value, variable and comparison rates to ascertain which may be most suitable to their circumstances.

VIEW FULL LANDING PAGE
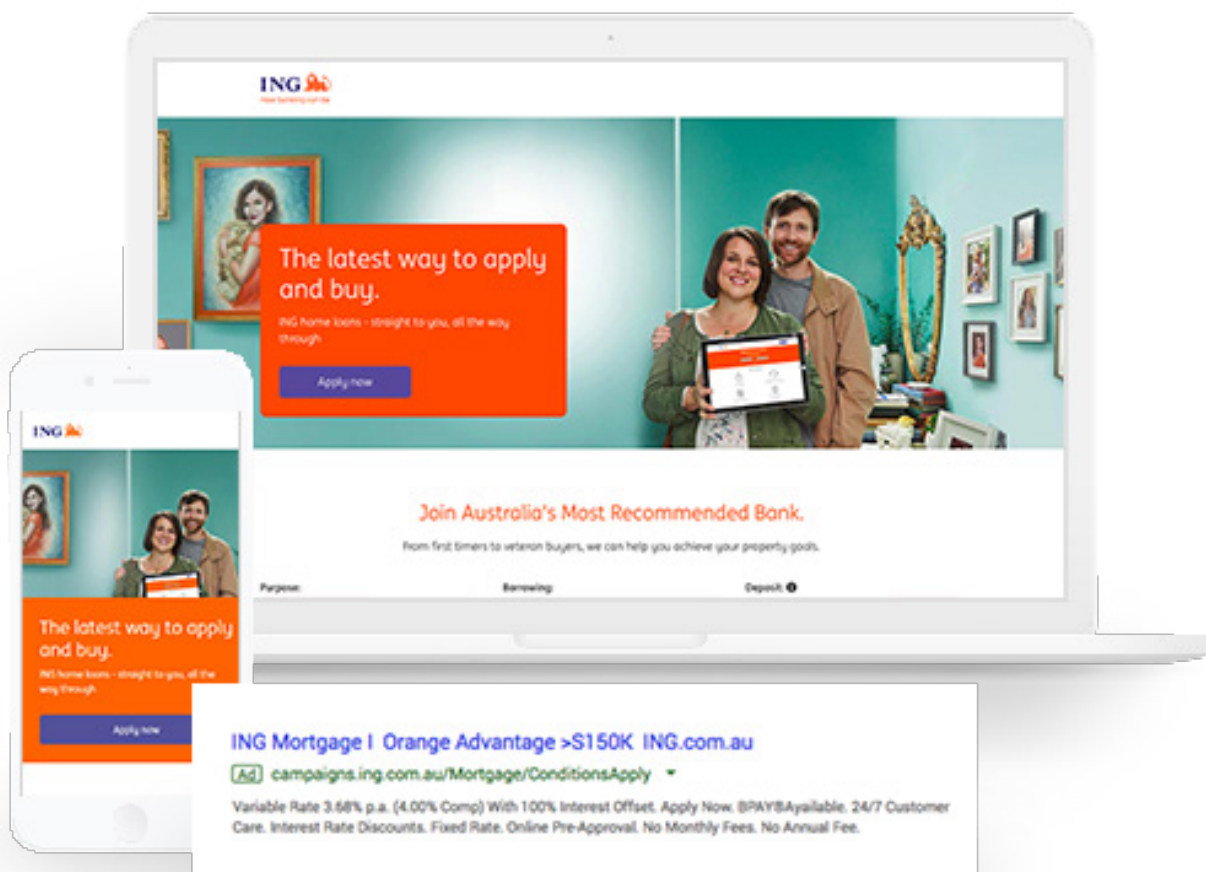
LendingTree

KEY TAKEAWAYS

- This lead generation page is different from the typical, one-page, longer form landing page structure used by most companies highlighted in this swipe.

- Lendingtree's Compare Lenders sign-up flow does an exceptional job of guiding the low-motivation user through a complex and time-intensive application process.

- Lendingtree use form validation and clear iconography through the process to minimise false entries, especially important on longer sign-up processes where there are more opportunities for users to mistype information.

VIEW FULL LANDING PAGE
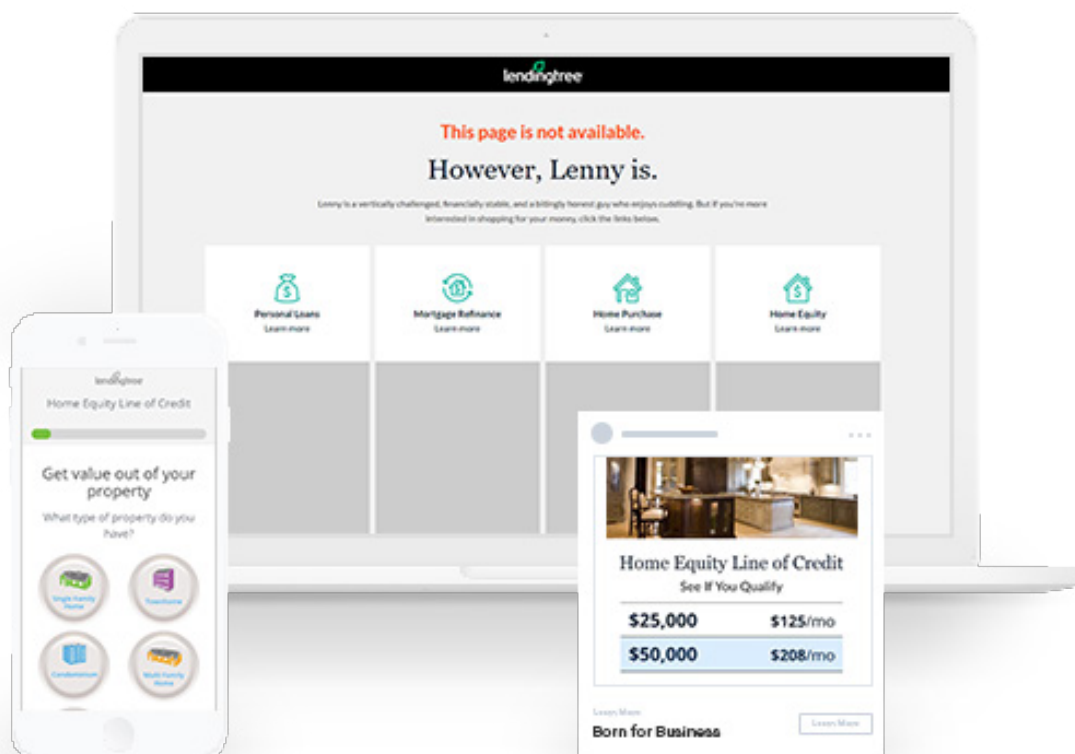
LendingClub

KEY TAKEAWAYS

- At first glance, LendingClub's landing page resembles a typical one page, longer form landing page.

- However, after submitting step one of the form by providing your desired loan and what you need the money for, LendingClub directs users to a stripped-back application process that features minimal navigation, prominent form fields and a progress indicator.

VIEW FULL LANDING PAGE
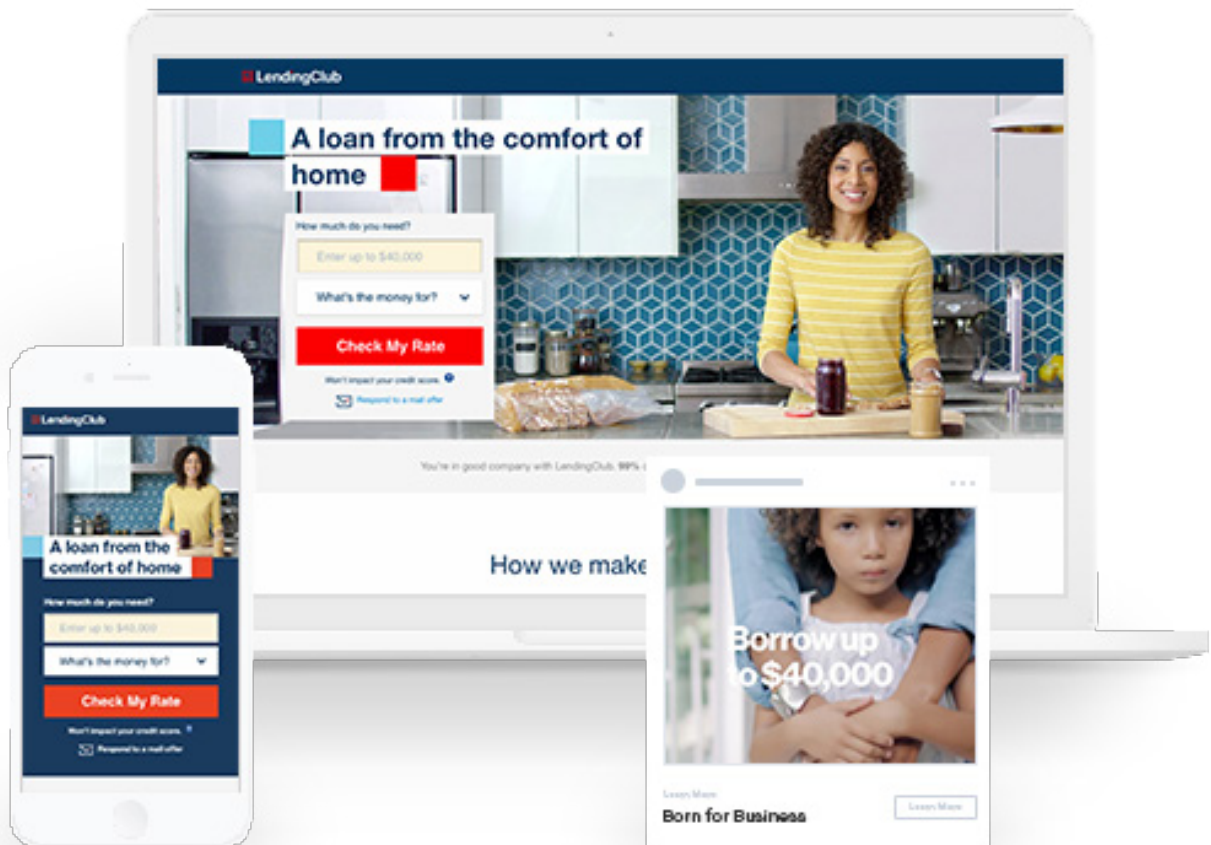
Moula

KEY TAKEAWAYS

- Strong use of positive reviews and emphasis on transparency – important for the business loans industry where customer scepticism is high and trust is low. Moula also do this by illuminating who they are and what they stand for.

- Moula have embedded a business loan calculator on their page that leads users to organise a payment schedule. Moula also invite users to request a call back, a secondary call-to-action that is featured lower on the page. The payment calculator is more suited to prospects at a conversion phase while the Request a Call Back call-to-action is suited to prospects at a consideration phase.

VIEW FULL LANDING PAGE
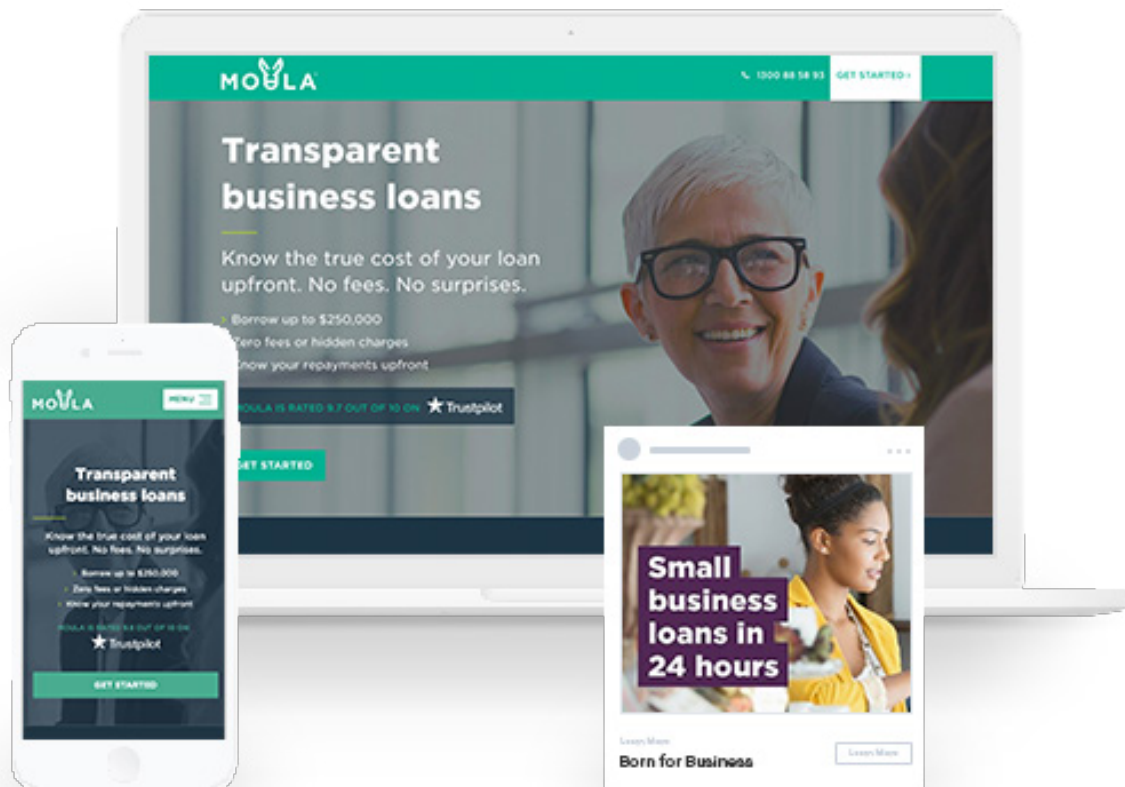
Avalon

KEY TAKEAWAYS

- Compelling use of imagery and iconography providing visual reinforcement that their brand is fruitful and feminine, without taking away from the direct response copy.

- Avalon's free sample landing page provides education on the formulation and key natural ingredients as a vehicle for building trust and expertise.

VIEW FULL LANDING PAGE
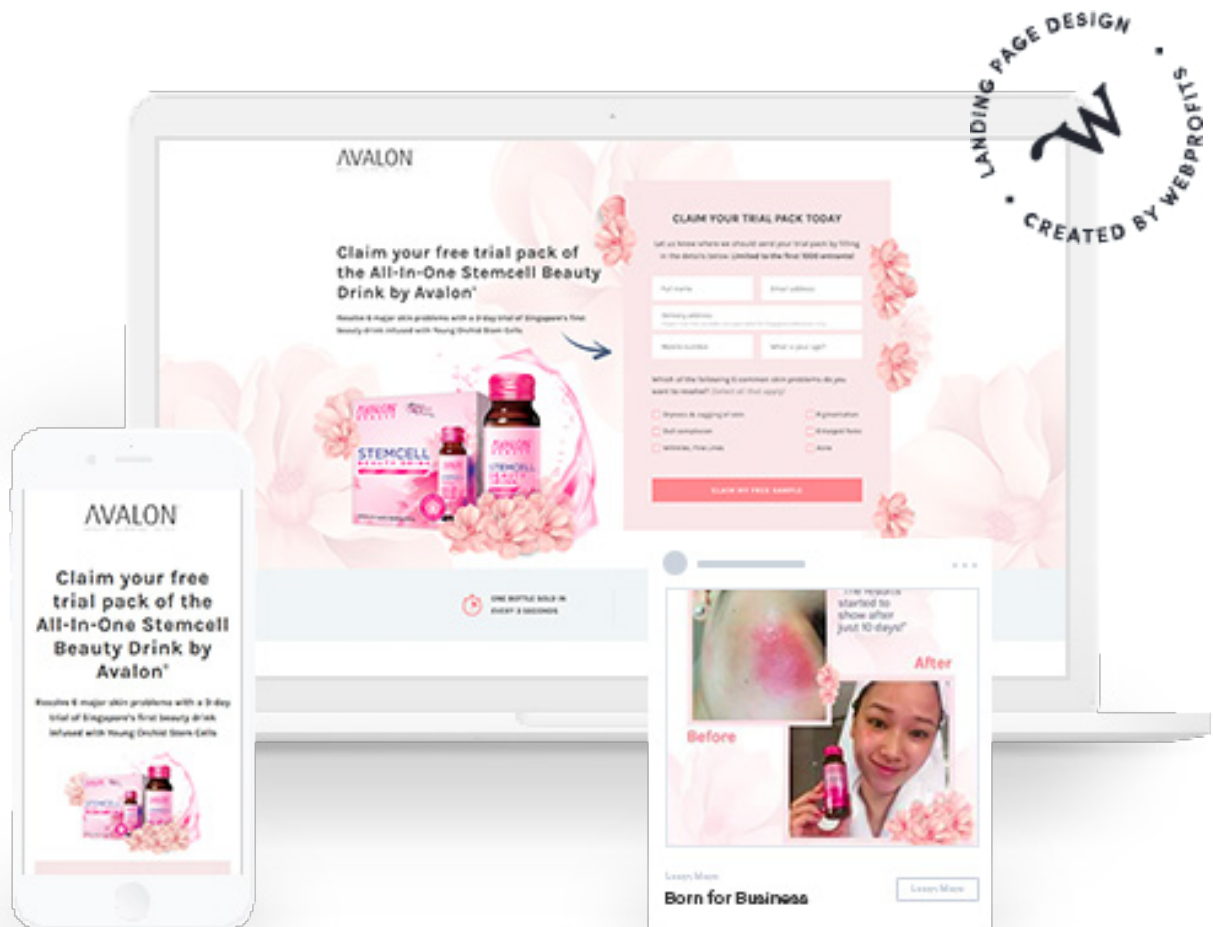
Upwork

KEY TAKEAWAYS

- Upwork highlights some of their top freelancers who have great job feedback.

- This landing page provides a clear explanation for how Upwork's service works, with a breakdown of each step of the process, from finding the right freelancer through to invoicing and payment.

- Upwork have multiple variations of this landing page. For example, **here** is a variation without the Touchnote CEO video in the hero section.

VIEW FULL LANDING PAGE
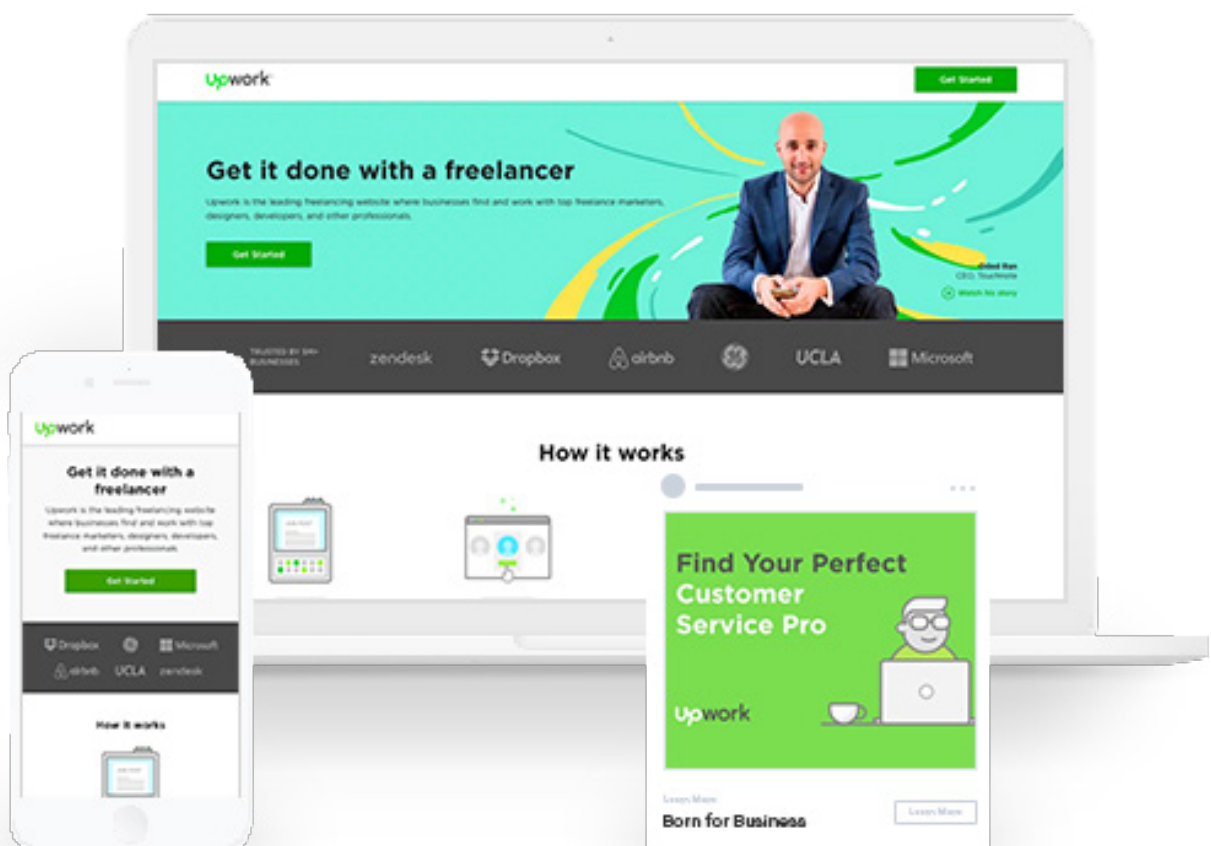
ZipRecruiter

KEY TAKEAWAYS

- Emphasis on product-based features that distinguish why it is easier to hire with ZipRecruiter, such as sections that showcase how ZipRecruiter circulates your job to 100+ job boards and then compiles all candidates into one dashboard for you to review.

- Strong use of social proof – ZipRecruiter highlights some of the Fortune 500 companies that have used their hiring service.

VIEW FULL LANDING PAGE
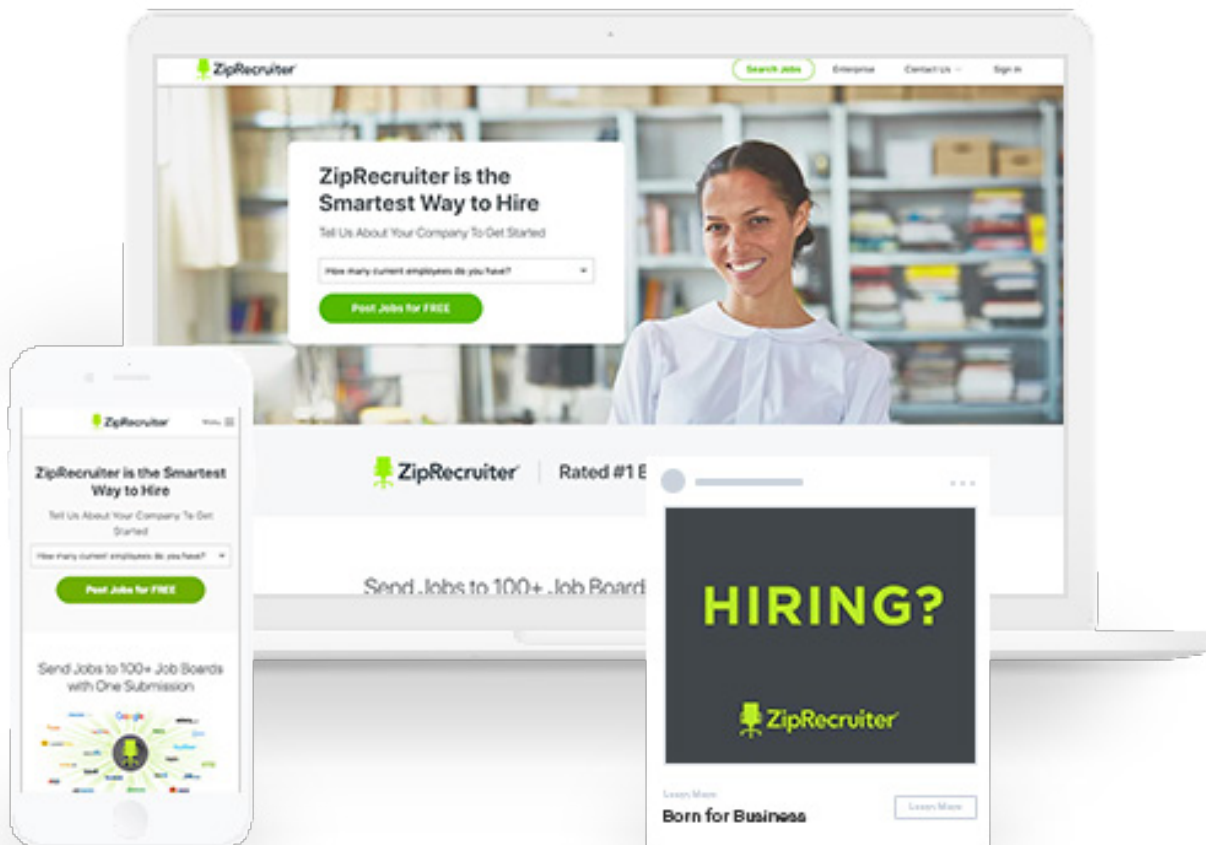
My Barista

KEY TAKEAWAYS

- Exceptional use of imagery and iconography throughout the page that not only comes across as authentic, but showcases the quality of service and the faces behind the brand. This is reinforced by the purposeful language that is sprinkled throughout the page that reflects My Barista's values of "Expert Craftsmanship" and "High End Experiences".

