



Marketing Leadership Perspective on

# Landing Page Optimization

How marketing decision-makers are optimizing the performance of landing pages dedicated to conversion.

## **Marketing Leadership Perspective on Landing Page Optimization**

Ascend2 Research Conducted in Partnership with Act-On Software.



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# Table of Contents

Marketing leaders on optimizing landing page conversion rates	4
Most important LPO strategy objectives	5
Rating the success of landing page optimization	6
Most challenging obstacles to success	7
Optimization resources used	8
Most effective methods for optimizing conversion rates	9
Most difficult conversion optimization methods to execute	10
Analyzing conversion optimization effectiveness versus difficulty	11
Extent of landing page testing	12
Most useful metrics for measuring LPO performance	13
Research methodology and survey demographics	15
About the Research Partners	16

# Marketing leaders on optimizing landing page conversion rates.

Converting landing page visitors to leads and customers is the cornerstone of online marketing, and the most important landing page optimization objective for 91% of marketing leaders.

*How are marketing leaders optimizing the performance of landing pages dedicated to conversion?*

To find out, Act-On Software in partnership with Ascend2 fielded the Landing Page Optimization Survey and completed interviews with 342 business, marketing and sales professionals.

The data in this edition of the study titled *Marketing Leadership Perspective on Landing Page Optimization* represent the opinions of the 176 marketing leaders participating in the survey with roles ranging from Marketing Director to CMO. We thank these busy professionals for sharing their insights.

This research has been produced for your use and can be used in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

*Janelle Johnson*

*Director of Demand Generation for Act-On Software*



# 91% of marketing leaders point to an increase in conversion rates as the most important objective of an LPO strategy.

*What are the MOST IMPORTANT OBJECTIVES of a landing page optimization strategy?*



## Quick Tip:

### Try Trust Seals.

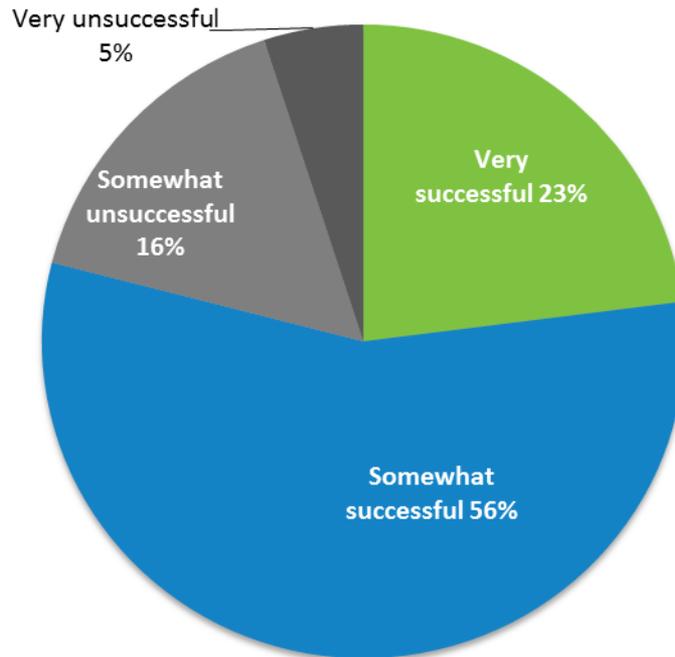
In an A/B Test, Act-On added trust seals to landing pages and experienced a 15% increase in conversions.



Landing Page Optimization, N=176 Marketing Leaders  
Ascend2 and Act-On Software, Published May 2015

While 21% say landing page optimization doesn't help them achieve important objectives, more than three-quarters say it does. In fact, 23% of marketing leaders call it very successful.

*How do you RATE THE SUCCESS of landing page optimization to achieve important objectives?*



### Quick Tip:

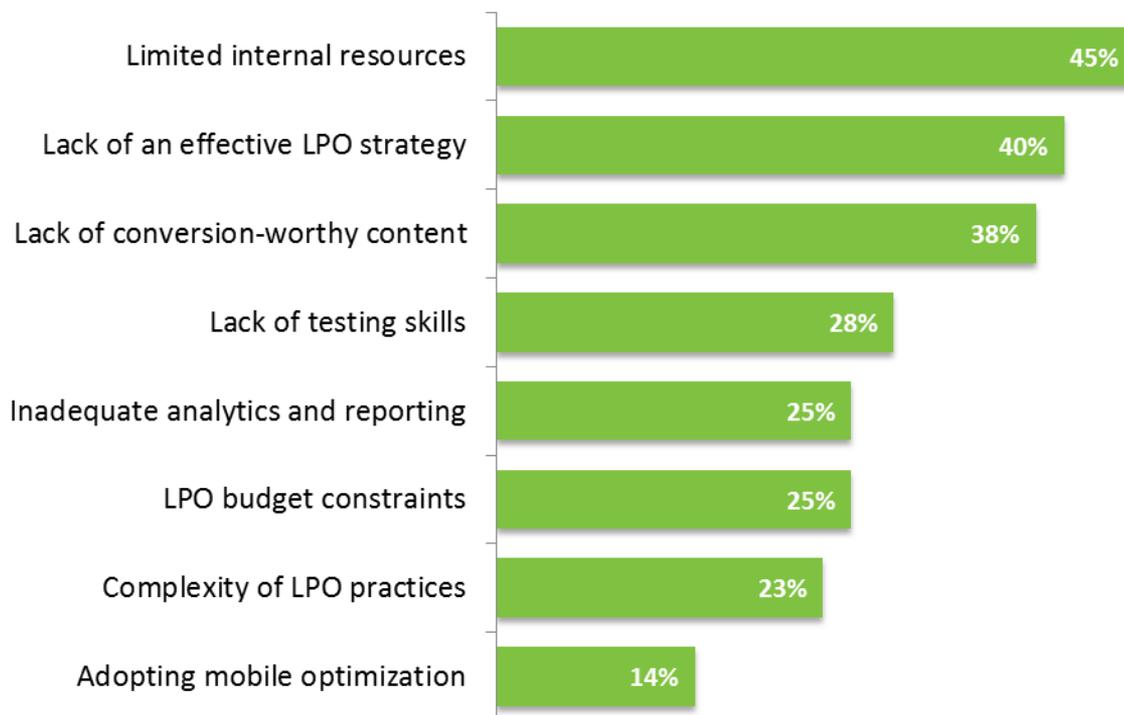
Testing and optimizing your landing pages should be a regular part of your campaign process. Even small improvements can mean an exponential change when