- The Request a Quote form is framed as a two-step form because of the number of required fields, and promises that someone will respond to your enquiry within 2 hours.

VIEW FULL LANDING PAGE
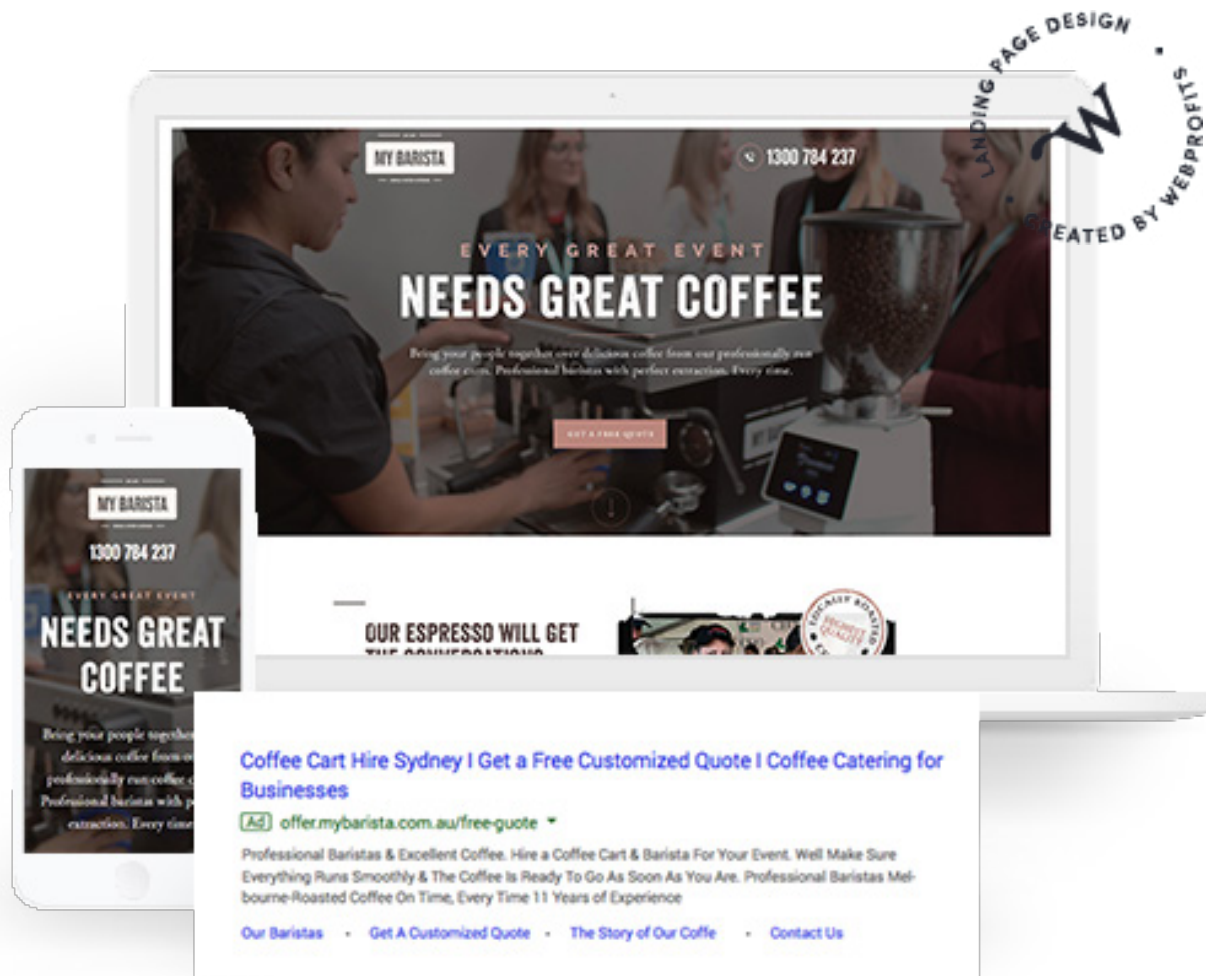
Bailey Fitness

KEY TAKEAWAYS

- Solid use of arrows guiding users down the page to absorb each section of content and to the sign-up form.

- Upon completing the form, Bailey Fitness provides an opportunity for users to share the 5 Day Free Trial landing page with their friends. This feature aligns well with their free pass offering, as buy-in from their friends is more likely to result in new members staying beyond the initial 5 day trial.

- A pop-up also offers the user the option to register via Facebook M essenger and receive a $100 discount if you stay past the free trial.

VIEW FULL LANDING PAGE

Fitness Playground

KEY TAKEAWAYS

- The screenshot version of this landing page does not do Fitness Playground the justice this page deserves, as the page heavily features video to showcase their facilities and the workout environment.

- They include a compelling offer – register for 5 free visits.

- You can view the live version of this landing page here (assuming Fitness Playground do not move the location of this page)

VIEW FULL LANDING PAGE
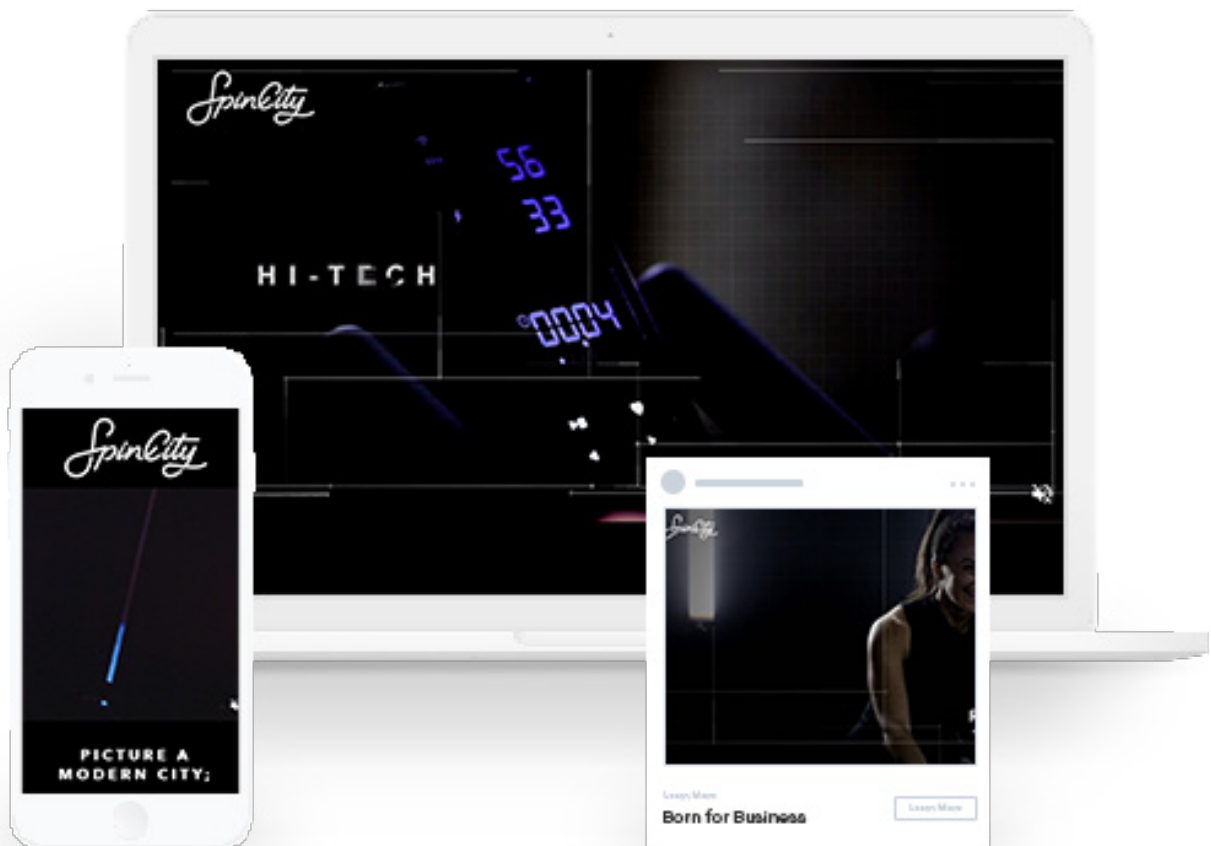
Gourmet Basket

KEY TAKEAWAYS

- There are two clear call-to-actions, "Request a Quote" and "Download a Bulk Order Form". Request a Quote is the primary objective, as it means that the onus is on Gourmet Basket's sales team to follow-up leads, where as a Bulk Order Form Download transfers the responsibility to the prospective customer to fill out the form and send it back to Gourmet Basket.

- All messaging is focused towards the corporate audience – this informs the client carousel, customer testimonials, and customisation options.
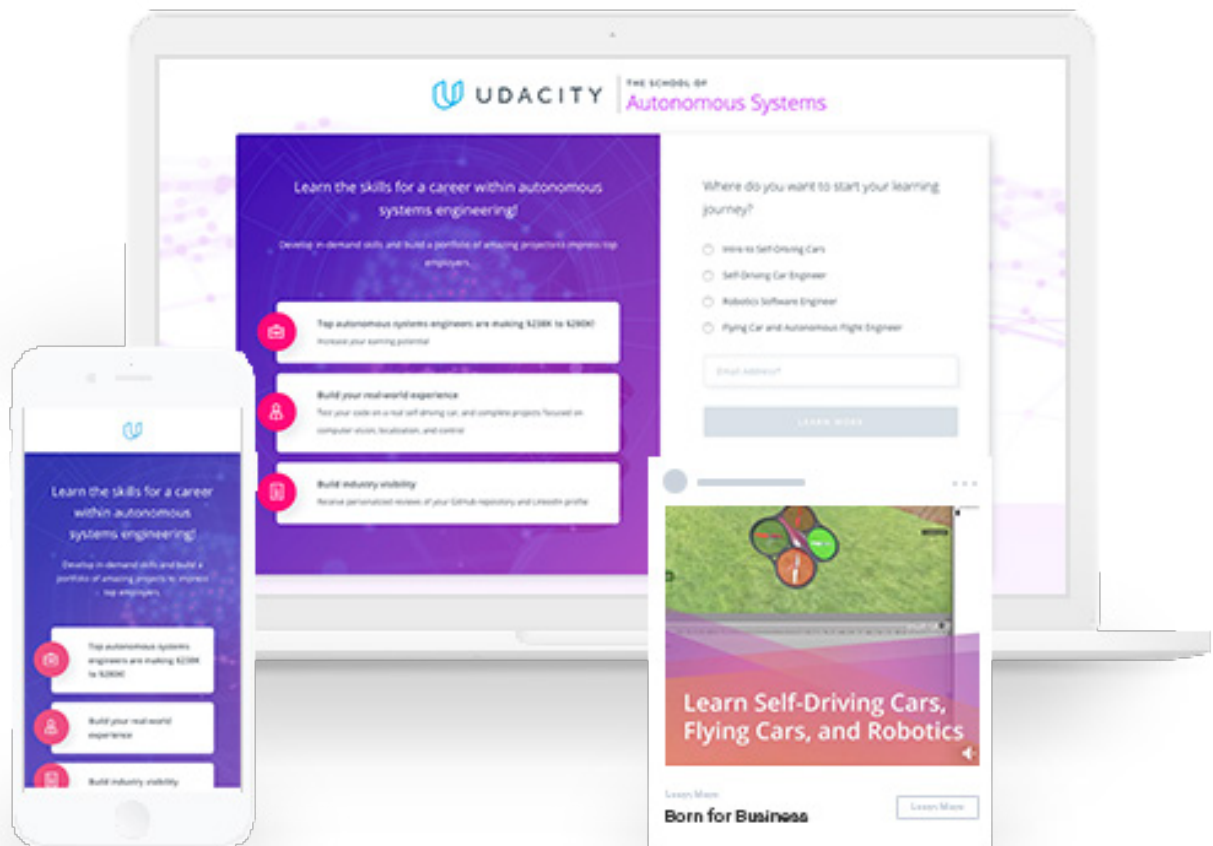
VIEW FULL LANDING PAGE
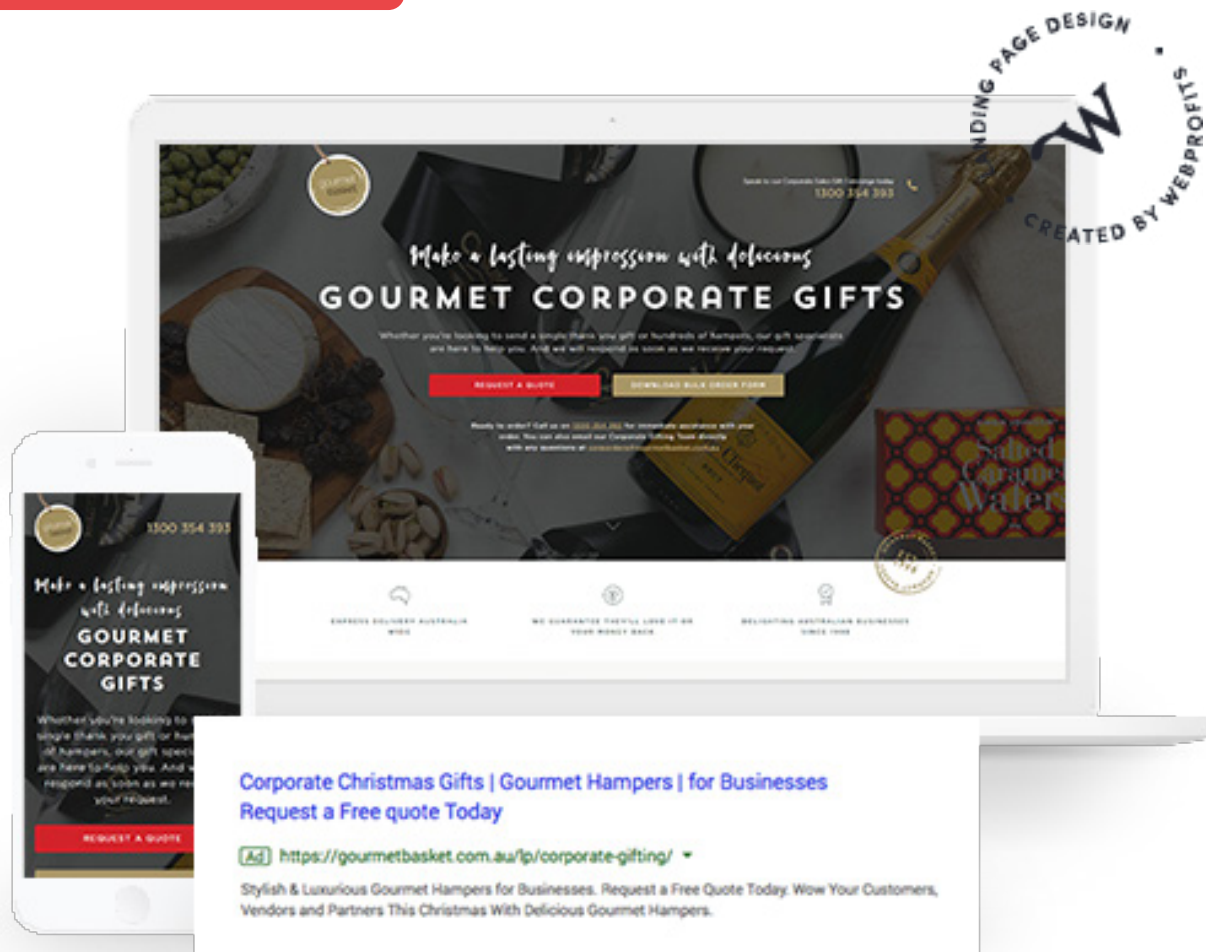
Udacity

KEY TAKEAWAYS

- Clear communication of what outcomes and benfits students will achieve from completing the course.

- Post sign-up, users are directed to a **more comprehensive page** that outlines the course, what you will learn, the team leading the course, student reviews and more.

- This is one of multiple landing pages variations that Udacity have created – some other variations can be seen **here** and **here.**
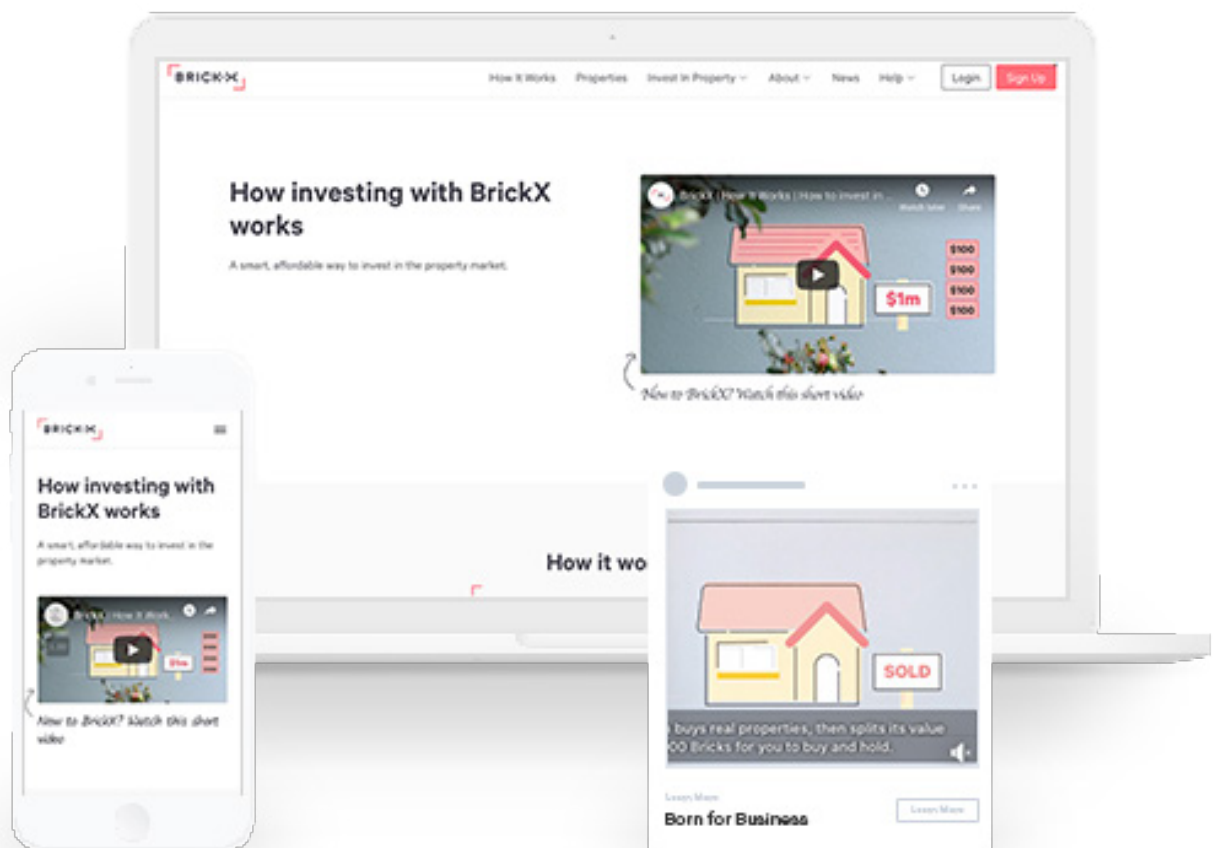
VIEW FULL LANDING PAGE

Brickx

KEY TAKEAWAYS

- Clear and concise copy outlining a potentially complex or intimidating service – purchasing a percentage share of a property.

- Strong use of iconography and imagery to reinforce key messages.
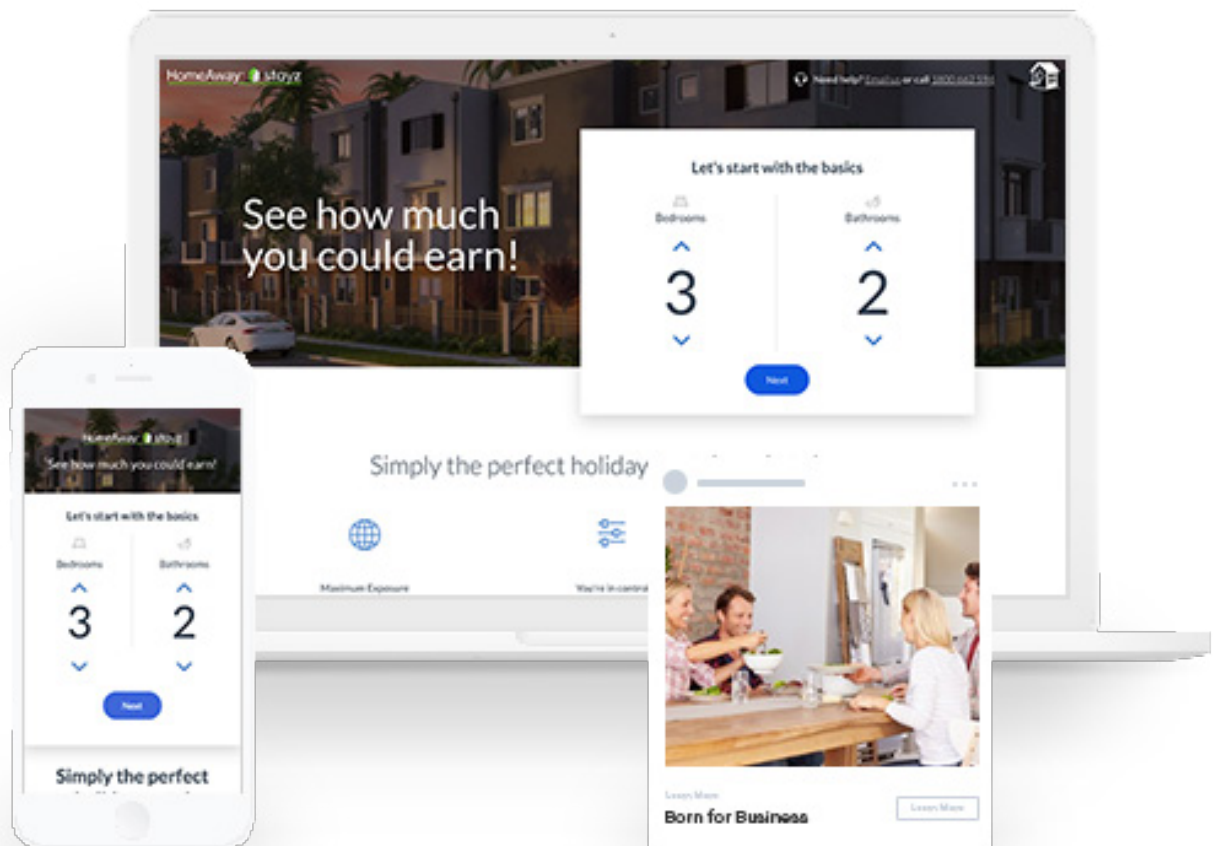
VIEW FULL LANDING PAGE

HomeAway

KEY TAKEAWAYS

- HomeAway make the initial action required of the user – entering the number of bedrooms and bathrooms their rental property has – the focal point by greying out other elements of the page.

- Strong headline that plays on curiosity: "See how much you could earn!"

VIEW FULL LANDING PAGE

FIIG

KEY TAKEAWAYS

- A professional eBook landing page that leverages Deloitte's insights and thought leadership to acquire email subscribers.

- Unlikely many eBook landing pages that are short- form and provide minimal clarification on the included content, FIIG outline the key takeaways from the report on the landing page, which is only possible when the lead magnet material is both compelling and substantial, to ensure that the lead magnet provides significant value beyond the landing page summary.

VIEW FULL LANDING PAGE
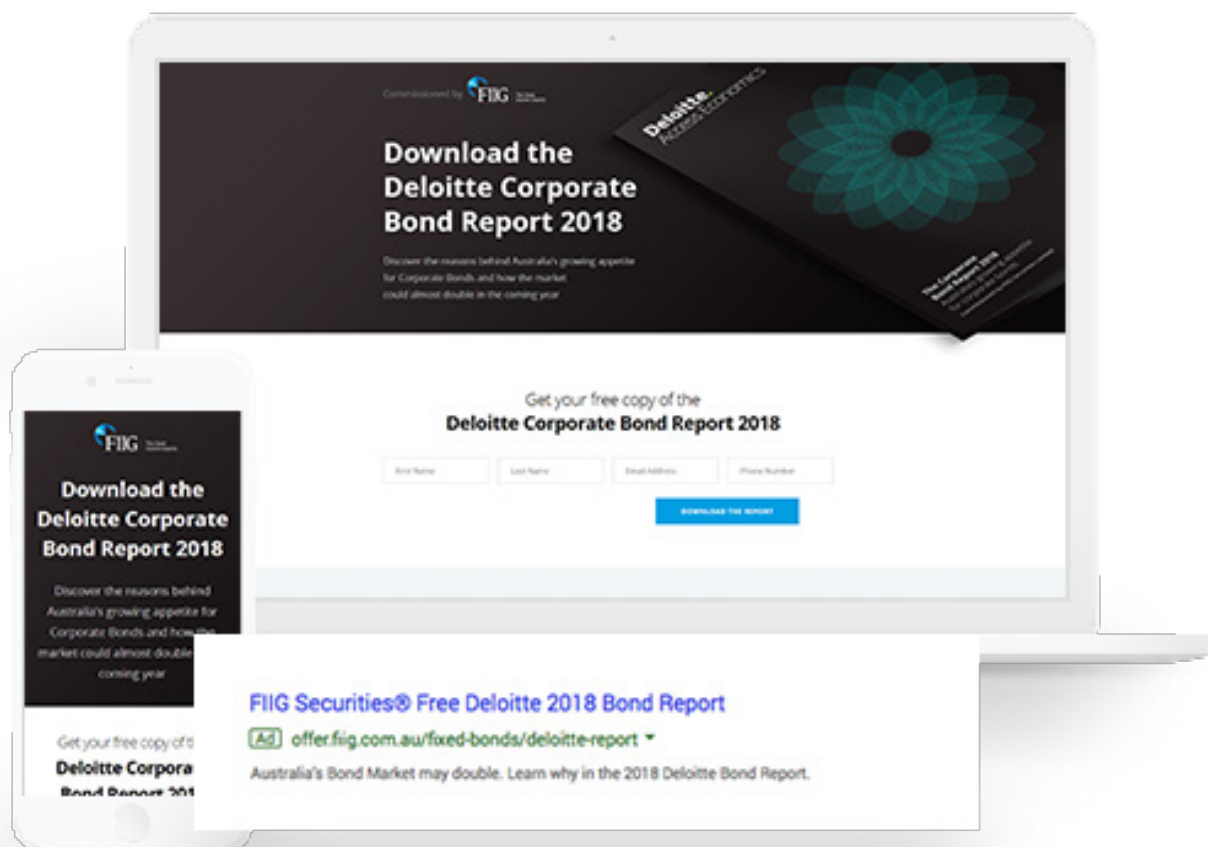
Tock

KEY TAKEAWAYS

- An unconventional landing page for desktop users, with the form sticky to the right of the page.

- Strong content and narrative focus in the hero section – 5 steps for your most successful New Year's Eve yet – may be more effective at capturing more users' attention via paid social than a typical conversion- oriented headline.

- This landing page is best viewed live here (assuming Tock do not move the location of this page).

VIEW FULL LANDING PAGE
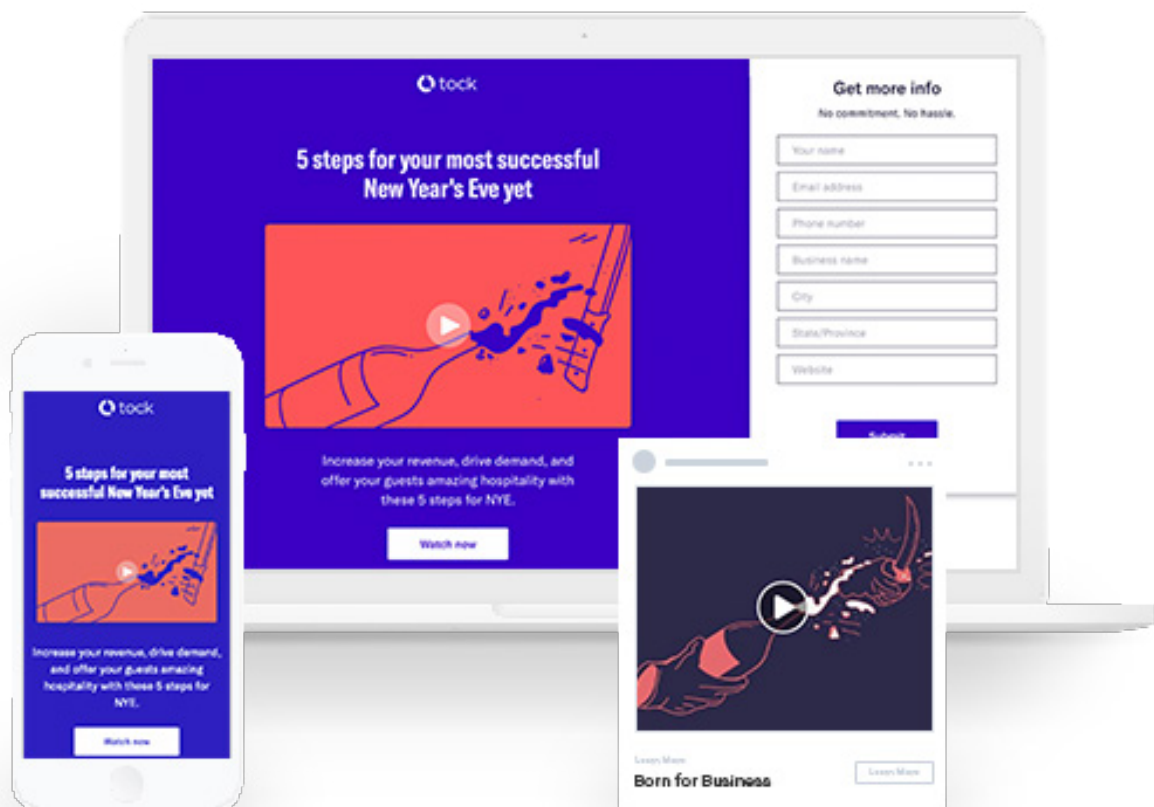
Integral Development

KEY TAKEAWAYS

- Successfully communicates a complex service offering through longer form landing page copy and supporting imagery.

- Effectively balances feature-based benefits as well as individual and company outcomes.

- Clientele logos and testimonials are dispersed through the page, complementing key messages with large organisations that depend on Integral.

VIEW FULL LANDING PAGE
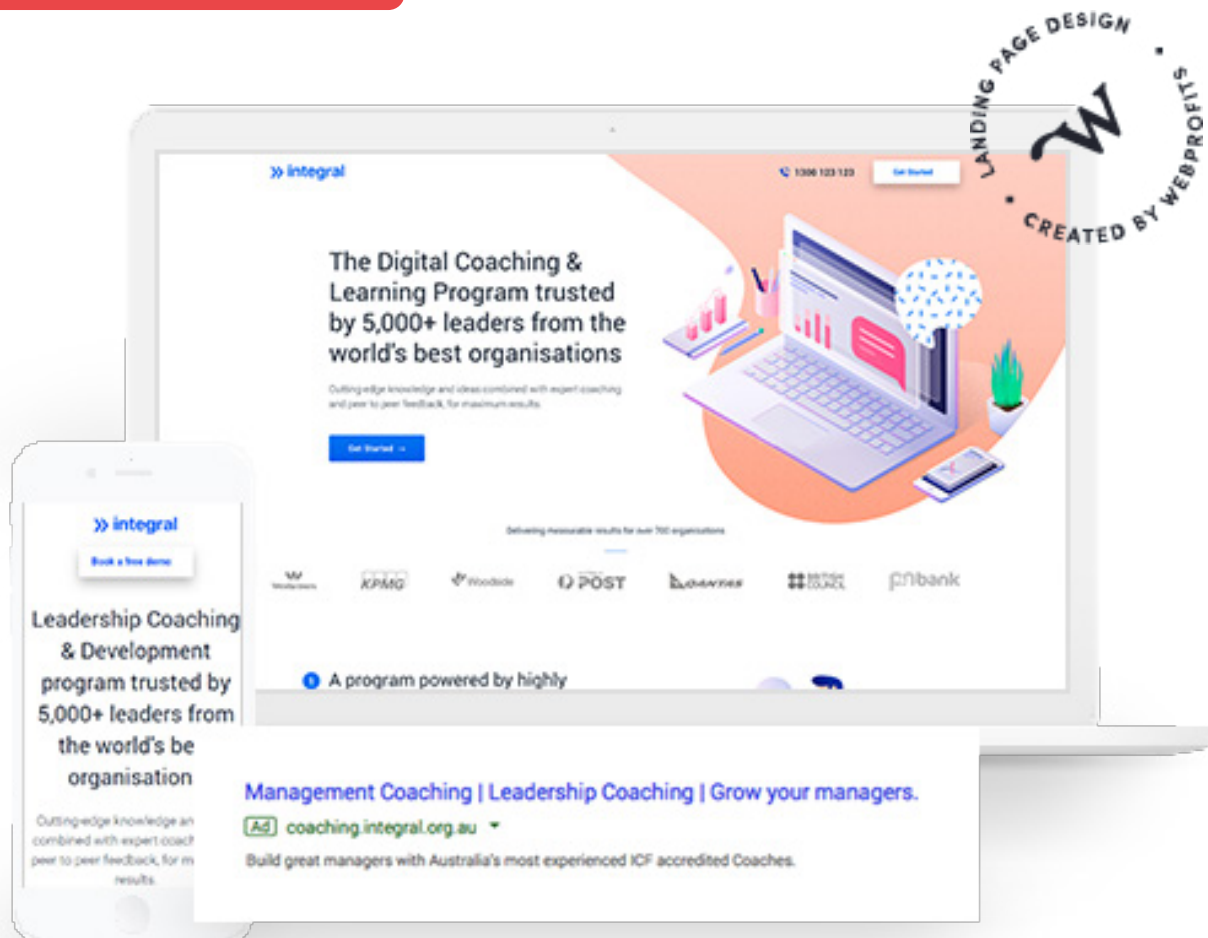
Energy Australia

KEY TAKEAWAYS

- Upon visiting the page, users are presented with a postcode popup. This postcode informs the electricity rates available to users and presents them with a tailored plan based on their location.

- Informal messaging – 'No ifs. No fuss. Anytime Saver.'

- Emphasis on potential savings and customer reviews, coupled with an easy sign-up process – Sign up for Anytime Saver in just 5 minutes.

VIEW FULL LANDING PAGE
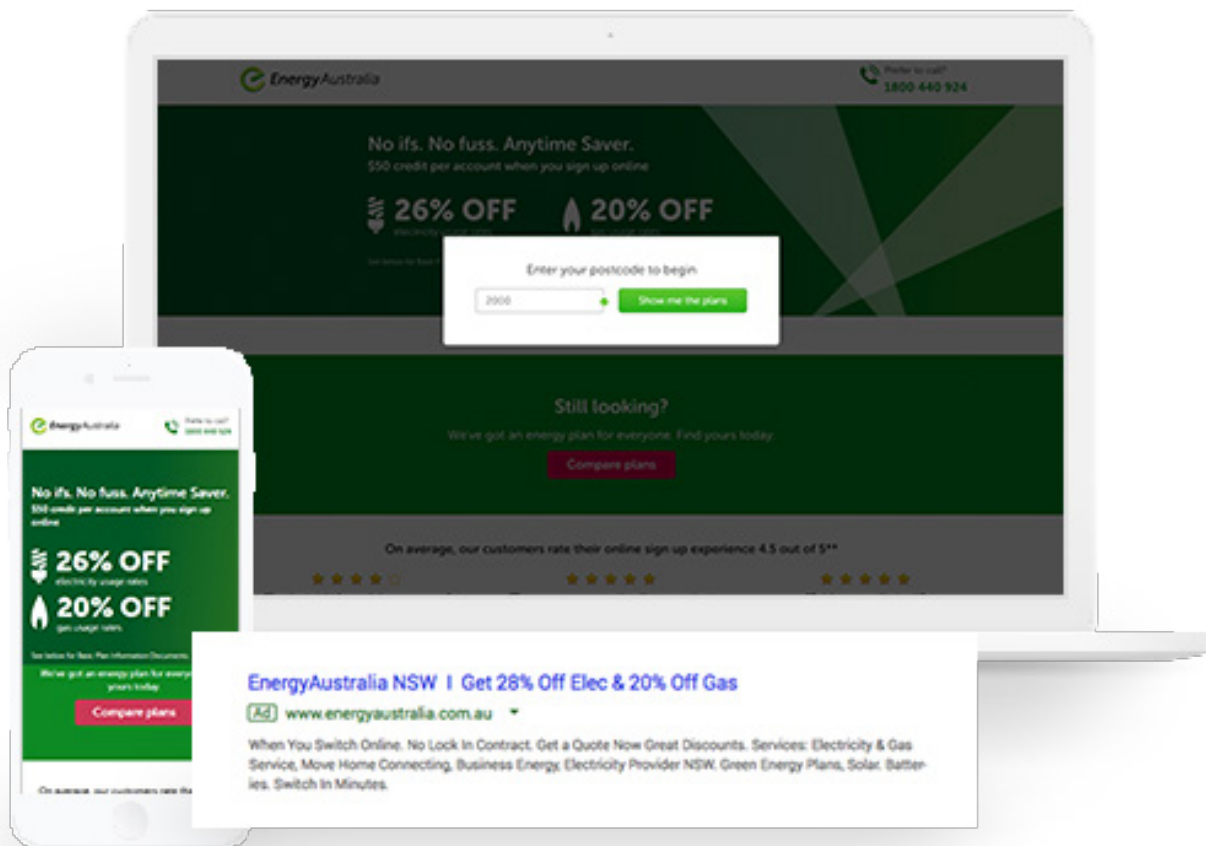
Momentum Energy

KEY TAKEAWAYS

- Like EnergyAustralia, Momentum Energy also lead by requesting the user's postcode so they can immediately tailor a suitable electricity and gas plan, with the option to customise this further based on daily usage.

- An approachable user experience – upon entering your postcode, there is a progress indicator that highlights that there are only three steps to the process. This sets the user's expectation that it isn't an exhaustive sign-up process.

VIEW FULL LANDING PAGE
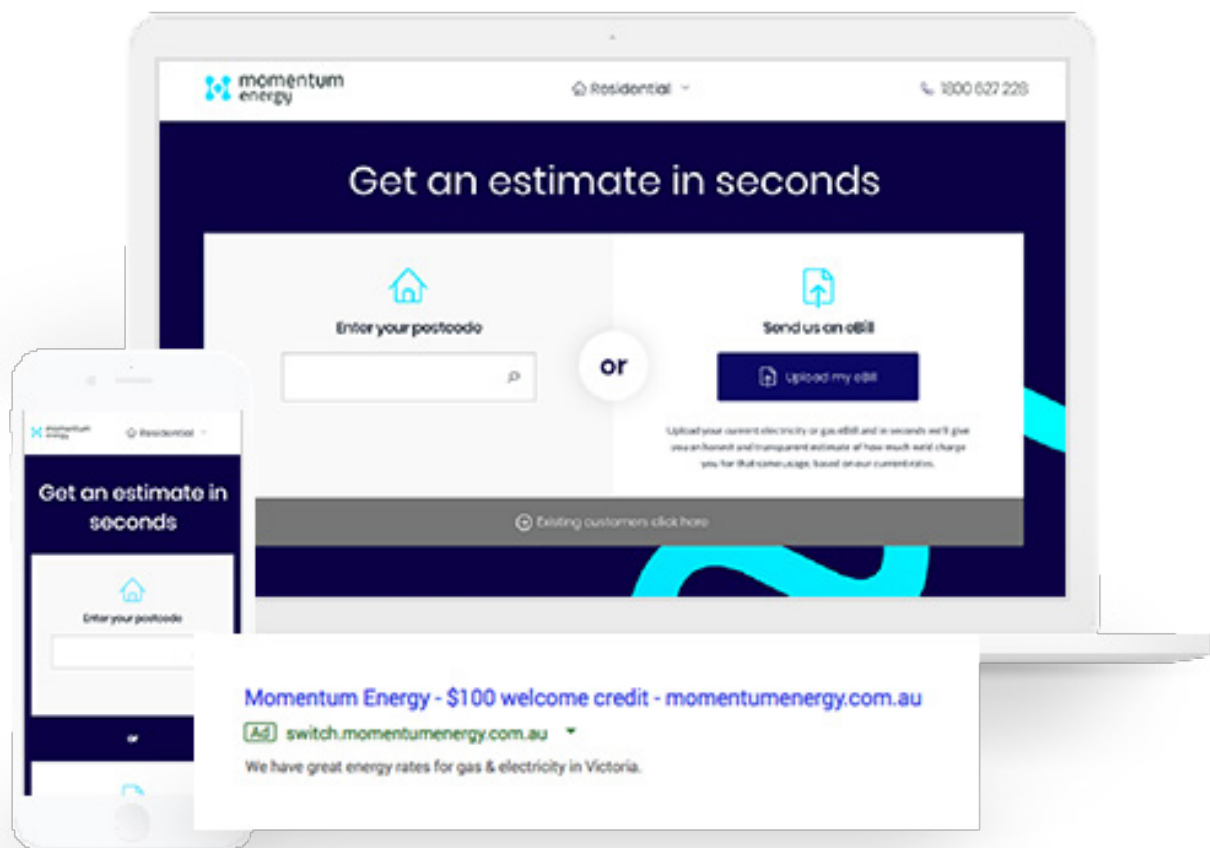
Compare the market

KEY TAKEAWAYS

- Compare the Market are one of the biggest players when it comes to consumer services comparisons, and opt to direct users to their website from paid search ads instead of an isolated landing page with minimal navigation. This is one of the few examples in this report where I've highlighted a website page, and it's because Compare the Market's approach to website design mirror many of the landing page conversion principles that are the focus of this report.

- Compare the Market's website has a clear hierarchy of content, bold but focused call-to-actions and, when users are directed to other pages on the website, these pages are equally focused on moving the user towards starting a comparison search.

VIEW FULL LANDING PAGE
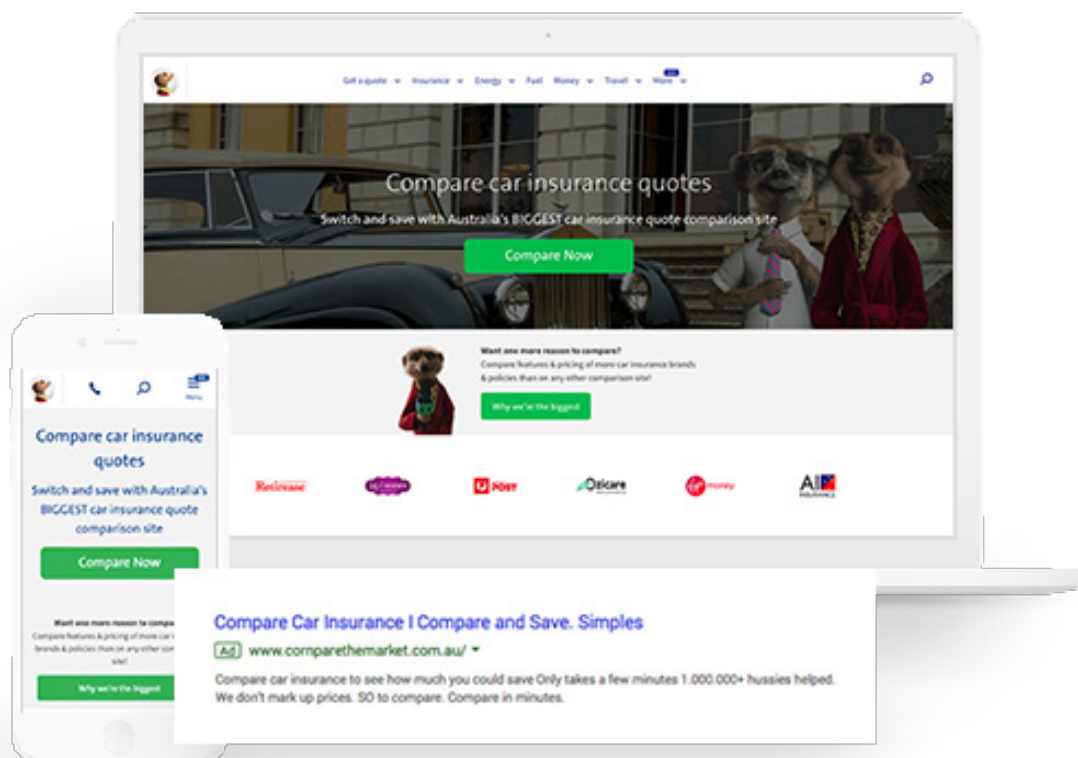
Huddle

KEY TAKEAWAYS

- This is one of the strongest insurance landing pages included in this report due to clear content hierarchy, approachable messaging, and an effective quote request process that prompts users to call their support number if they have issues at any time.

- It's definitely worth having a look at their quote request – key takeaways include the natural language processing form (for which they appear to be moving in the direction of "conversational marketing"), the Trustpilot social proof that is sticky to the right side of the viewport, and the progress indicator that provides clear insight into how many steps are remaining.

VIEW FULL LANDING PAGE
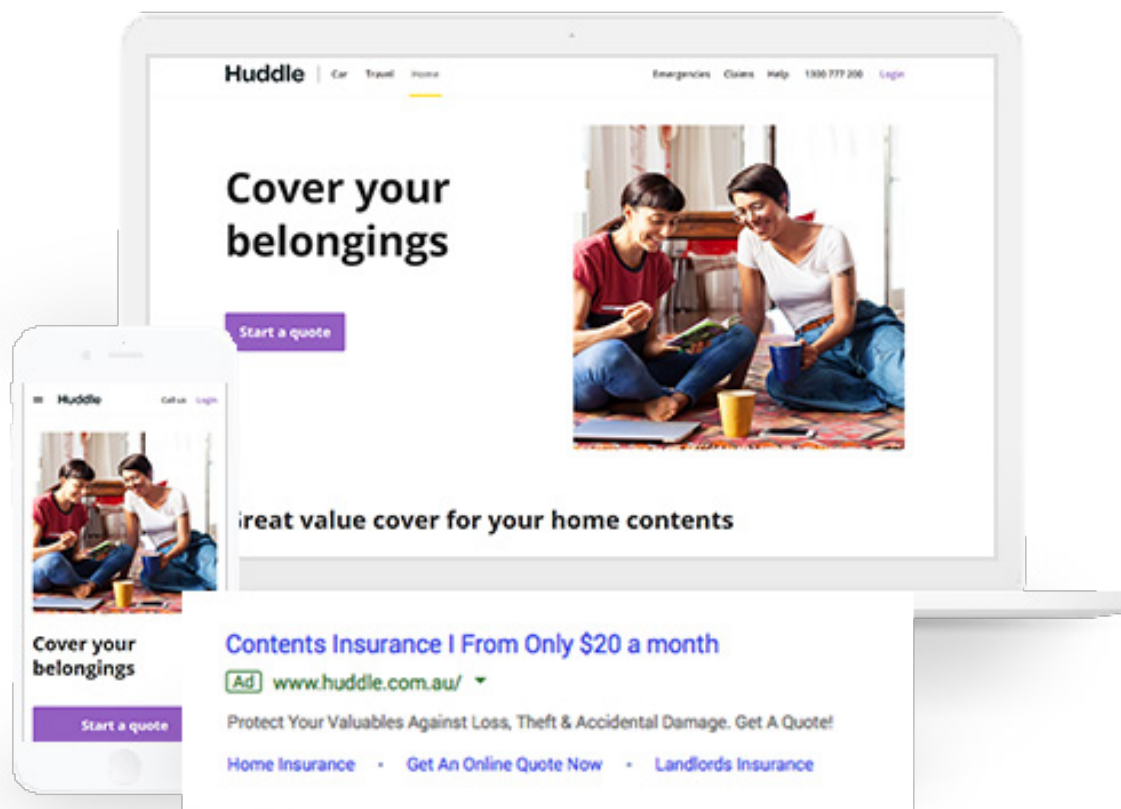
Real Insurance

KEY TAKEAWAYS

- Strong emphasis on Feefo customer reviews as a testament to the quality of their service.

- Real Insurance are clear in their messaging, highlighting 4 key coverage options, allowing users to direct themselves to get a quote for the specific coverage option they are seeking.

- One key criticism of this landing page is that while this initial page provides minimal navigation, with the exception of the call-to-action button in the hero section, all other call-to-action buttons direct users to the website where, comparatively, there is an overwhelming amount of navigation options and multi-column content. Rethinking the user's second page view could be the most conducive step to improving conversions via paid search.

VIEW FULL LANDING PAGE
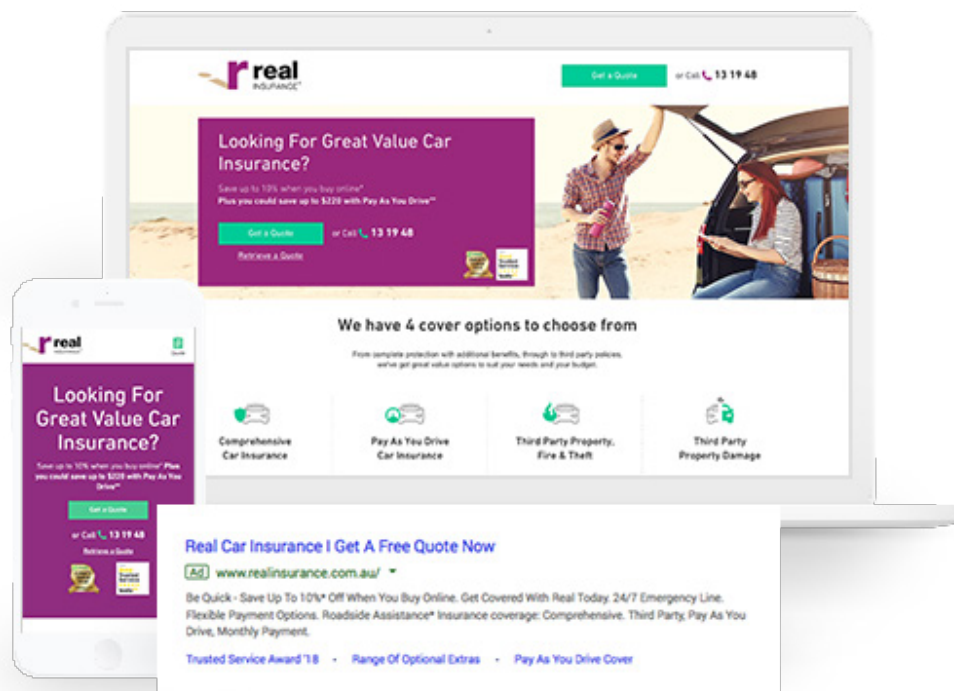
Dodo

KEY TAKEAWAYS

- A simple landing page built in Unbounce, a common landing page builder.

- Clear emphasis on savings.

- Some improvements to messaging could likely lift the effectiveness of the page – The headline, "Electricity & Gas", may not be as effective as "Save 25% or More on Your Electricity and Gas Usage".

- Similarly, some of the form copy is weaker; "Get Started Now" and "Let's Begin" are both nondescript and could instead be outcome-focused i.e. "Get an Immediate Quote" and "Find Out Your Cost Savings".

VIEW FULL LANDING PAGE
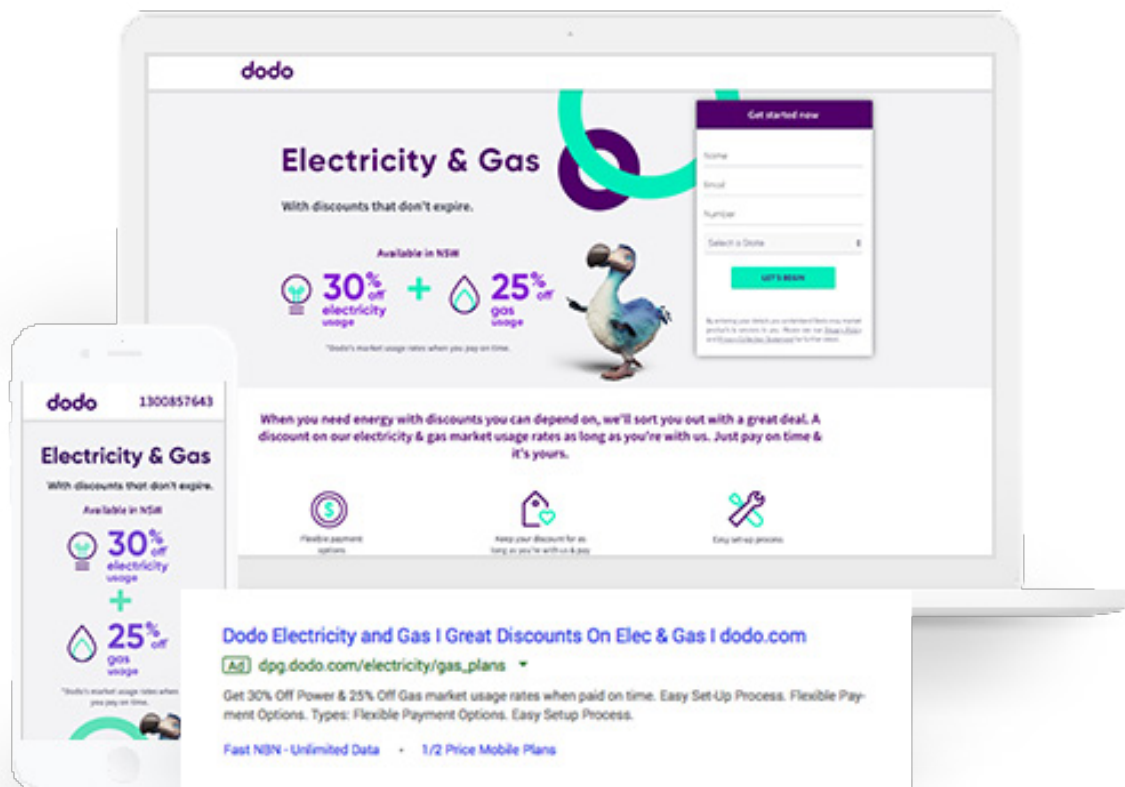
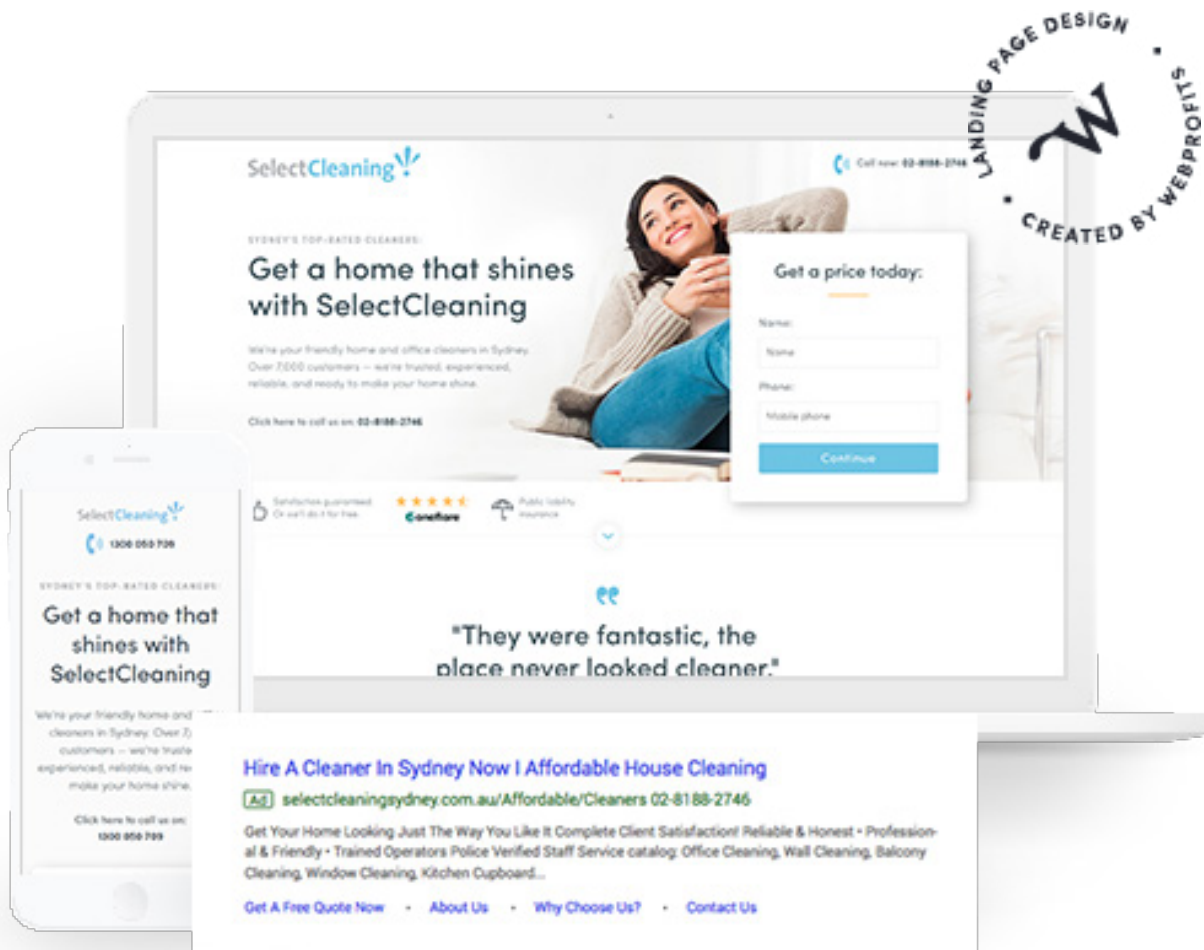# Select Cleaning

KEY TAKEAWAYS

- Select Cleaning sprinkle positive customer endorsements throughout the page that are veri ed via OneFlare and reference the Sydney suburbs that they service.

- Strong use of compelling messaging and offers – "Satisfaction guaranteed, or we'll clean it gain for free" and "7,000 clients can't be wrong".

VIEW FULL LANDING PAGE

Sidekicker

KEY TAKEAWAYS

- Sidekicker are using a separate landing page for each vertical that they service: hospitality, events, manual labour, business administration, promotion and retail. Having a distinguished landing page for each ensures that Sidekicker can vary their messaging and supporting imagery to each vertical that they service.

- The 'Get Started' form was previously hosted on a separate page before Sidekicker moved the form to the bottom of the page, likely with the intention of increasing the speed of navigation and adjoining the user's initial landing page experience with the sign-up process.

VIEW FULL LANDING PAGE
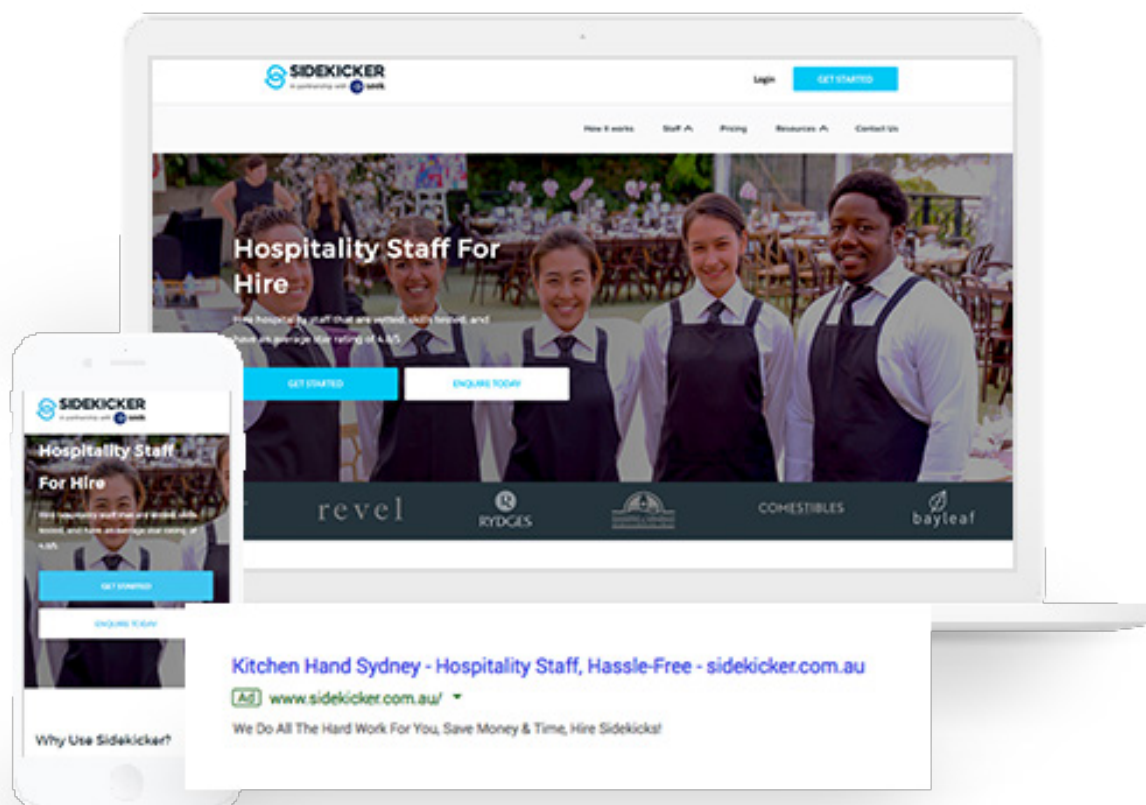
Capture more high-value customers with a conversion-oriented landing page

or click **here** to learn more about our approach to landing page design

REQUEST A PRICE

02.
eCommerce

While often overlooked, eCommerce landing pages can be highly effective because quite often a short product page does not offer the space or exibility to adequately communicate points of differentiation.

Of note, many of the examples included in this section are from high growth businesses that manage smaller product ranges, meaning that their marketing team are responsible for maintaining fewer pages and have the exibility to ensure that each product is complemented by a conversion-oriented landing or product page.
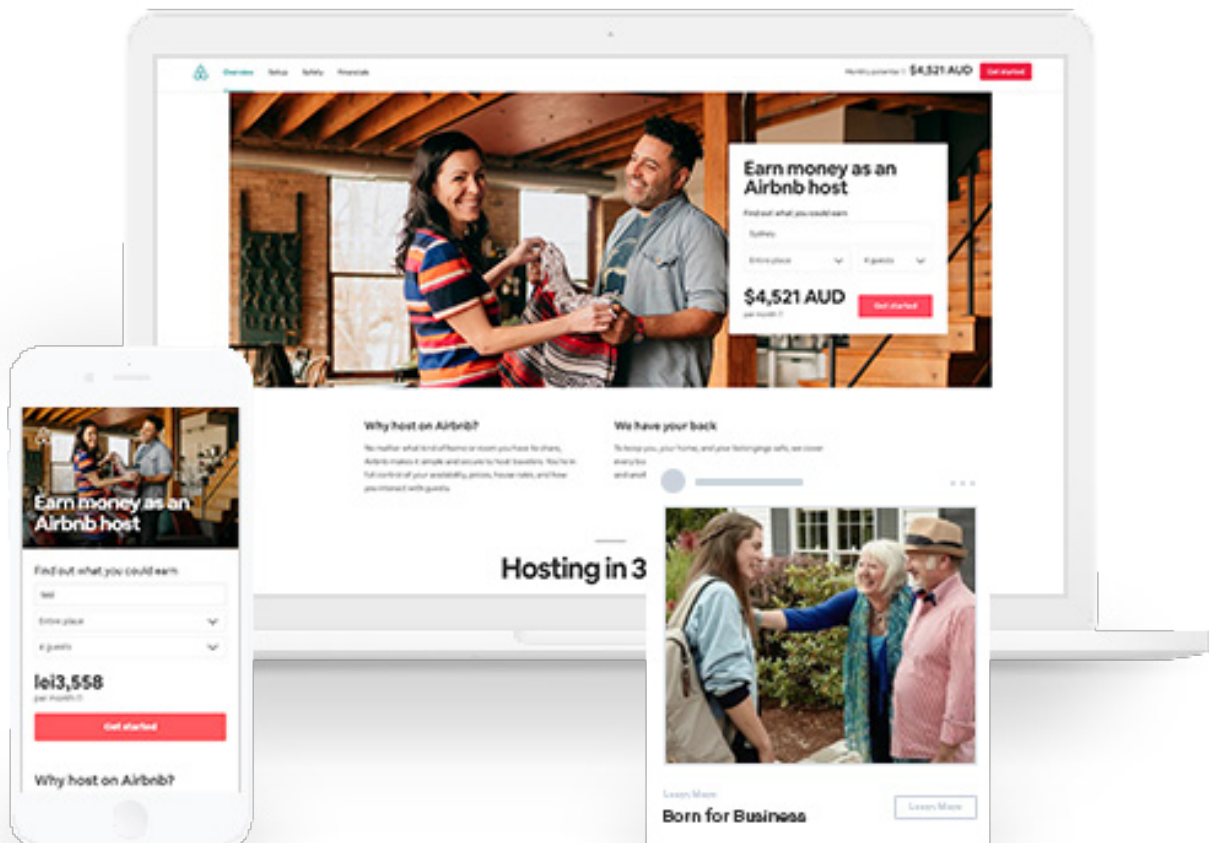
Airbnb

KEY TAKEAWAYS

- Clear and concise messaging that reflects the exibility it wants it customers to associate with their brand.

- Strong emphasis on the monthly earning potential, this could also be dynamically inserted into the various sections of the page once the user has selected from the dropdown options in the hero section.

VIEW FULL LANDING PAGE

Koala

KEY TAKEAWAYS

- It's no secret that Web Profits are big fans of Koala's approach to digital marketing, and the team have written about their growth strategy **here** and **here.**

- Koala do not use dedicated landing pages that sit outside their website; instead, their website is neatly structured, with each product having its own page that comprehensively covers everything you need to know before making a buying decision.

- What's most important to note is that their product pages largely reflect a typical landing page structure: minimal navigation, strong explanation of product, features and benefits, and an accessible call-to-action in each section of the page.

VIEW FULL LANDING PAGE
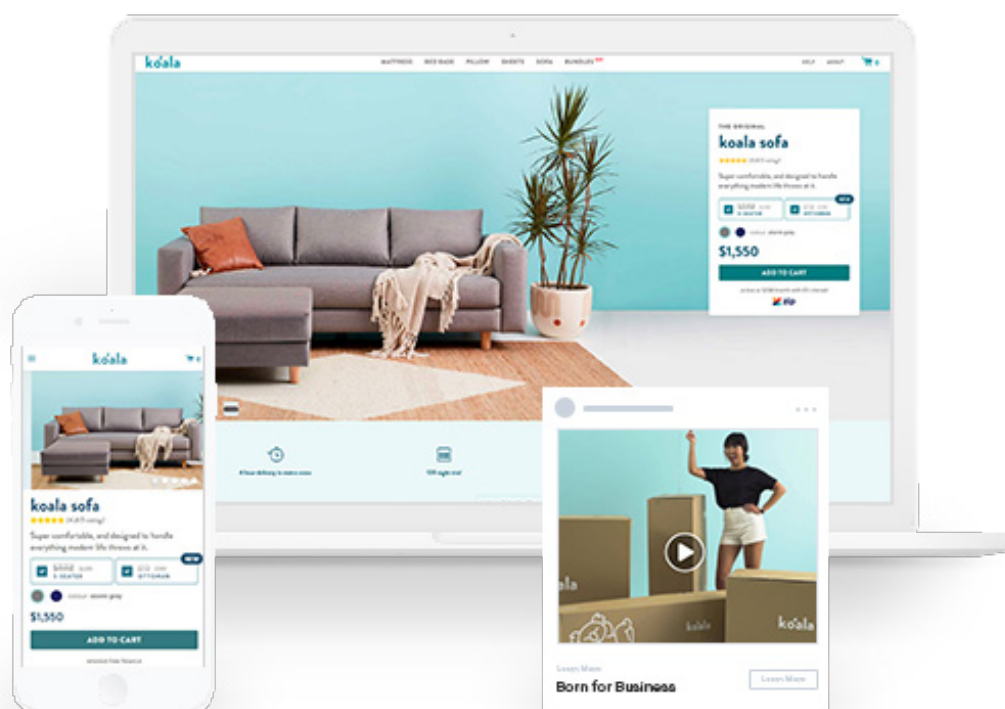
Masterclass

KEY TAKEAWAYS

- Suitable use of a video-focused landing page, which complements Masterclass' product: Online video courses taught by the best in the world. Masterclass' videos effectively showcase the quality of production and the promotional video ends with a clear call-to-action – "Take the Class" – prompting users to purchase the course.

- Minimal navigation – the top-line menu is lower on the visual hierarchy than all other hero elements. Masterclass place greater emphasis on what's included in the course and the purchase call-to-action.

VIEW FULL LANDING PAGE
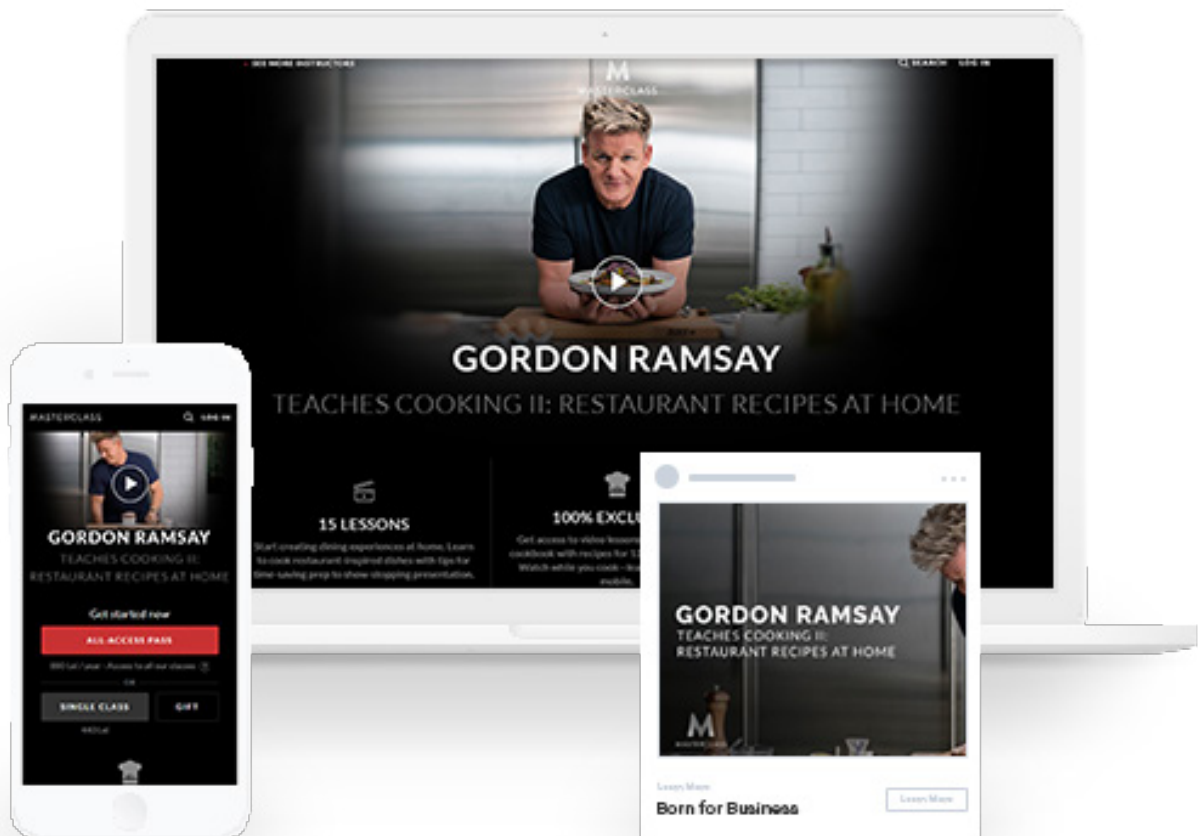
Bellroy Cases

KEY TAKEAWAYS

- A highly engaging landing page that balances conversion-oriented design with sleek design elements that showcase the product's smart features. This is reflected in the hero section, where users can tweak a slider to see how the Bellroy compares to a typical wallet at handling up to 10 credit cards, illustrating their superior approach to functional design.

- Video elements area incorporated to demonstrate key product features and complement key messages, instead of creating a distraction, a common risk of landing pages that incorporate video.

VIEW FULL LANDING PAGE
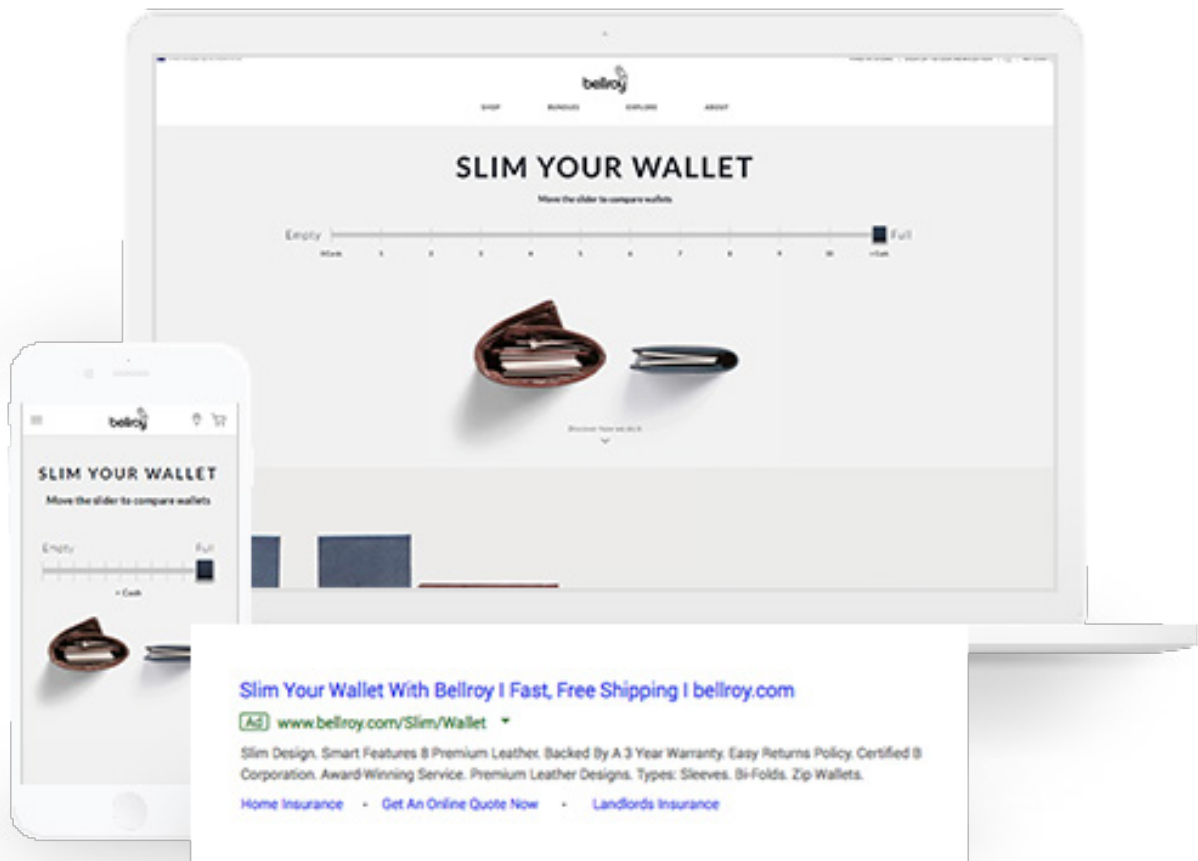
Dollar Shave Club

KEY TAKEAWAYS

- Clear and concise messaging and an offer that reflects Dollar Shave Club's overall positioning.

- Dollar Shave Club lead with an incentive, "Try our $15 Starter Set ($19 Value)", as a gateway into their monthly membership program. When users proceed to sign-up, they are presented with a number of upsells to expose new customers to more of their product range, increase the average order value and likely to offset the shipping cost that Dollar Shave Club incur.

- To learn more about Dollar Shave Club's $140m digital strategy, click **here** for a comprehensive growth study.

VIEW FULL LANDING PAGE
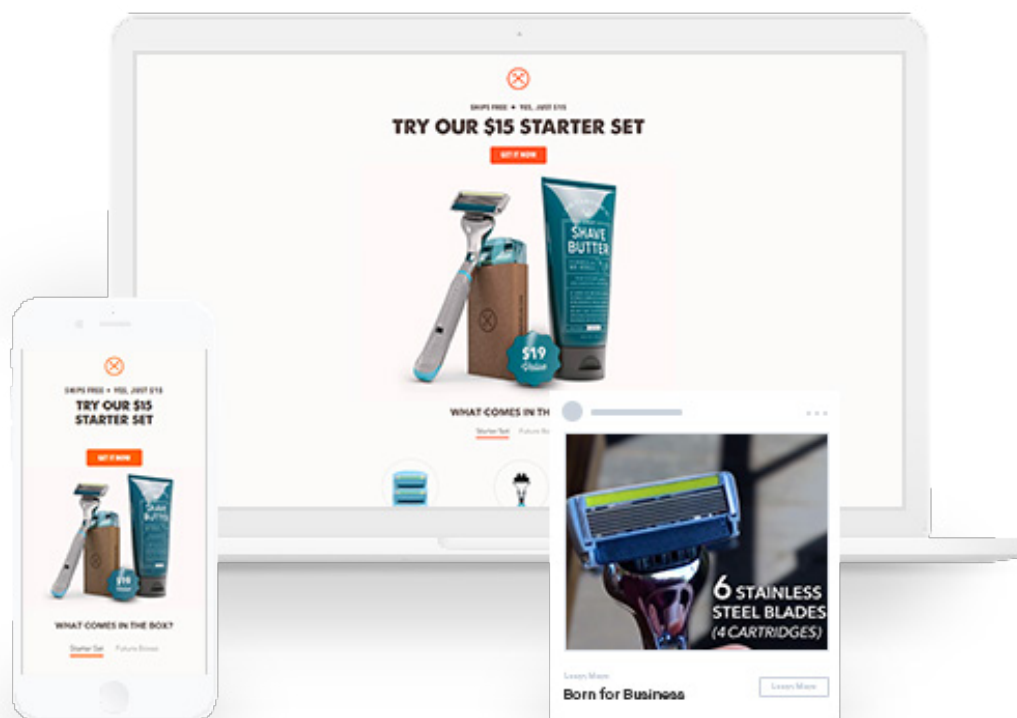
Harry's

KEY TAKEAWAYS

- Harry's provide their trial set at a discount and also cover the cost of postage.

- They also have a more content-focused variation of this page that can be found **here** (assuming Harry's do not move the location of this page). content variation tells the narrative of why they started Harry's and how this defines their distinguished product offering. Both pages feature softer, more conversational copy.

VIEW FULL LANDING PAGE
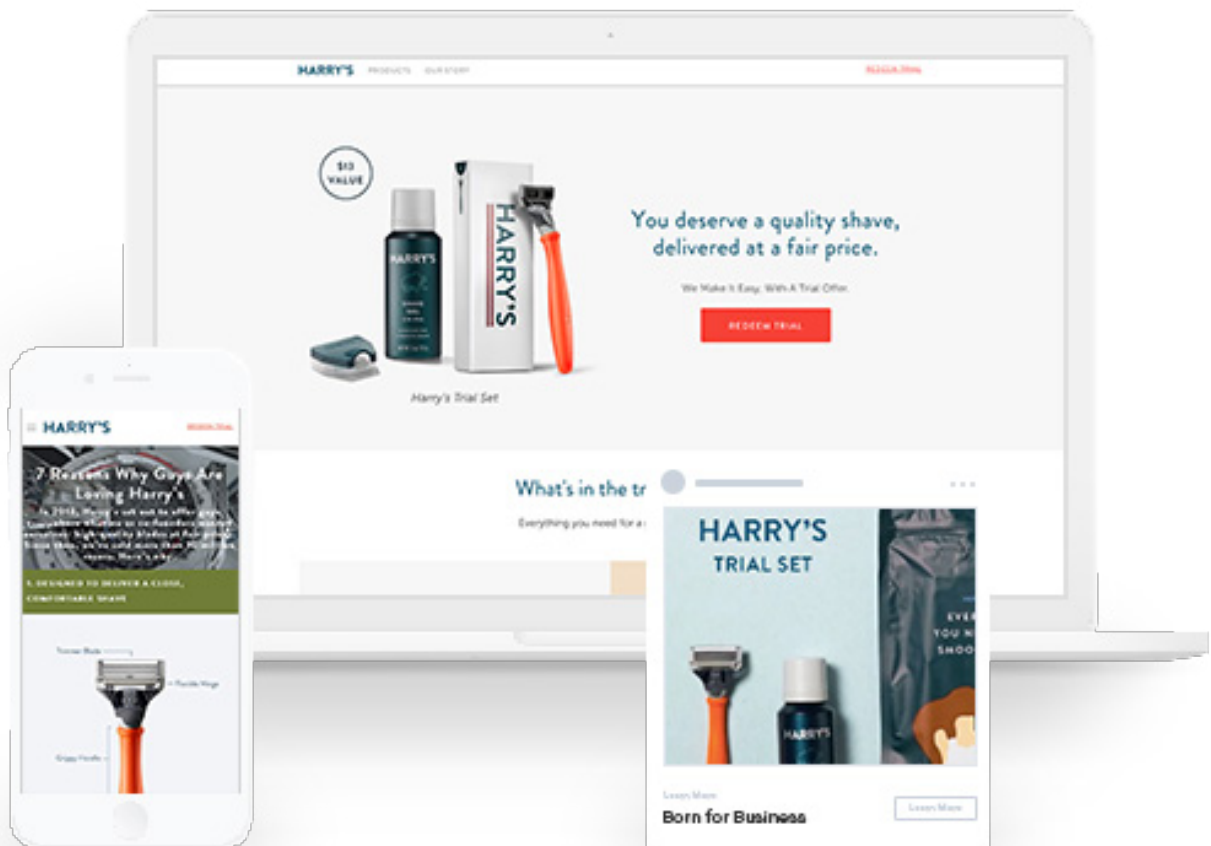
Instacart

KEY TAKEAWAYS

- Instacart's landing page is relatively thin and therefore likely aims to capture details first, and qualify candidates later.

- For this landing page variation, Instacart feature the sign-up form front and centre and use the background image to communicate their service offering: Same-day grocery delivery.

- Note, Instacart use landing pages to acquire both customers and shoppers.

VIEW FULL LANDING PAGE
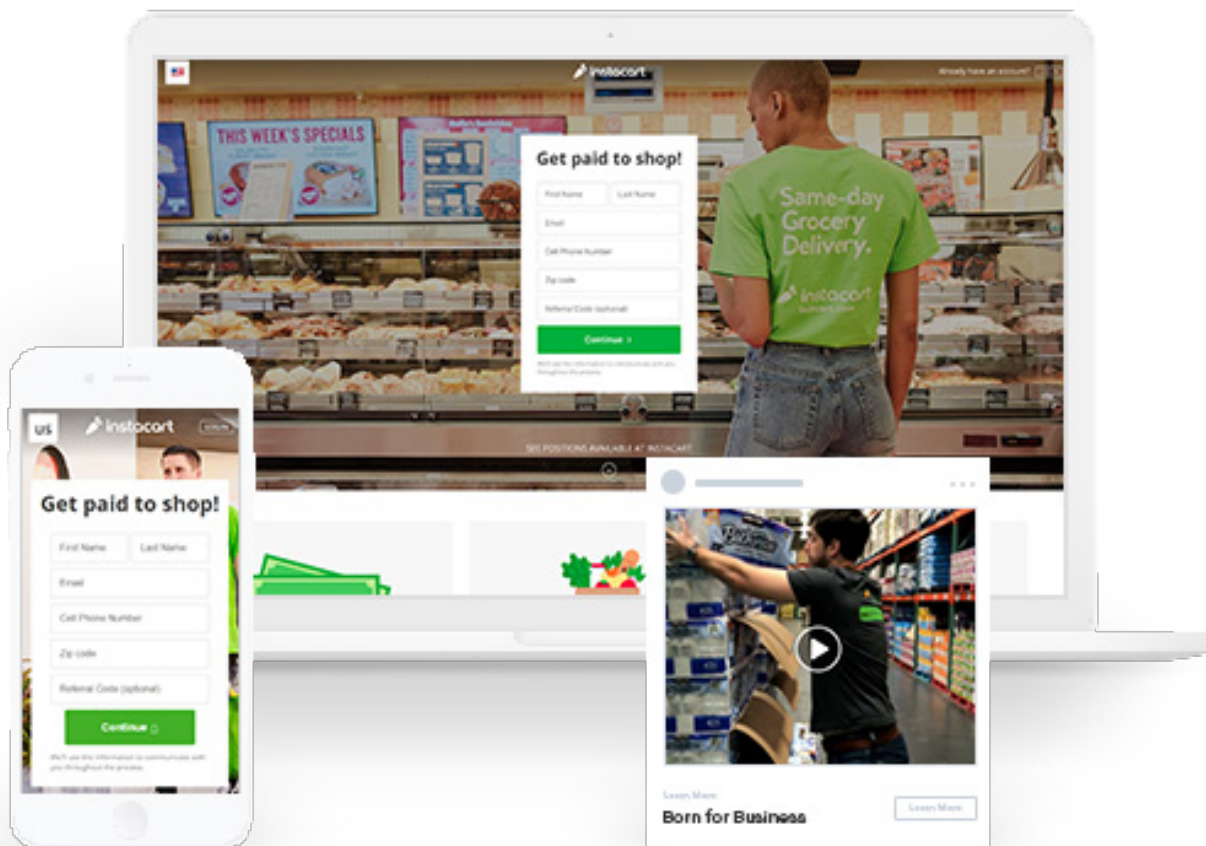
Warby Parker

KEY TAKEAWAYS

- Warby Parker's product pages on their website more closely resemble the typical landing page structure, than that of a conventional product page.

- Users can either 'try at home for free' or buy from $95 – when users select the home try-on option, they are prompted to select up to 5 frames for which they can compare in the comfort of their home.

VIEW FULL LANDING PAGE
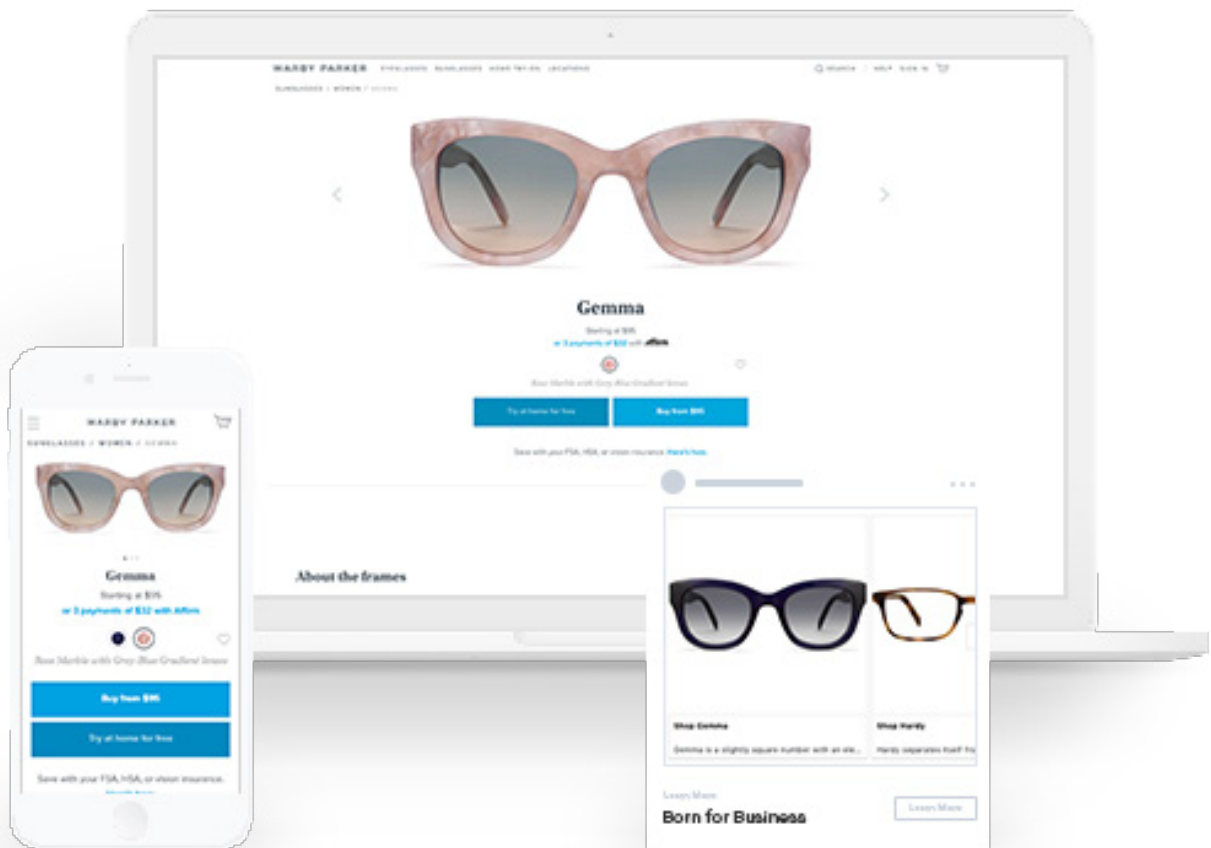
Blackmores

KEY TAKEAWAYS

- Blackmores are offering prospective customers the option to receive a free trial pack in exchange for their personal details.

- One of the stronger social ads in this report, but unfortunately, one of the visually weaker pages. Improvements to the landing page structure, form usability, such as simplifying the field placeholders, and stronger call-to-action, for example "Get My Trial Pack" instead of "Submit", could could be some quick-wins that I'd expect to improve the landing page conversion rate.

VIEW FULL LANDING PAGE
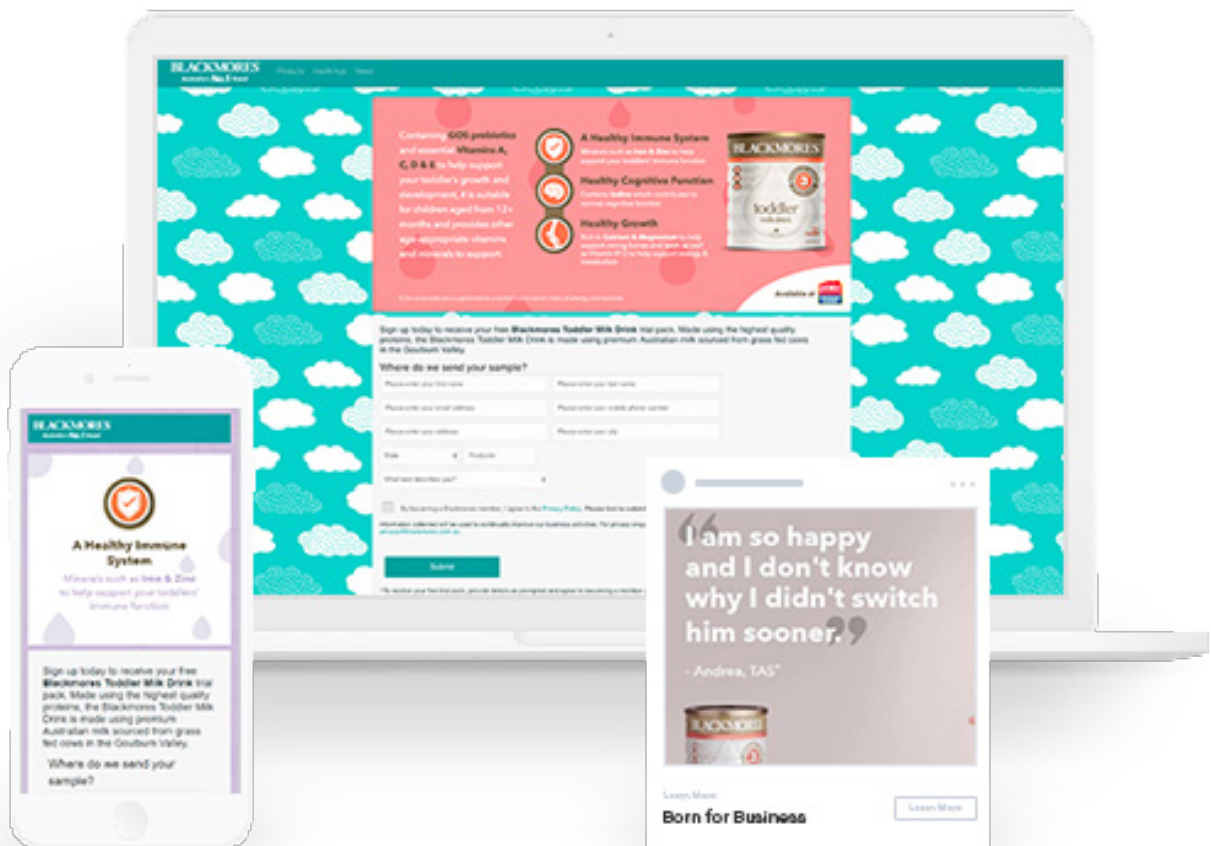
Capture more high-value customers with a conversion-oriented landing page

or click **here** to learn more about our approach to landing page design

REQUEST A PRICE

03.

Subscription Model

From subscription box businesses to enterprise SaaS, we've compiled a variety of different landing pages that are being used to drive subscription business growth.

The following section showcases a variety of different offers, approaches to messaging and design styles, all geared towards acquiring new subscribers.

Total Coaching

KEY TAKEAWAYS

- Strong use of persuasive testimonials throughout the page to reinforce key messaging from industry leaders and customers.

- Accessible video recordings showcasing the user experience and demonstrate why a prospect should book a demo to see if Total Coaching is a suitable solution for their personal training business.

VIEW FULL LANDING PAGE

Xero

KEY TAKEAWAYS

- Clear emphasis on one desired user action – Registering for a Free Trial.

- Xero use very conversational copy, such as "popular features that will change your life" and "some would even say addictive".

- To learn more about Xero's growth strategy and their approach to landing pages, **click here** for a 15,000+ word analysis piece documenting their 10-year post IPO growth strategy.

VIEW FULL LANDING PAGE
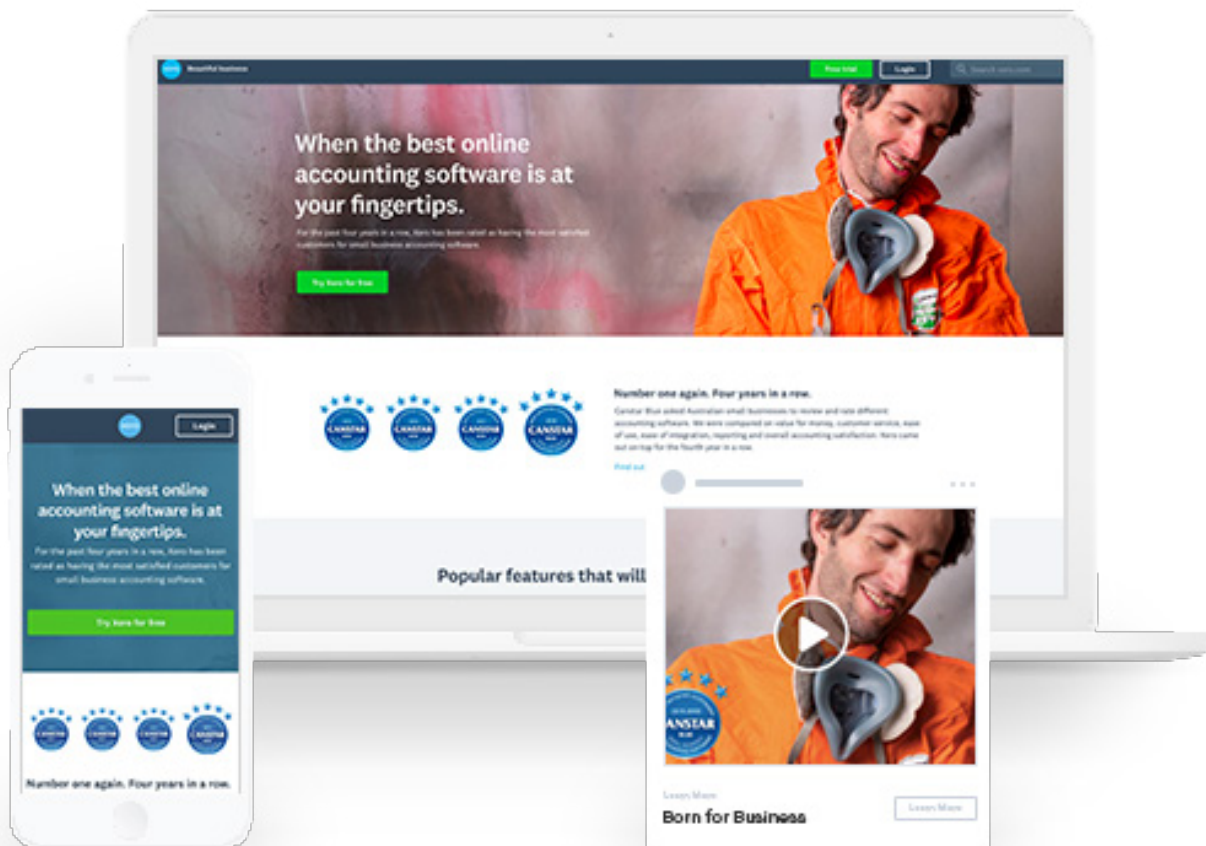
Bellabox

KEY TAKEAWAYS

- Bellabox are using this landing page to tap into a new market, their beauty box as a thoughtful and creative gift for others.

- Clear communication of what the giftee will receive and various gift packages that lend themselves to audiences who may appreciate a subscription box as a gift, but not proactively seek out Bellabox's product, such as a grooming box for males.

VIEW FULL LANDING PAGE
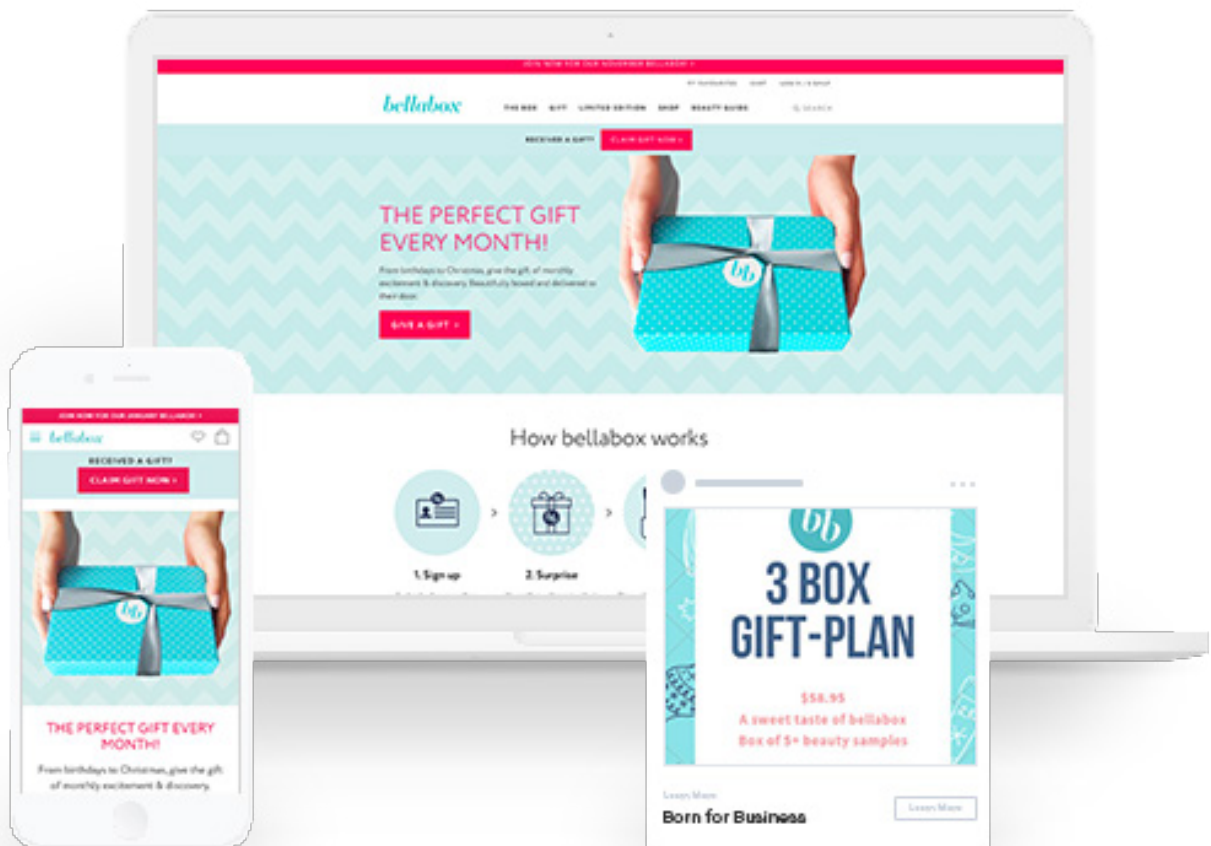
Barkbox

KEY TAKEAWAYS

- Barkbox's website experience is characteristic of the other high performance landing pages in this report.

- What's particularly impressive is Barkbox's minimal sitemap – the site is approximately 10 key pages, with an additional page for each Barkbox bundle. Each page is re ective of the landing page design principles we're promoting, such as clearly de ned call-to-actions and concise messaging reinforced by visual elements.

VIEW FULL LANDING PAGE
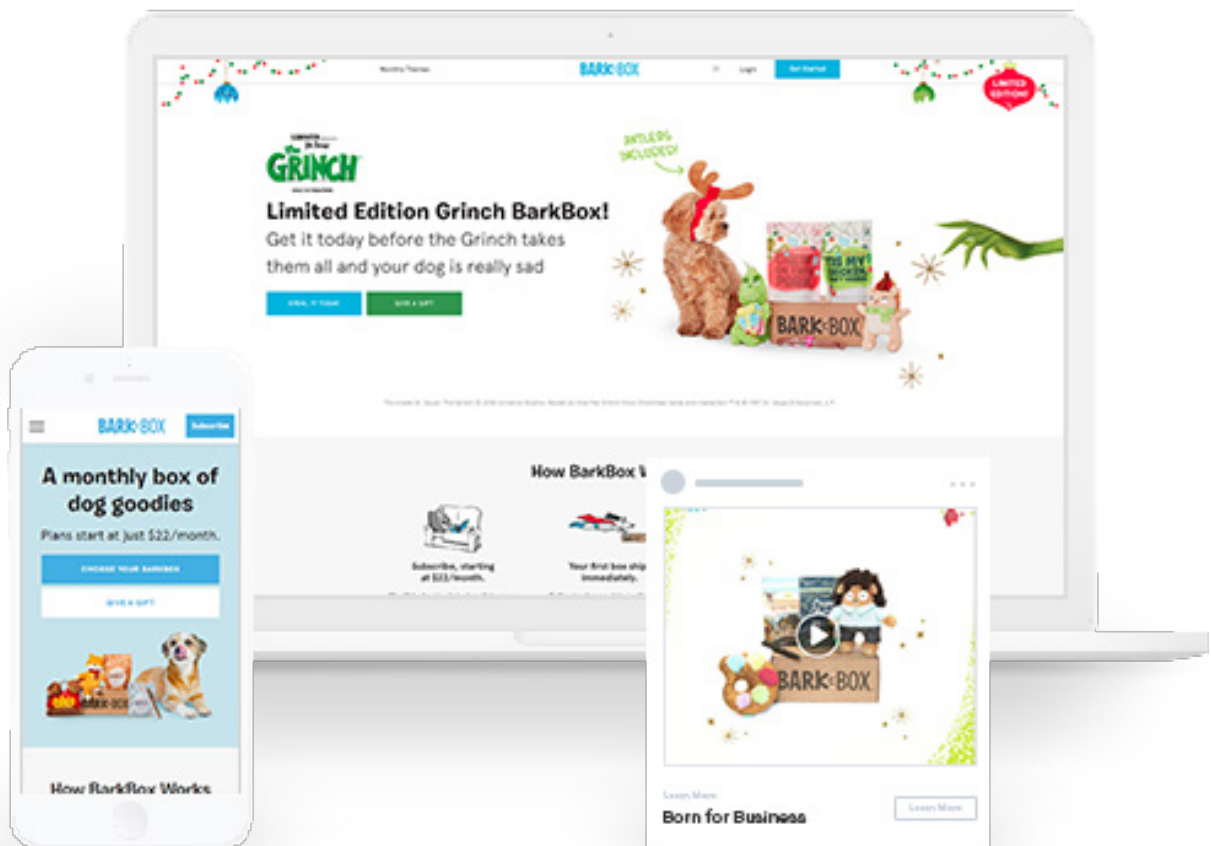
Treehouse

KEY TAKEAWAYS

- A comprehensive, all-encompassing page that successfully outlines everything you need to know about Treehouse's Techdegree before registering for a free trial.

- For each of their unique selling propositions, they complement each key message with a customer testimonial that reinforces this notion.

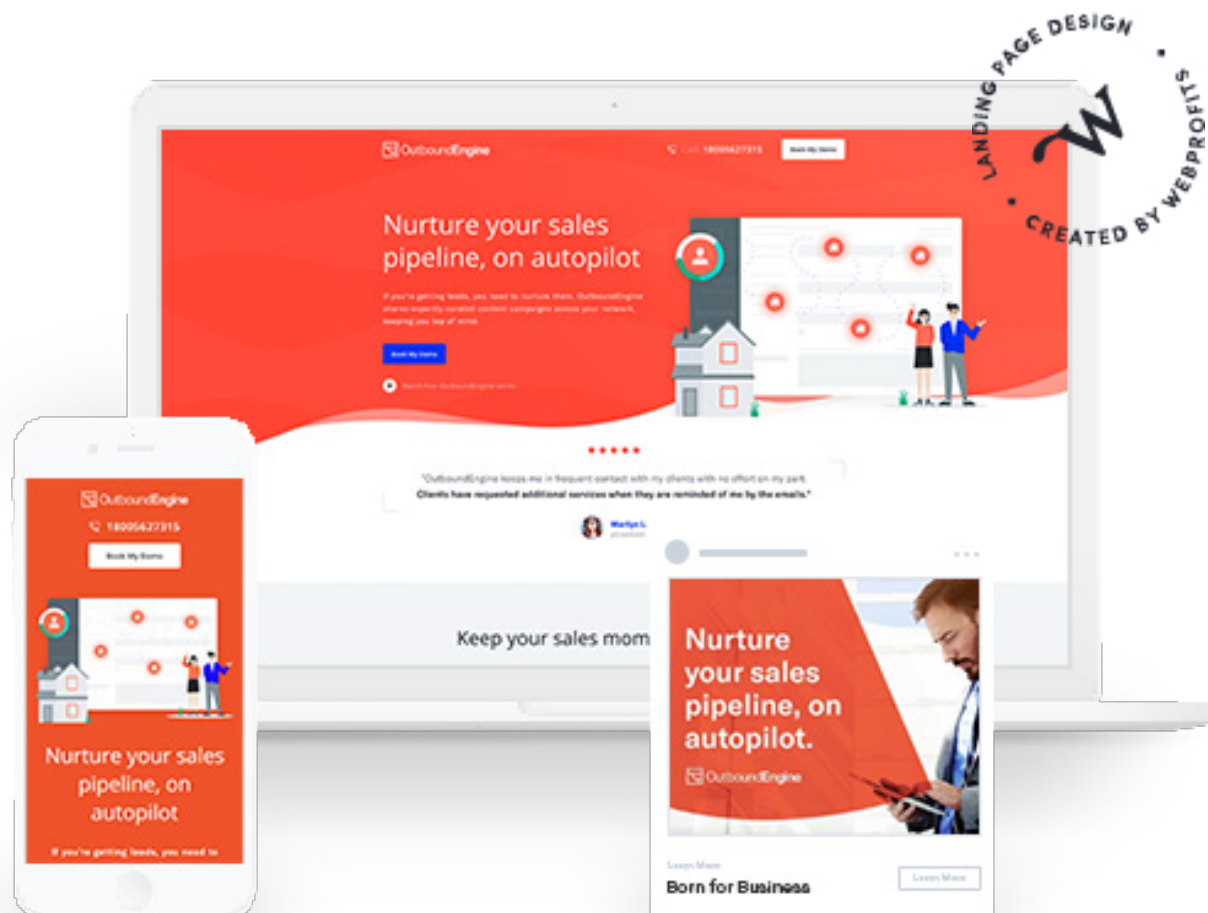- One consistent call-to-action throughout the page – Start Your Free Trial.

VIEW FULL LANDING PAGE
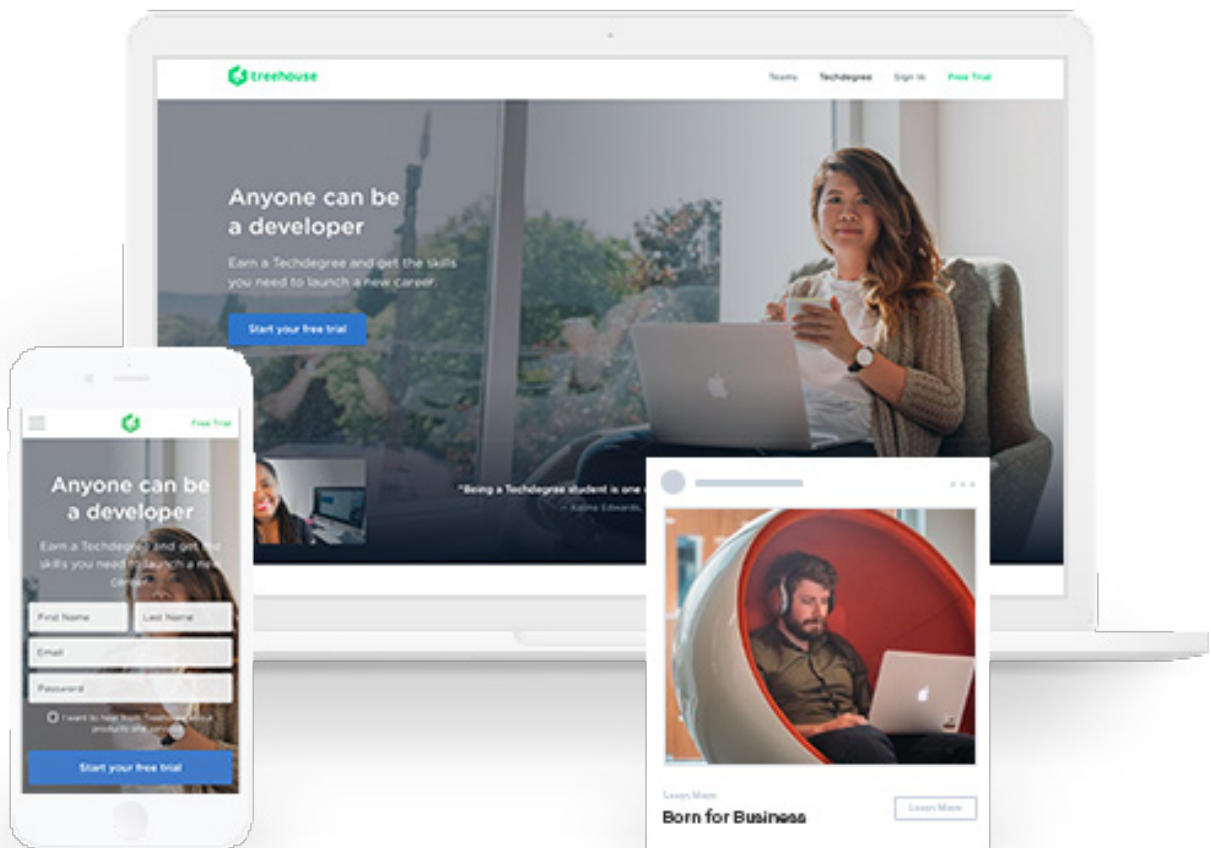
Outbound Engine

KEY TAKEAWAYS

- The product images throughout highlight different practical use cases for the platform.

- G2Crowd reviews are dispersed throughout the page as reinforcement for each product feature or outcome.

VIEW FULL LANDING PAGE

Airtable

KEY TAKEAWAYS

- Airtable have specific landing pages for various business use cases, whether that be **organising esports leagues** or **planning, organising and producing videos.**

- For each of these use-cases, Airtable messaging and featured platform images reflects how their platform addresses the prospect's need (or make their life easier).

- Airtable use relevant testimonials and 'stories' (case studies) that reflects each use-case, such as how creative teams can use Airtable to save time and improve visibility.
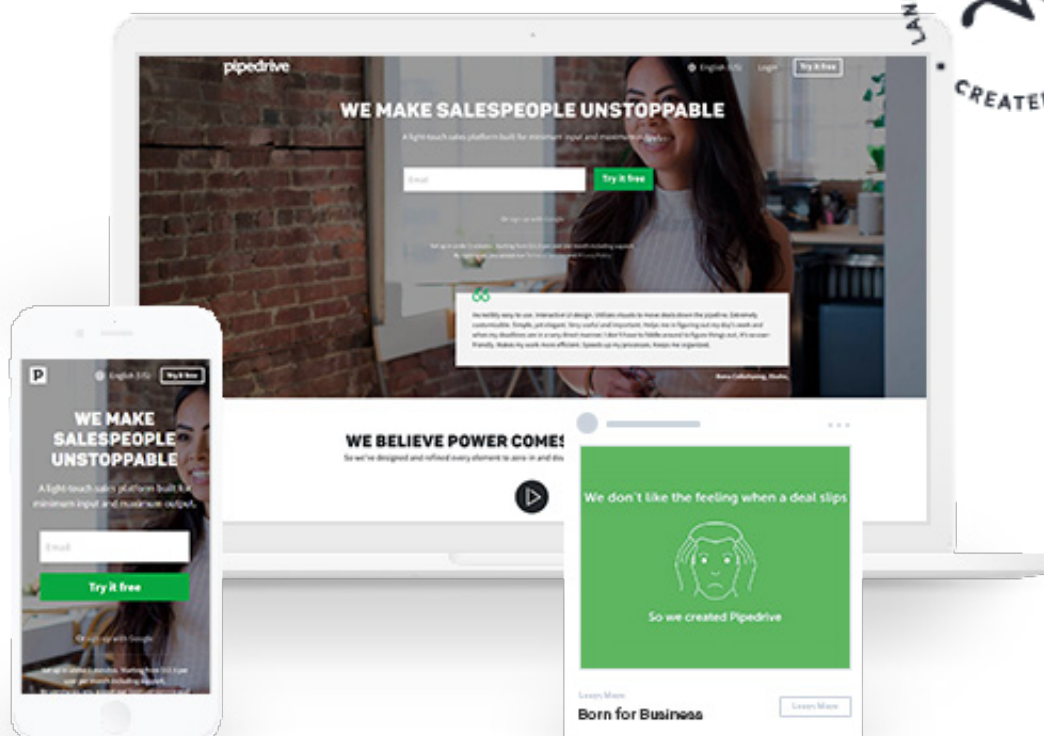
VIEW FULL LANDING PAGE
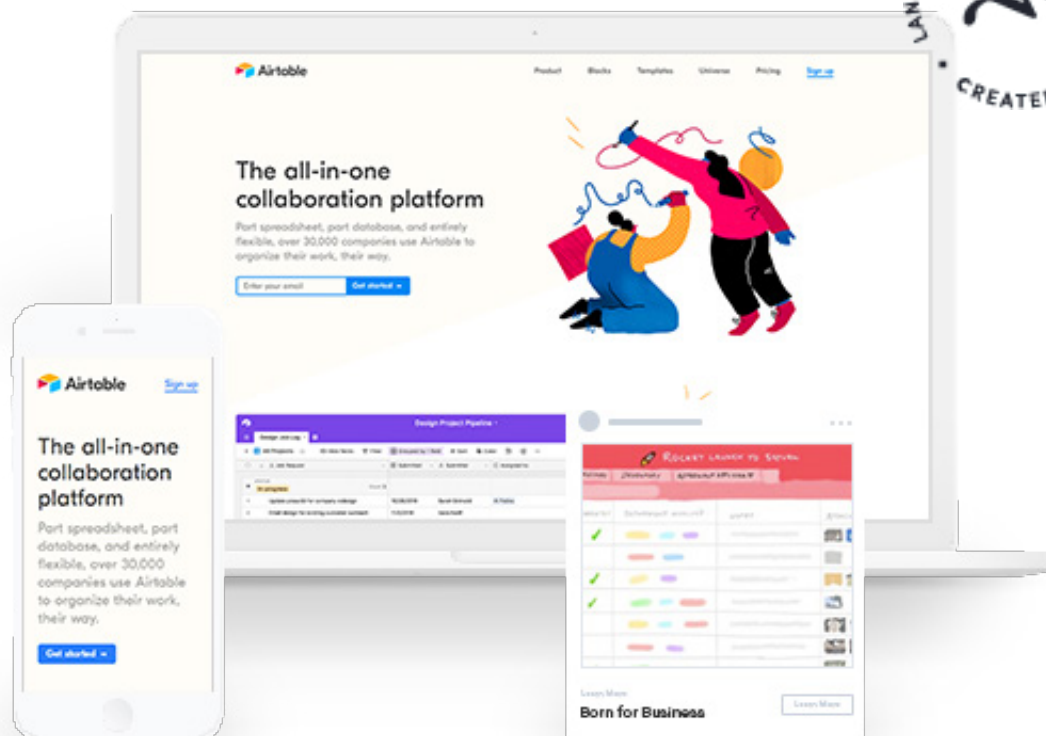
Pipedrive

KEY TAKEAWAYS

- Strong use of social proof (testimonials, reviews, logos and client use-cases) is included on their landing page – this is vital for SaaS. Because product teams are moving faster and faster, and competition is so high, it's **impossible to compete on features in the long term**, heightening the importance of customer experience, brand and reputation as means for differentiation.

- Pipedrive are using Wistia on the landing page to embed video. Wistia is more powerful than typical embed options, as it allows you to add call-to-actions to videos and create remarketing audiences based on video watch duration.

VIEW FULL LANDING PAGE

Invision

KEY TAKEAWAYS

- A short-form, no-scroll landing page that prompts users to start a free self-serve demo of the product.

- Invision have removed as many barriers to entry on this page as possible. To get started users simply need to provide a work email address, name and password.

- More suited to product-aware customers who at least have a basic understanding of the platform, use-cases and capabilities.

VIEW FULL LANDING PAGE
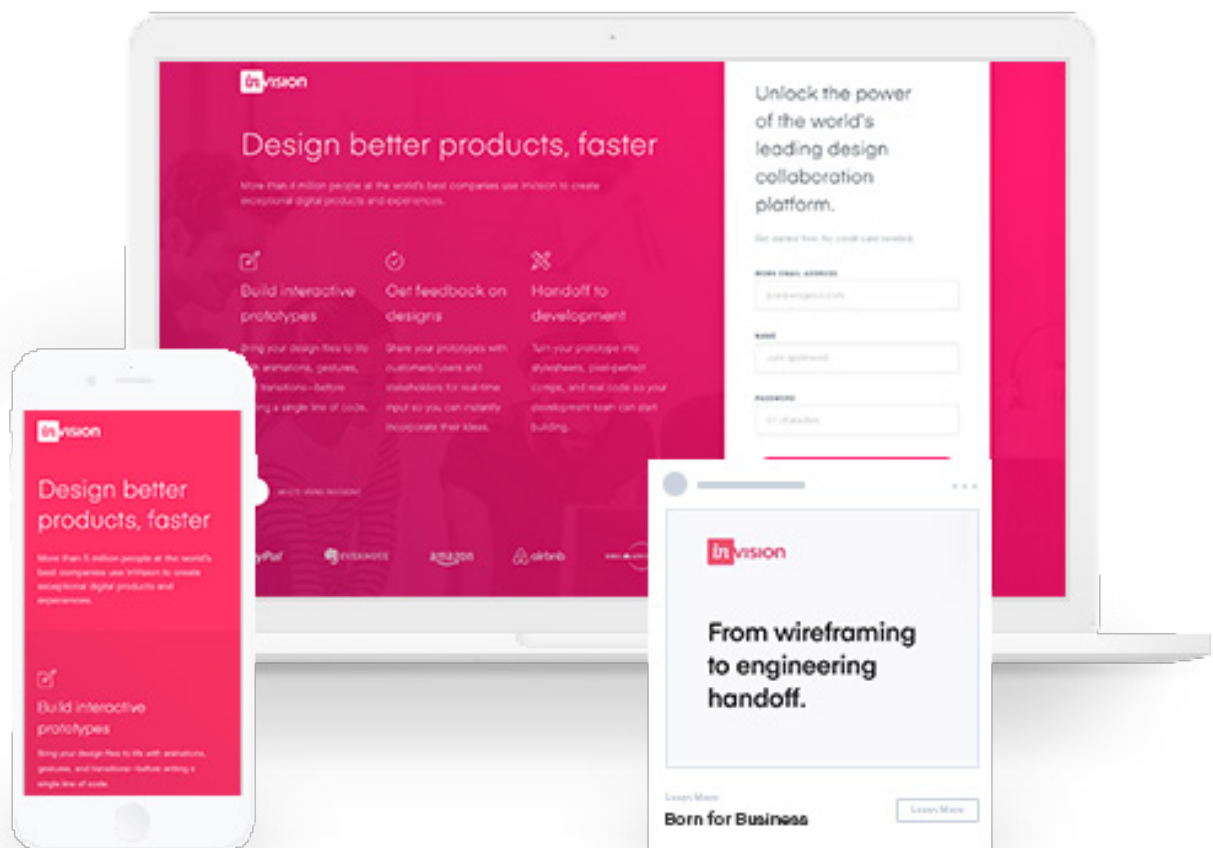
Campaign Monitor

KEY TAKEAWAYS

- Strong, cohesive copy that one would assume is reflective of the product features and experiences that are most valuable to prospective customers. Their copy speaks to marketers who want to be at the top of their game, with messaging such as 'make your emails unforgettable' and 'how smart marketers get smarter'.

- This page effective balances some features that are typical of all email service providers, such as a drag-and-drop builder, as well as some more advanced features that wouldn't be used by all customers, such as time zone sending and send time optimisation.

VIEW FULL LANDING PAGE
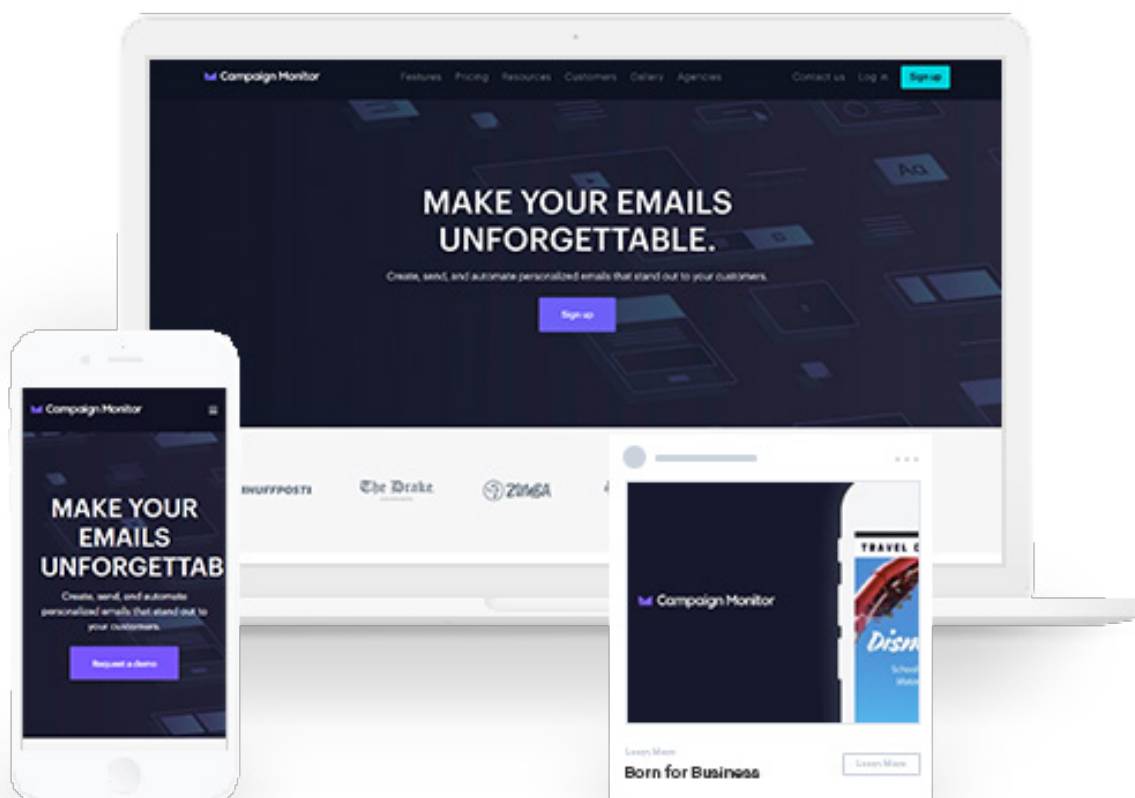
Shopify

KEY TAKEAWAYS

- A simple, low friction sign-up process requiring only an email address above the fold. Upon clicking 'Get Started' a popup form is shown asking for other additional information.

- Dynamic landing pages – the example to the right is a t-shirt variation of this page. Shopify also have a catch- all version of this page that can be viewed **here**.
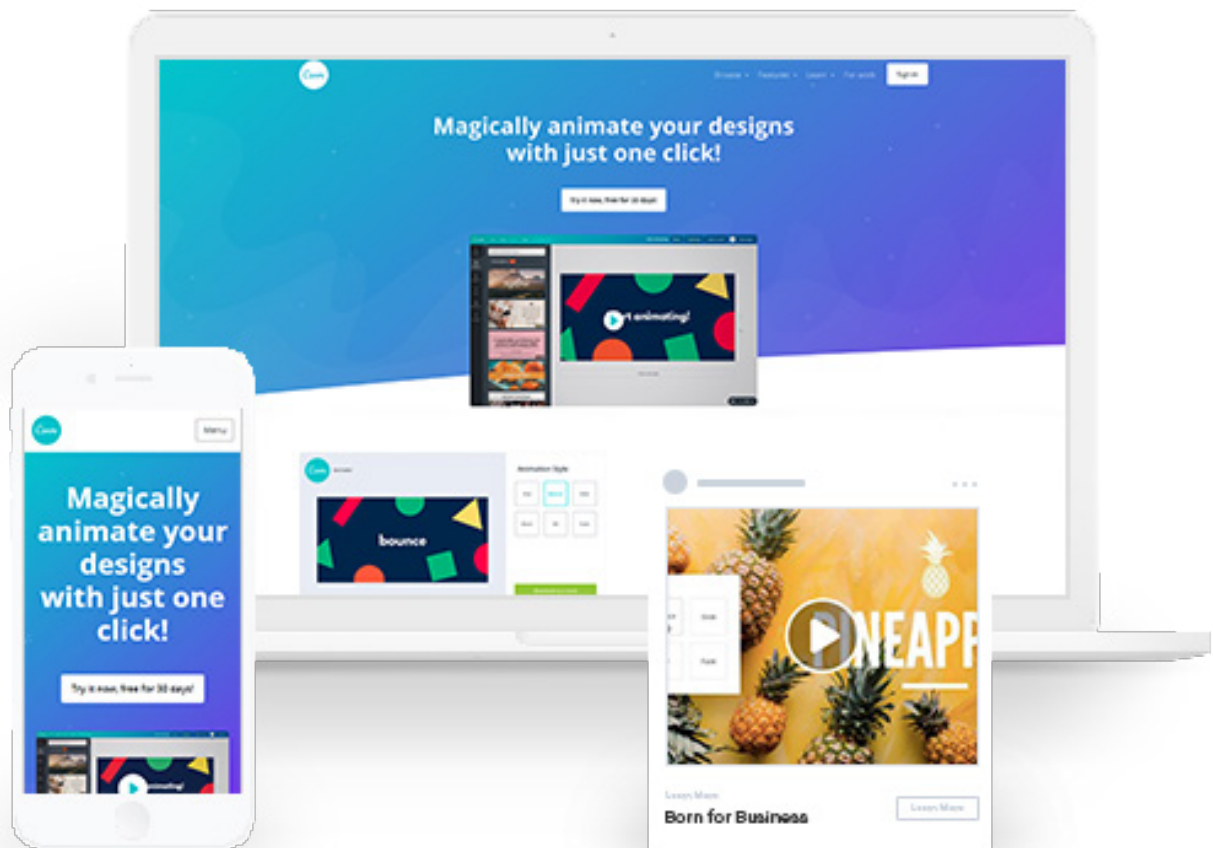
VIEW FULL LANDING PAGE
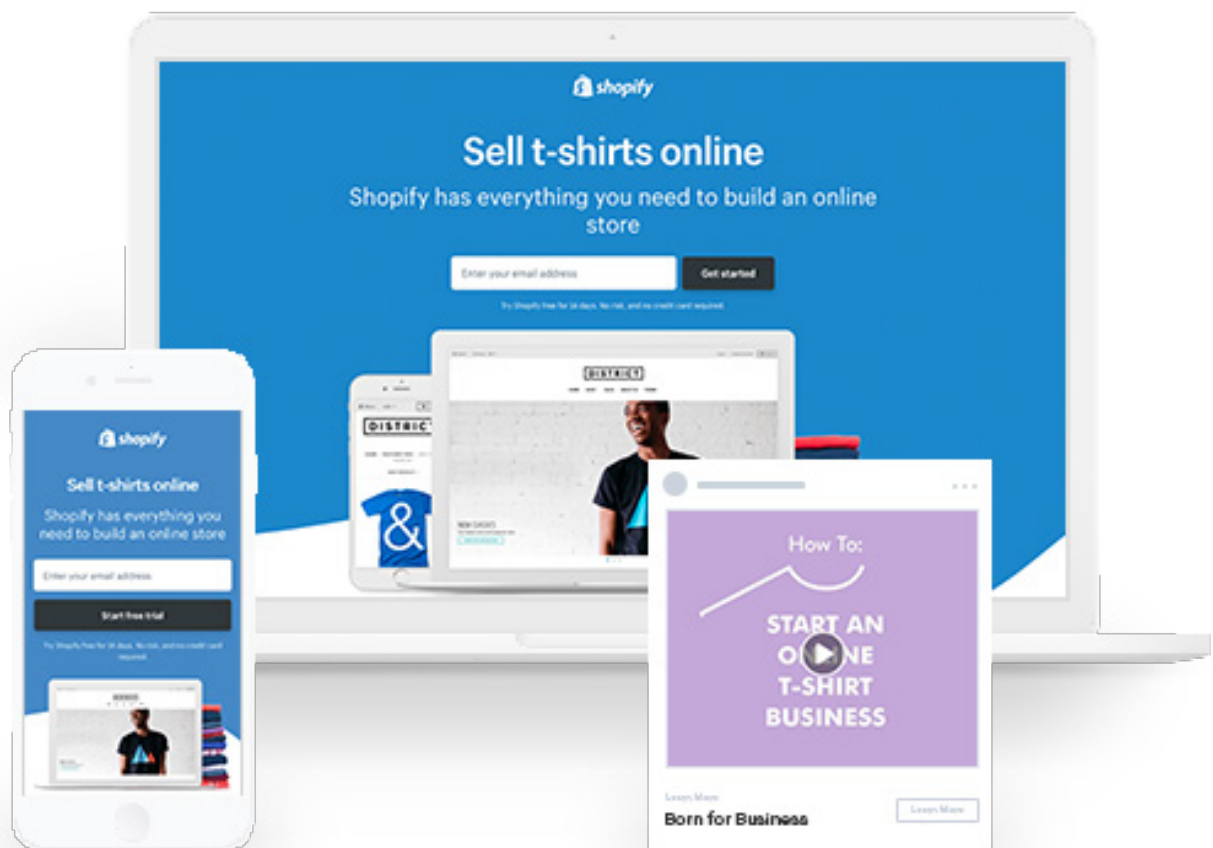
Canva

KEY TAKEAWAYS

- A product-focused landing page that showcases the power of Canva for Work.

- Canva's page aims to highlight specific capabilities that lend themselves to organisations without alienating students or freelancers who may also wish to use their platform.

VIEW FULL LANDING PAGE

Atlassian

KEY TAKEAWAYS

- For their Jira product, Atlassian are leading with a "Claim Your Site / Free Trial" offer, and have chosen to showcase product features and use cases.

- Interestingly, the questions in Atlassian's sign-up form do not speak to company size or company name. And it does not appear that Atlassian are using an enrichment API, such as Clearbit, to tailor the customer onboarding experience. This would be a worthwhile test, as it's one way Atlassian could offer a more comprehensive, one-on-one experience for enterprise prospects, while not offering this service to all prospects.

VIEW FULL LANDING PAGE
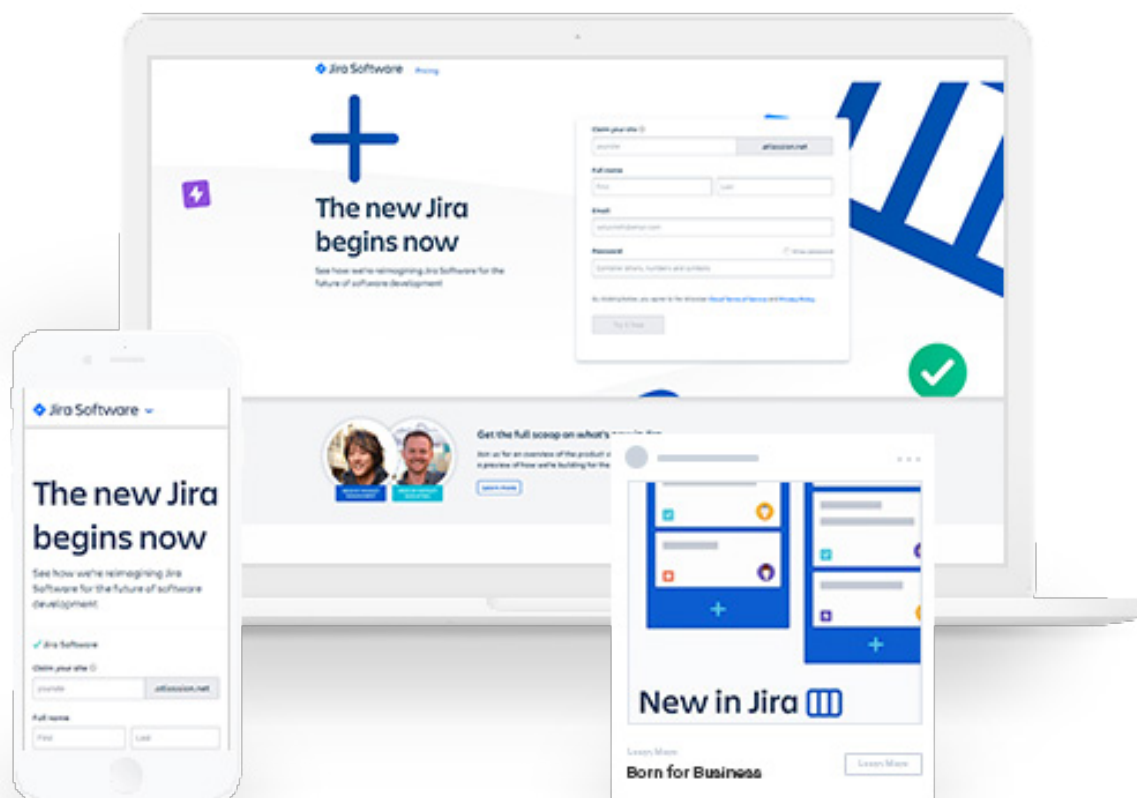
Sendle

KEY TAKEAWAYS

- Sendle's Price Guarantee page successfully communicates how their courier service caters to businesses, primarily small-to-medium enterprises.

- Throughout the page, each section aptly handles objections users may have by leveraging feedback from happy customers and concluding with a FAQs section.

- Sendle could perhaps handle the pricing plans better as a calculator or interactive widget – this is potentially an overwhelming amount of information to present to users at once, particularly on mobile devices where comparisons across their three plans is more difficult.

VIEW FULL LANDING PAGE
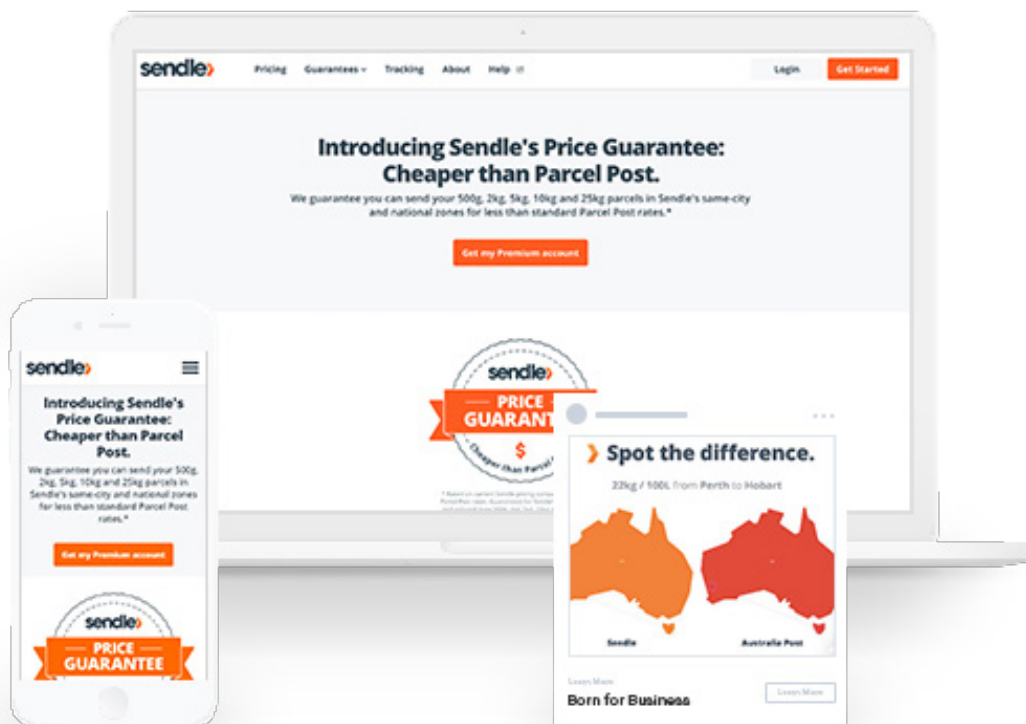
BigCommerce

KEY TAKEAWAYS

- This is a less conventional case study-focused landing page that tells the story of how SkullCandy increased transactional volume by 27% by adopting BigCommerce.

- BigCommerce employ a strong narrative structure, framing the problem, presenting a solution and sprinkling pull quotes, imagery of the SkullCandy product and references to Mark Hopkins – the 'hero' of the case study – throughout the page.

- This page effectively uses positive association to use SkullCandy's reputation to strengthen BigCommerce's perceived competency.

VIEW FULL LANDING PAGE
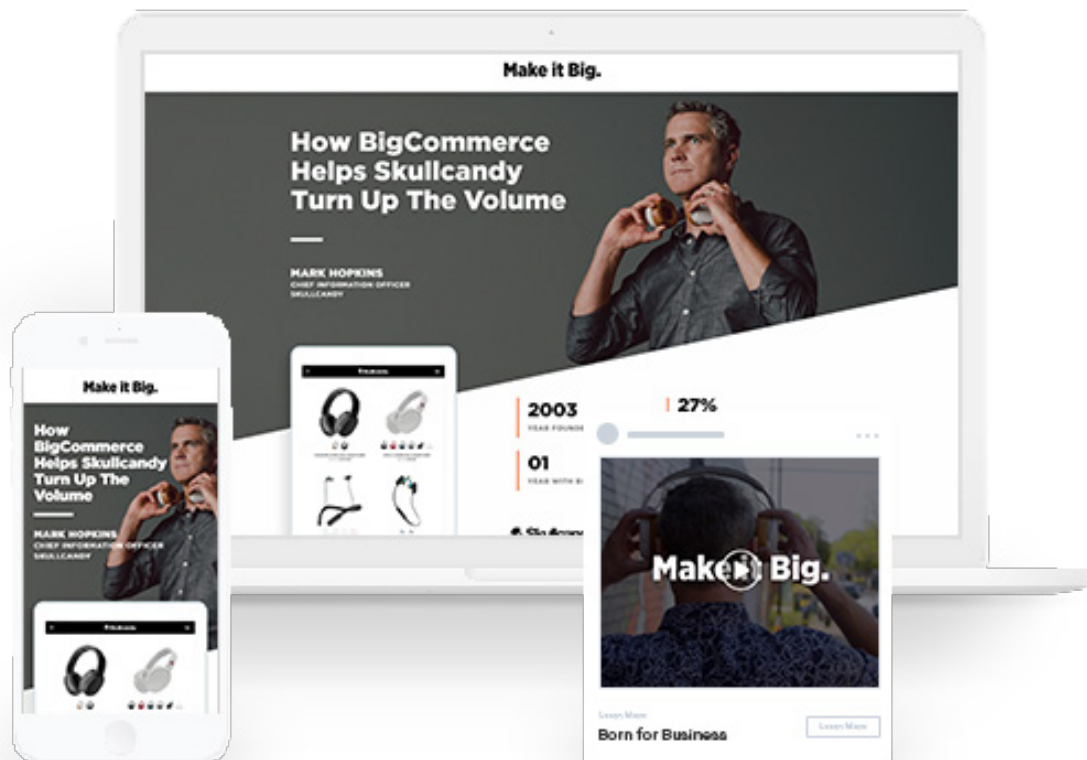
Skillshare

KEY TAKEAWAYS

- A concise, offer-based landing page that is likely most powerful at the consideration phrase – where users are '**most aware**' (beyond product-aware and solution- aware). At this stage, an enticing offer like 2 months for $0.99, is likely the most cost effective way to convert this audience from prospects to customers.

- Note, Skillshare are using a parameter in the landing page URL that informs the destination of the purchase-intent call-to-action buttons, so that the sign-up page reflects the relevant promotion. This is helpful for testing multiple offers against one another, without the hassle of duplicating the landing page for each promotion.

VIEW FULL LANDING PAGE
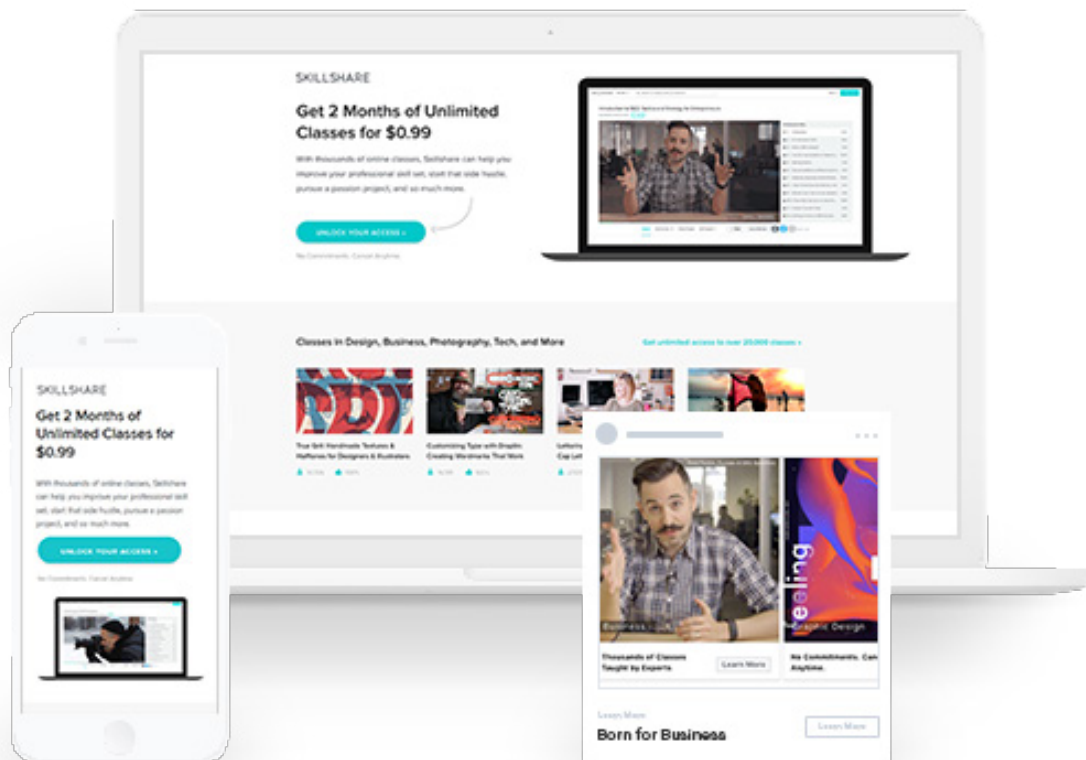
Culture Amp

KEY TAKEAWAYS

- On this initial short landing page, Culture Amp focus less on specific product features and place greater emphasis on outcomes, such as 87% less employee turnover.

- For those prospective customers that are details- focussed, from this landing page, Culture Amp do link to three pages on the website that speak to how the solution improves employee **engagement**, **experience** and **effectiveness.** These pages each showcase product features, but as a vehicle for demonstrating how Culture Amp improves organisations, such as how their library of research-backed questions helps organisations ask their right questions of their teams.

VIEW FULL LANDING PAGE
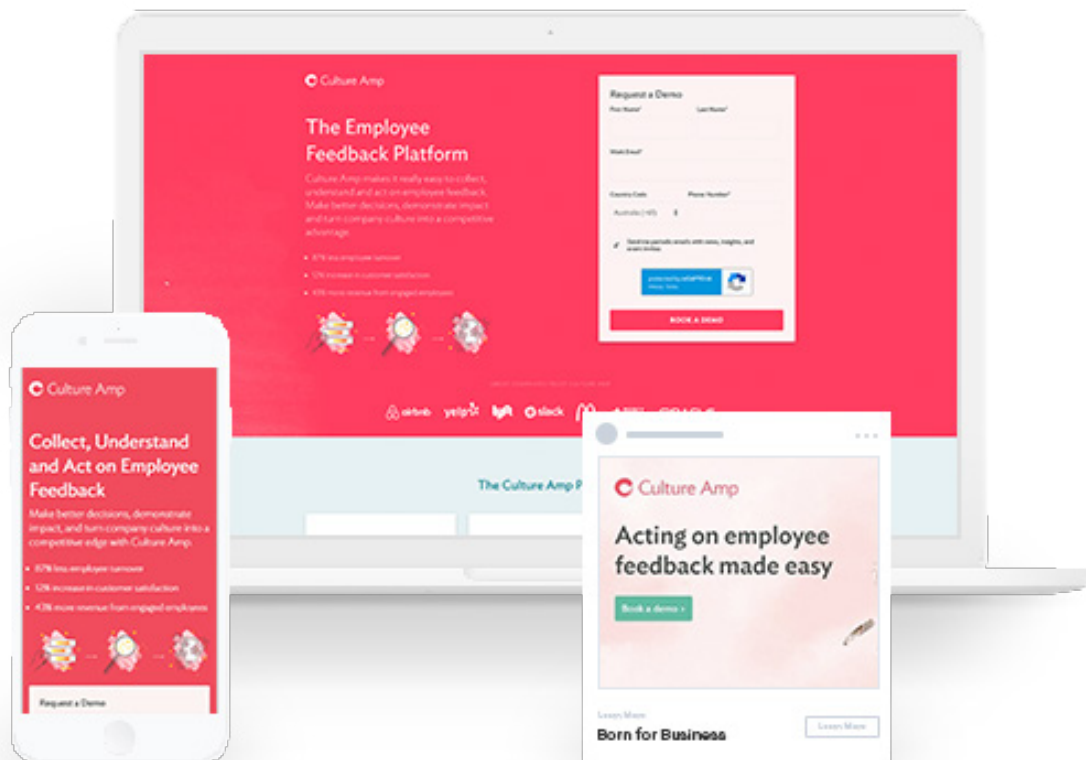
Blue Apron

KEY TAKEAWAYS

- Blue Apron's homepage embodies many of the principles of high-performing landing pages, with minimal navigation in the body of the page and one clear focus for the page, encouraging users to get started.

- At the moment, this page features a video hero section that showcases some of their unique meals, but also the pleasant experiences of cooking for one's family and friends.

VIEW FULL LANDING PAGE
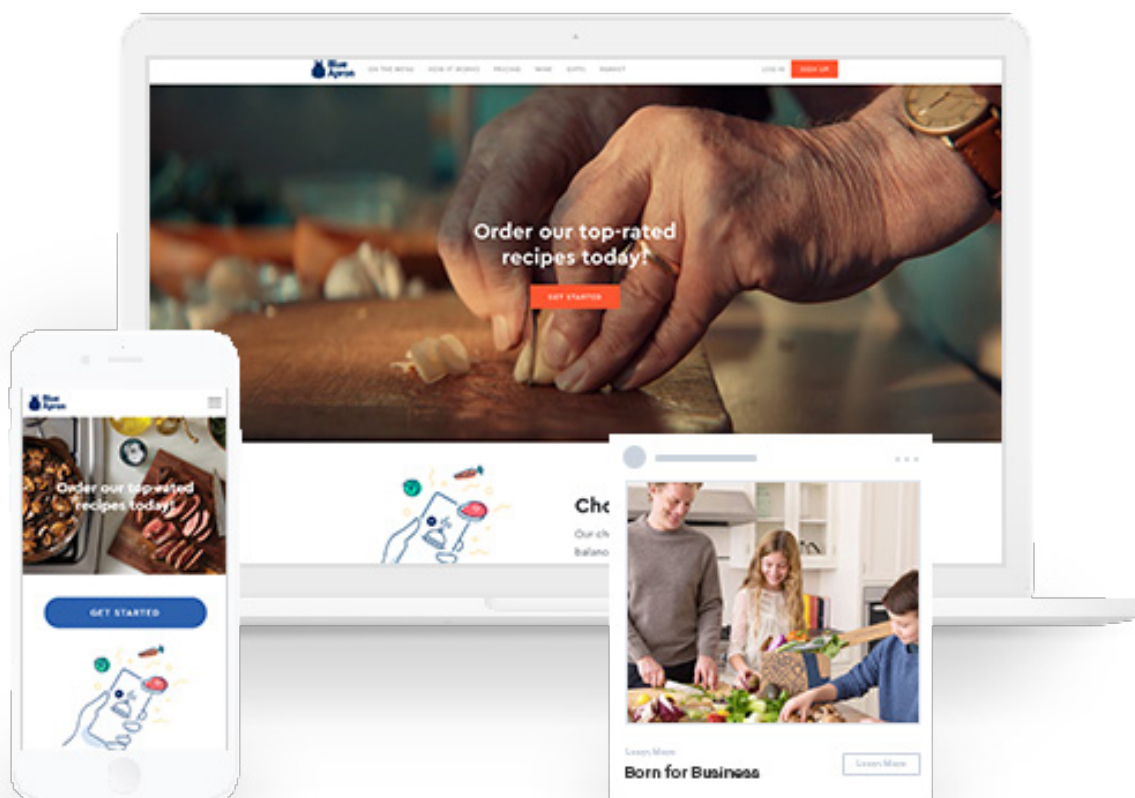
Capture more high-value customers with a conversion-oriented landing page

or click <u>here</u> to learn more about our approach to landing page design

REQUEST A PRICE

Hostgator

KEY TAKEAWAYS

- Hostgator's landing page focuses on acquiring new customers for $0.01 for their first month – although the landing page emphasises that this is a limited time promotion, for better or for worse, this is a promotion they've been leveraging for 5+ years.

- Hostgator do not restrict what plans users can sign-up for with their discounted first month. Instead, they offered unmetered disk space and bandwidth with the intention of getting user's attached to their higher premium plans.

VIEW FULL LANDING PAGE
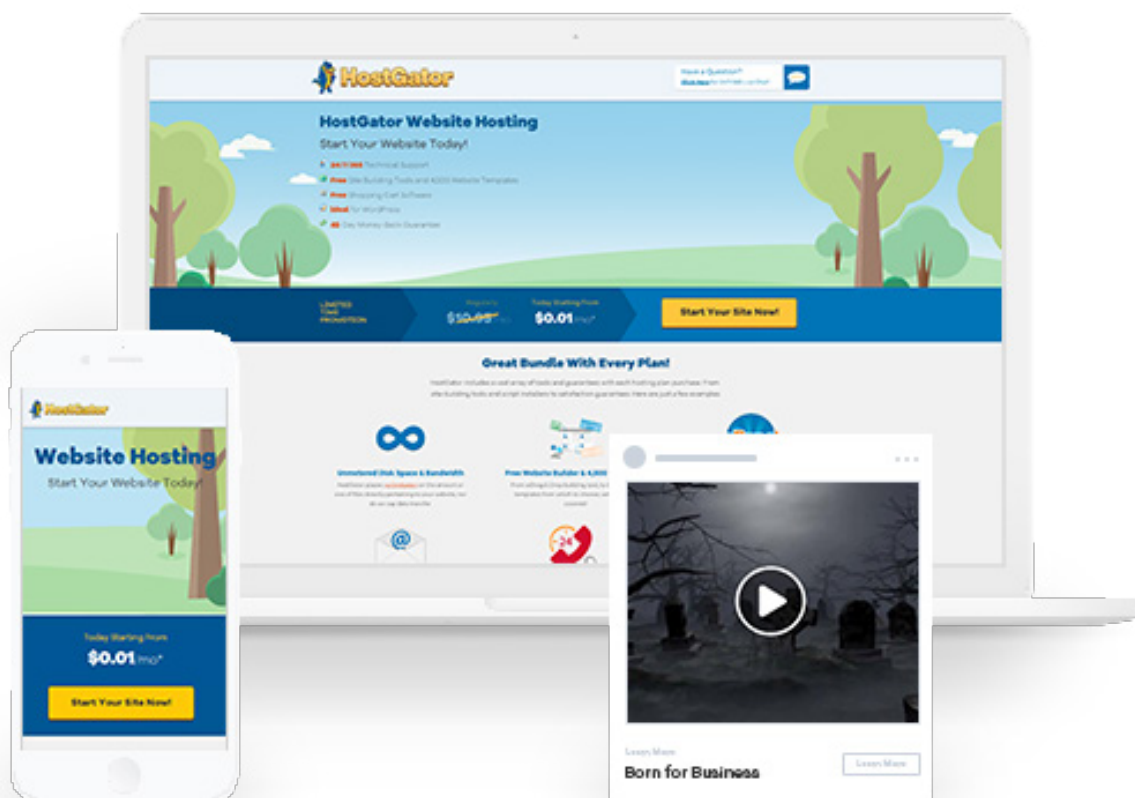
Opentable

KEY TAKEAWAYS

- Opentable are using a conventional two-column webinar landing page to provide digital marketing tips and strategy recommendations to small restaurant entrepreneurs, as well as providing insight into how OpenTable's platform helps restaurants manage reservations.

- Opentable are promoting this webinar as on-demand, meaning it's a pre-recorded session that prospects are able to join at their convenience and covers evergreen content that expires infrequently. This is a less resource intensive approach than routinely hosting webinars.

VIEW FULL LANDING PAGE
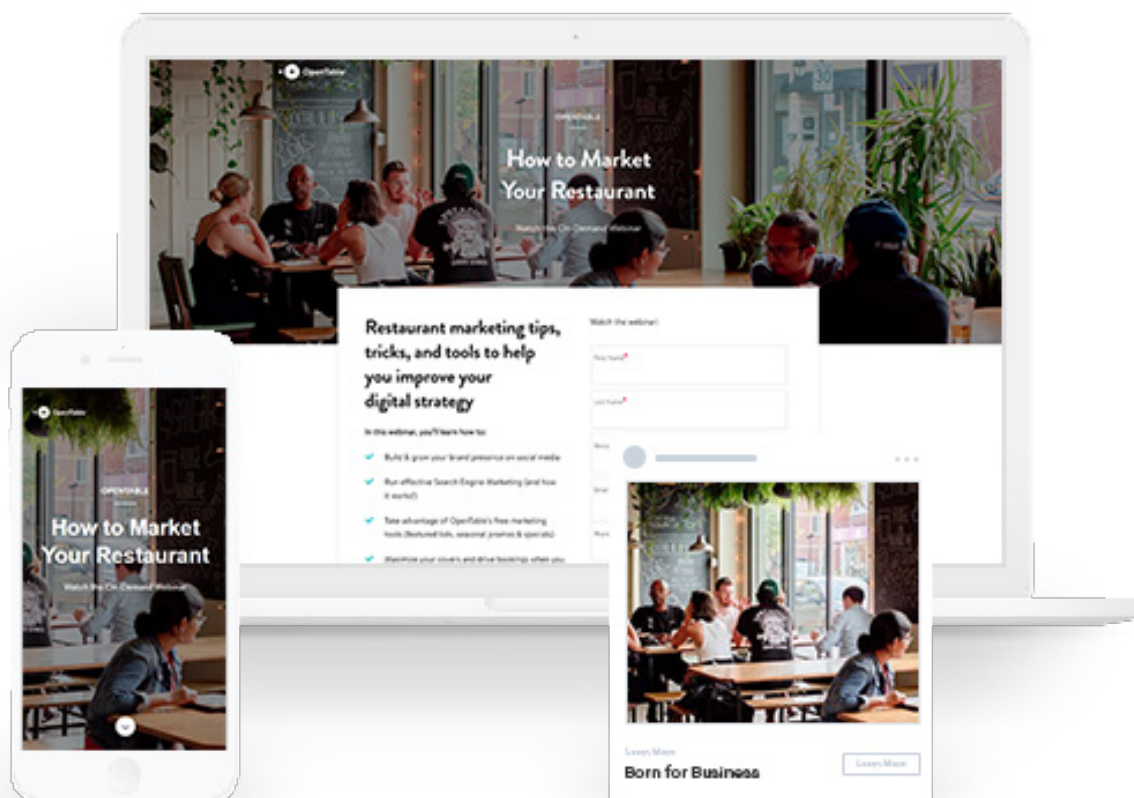
Gusto

KEY TAKEAWAYS

- A simple free trial landing page that would be suitable for organisations looking to test the effectiveness of different messages and variations in imagery.

- This landing page approach is more suitable to prospects who are familiar with Gusto, their value proposition and just need a little nudge to get started via a free trial offer. A more comprehensive landing page is likely required for top-of-funnel audiences who likely have more questions, objections and need further clarification.

  No navigation options are given, with the exception of "Sign in" to ensure existing customers are able to get to their payroll portal.

VIEW FULL LANDING PAGE
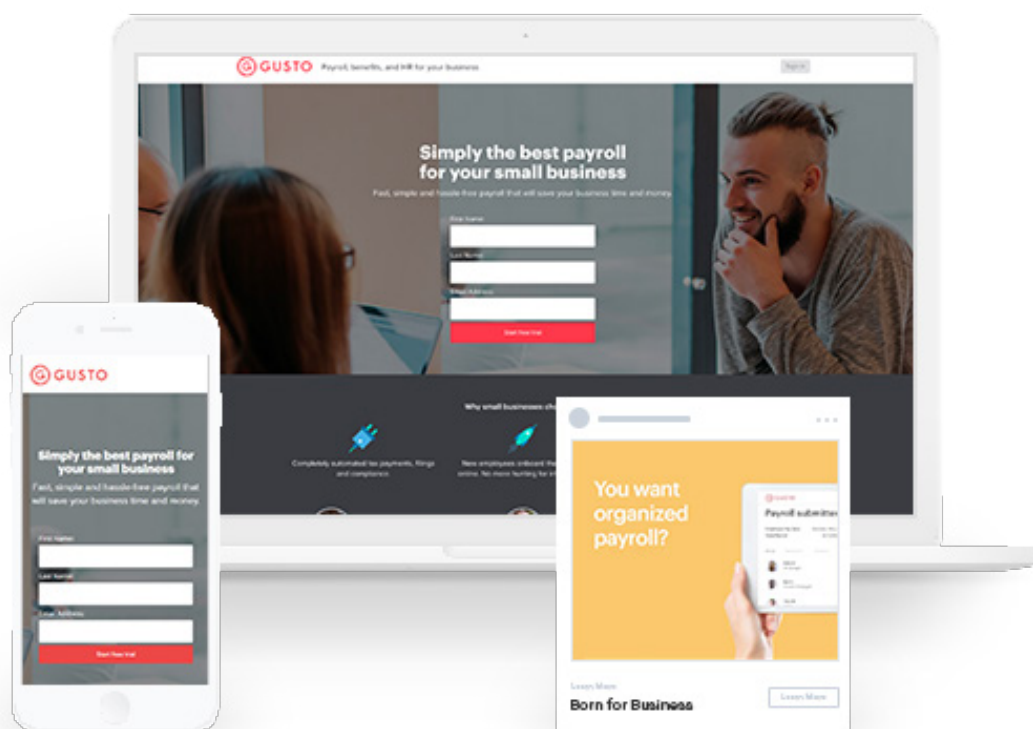
Aussie Broadband

KEY TAKEAWAYS

- As part of their #cantbeatfeedback campaign, in conjunction with Aussie Broadband we created a series of landing pages that featured quirky customer reviews as the headline.

- This strategy was developed to distinguish Aussie Broadband in an industry plagued with bad customer experiences, overseas call centres and unreliable service.

VIEW FULL LANDING PAGE

Headspace

KEY TAKEAWAYS

- Headspace's subscription landing page is designed to convert free trial users to paid subscribers by communicating the value of a paid subscription based on features, bene ts and outcomes.

- A strong 'less is more' focus is apparent on this page, which is re ective of their overall brand positioning.

- Headspace use the FAQ section to address any niggling, persistent objections potential customers may have. Of equal importance, their answers reinforce the value of a paid subscription and why Headspace is the leading solution.

VIEW FULL LANDING PAGE
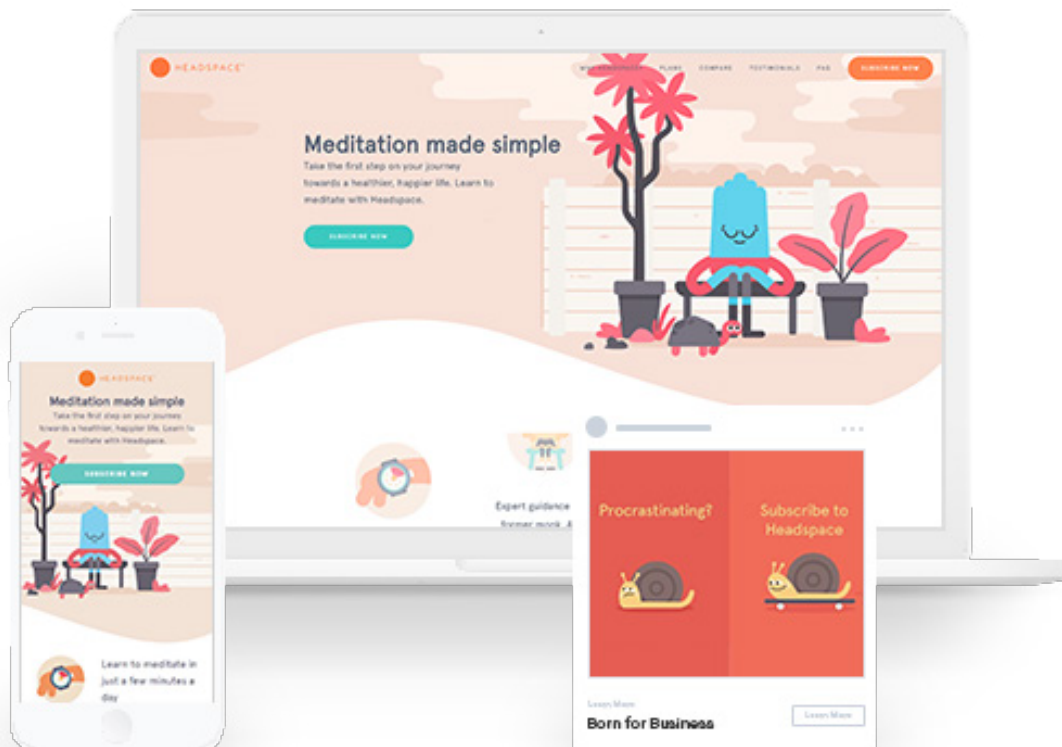
Domo

KEY TAKEAWAYS

- Domo's demo page follows a typical enterprise landing page structure and focuses on how their platform extends beyond the limitations of a conventional dashboard.

- Domo captures fields of information from the user. This information should be used to tailor who the lead is assigned to based on company size and job seniority, and should also inform future marketing communications.

VIEW FULL LANDING PAGE
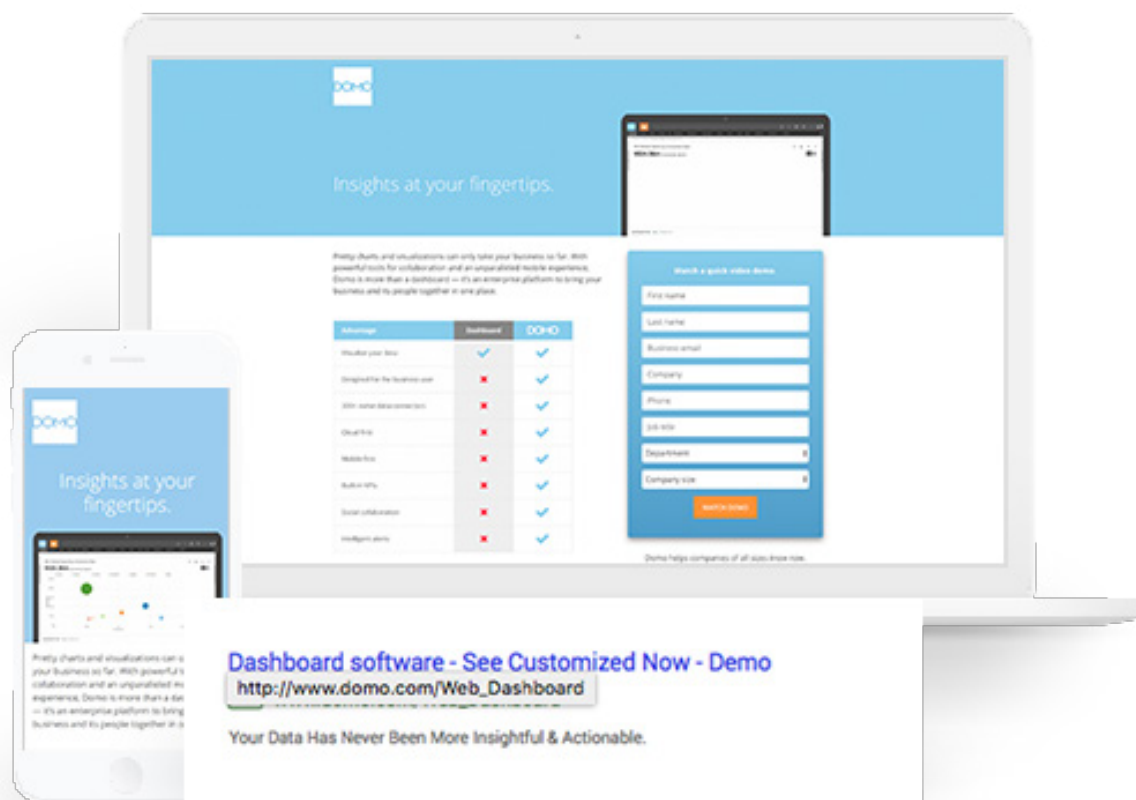
FreshDesk

KEY TAKEAWAYS

- An impressive direct-comparison landing page, that provides a feature-based comparison of ZenDesk.

- Zendesk have a **more comprehensive page** on their website detailing more feature comparison, but for the purpose of this touchpoint, Zendesk have refrained from noting every comparison.

- Note, Zendesk place no emphasis on price. This could be indicative that Zendesk are seeking out the attractive enterprise level of the market, for which price should be less of lower consideration than settling on the most suitable solution.

VIEW FULL LANDING PAGE

webprofits
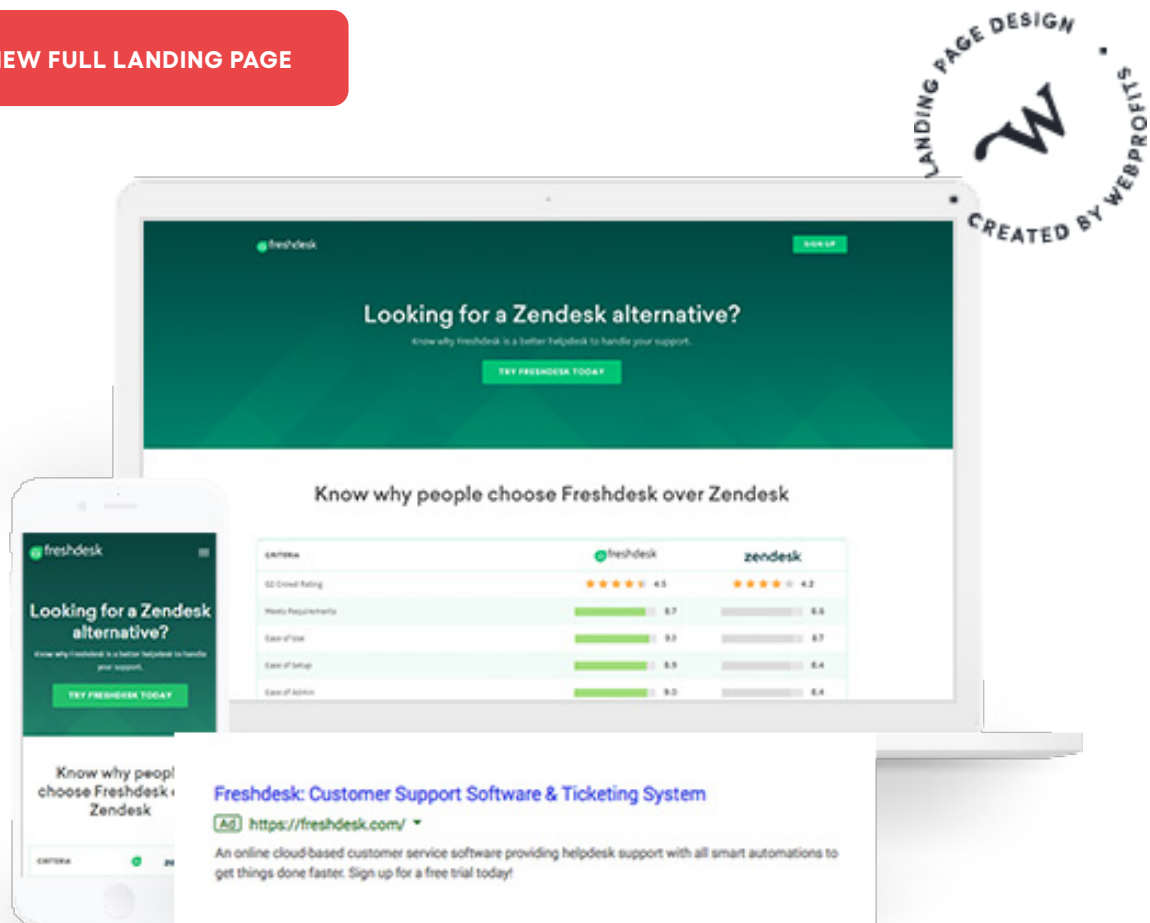
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Singapore

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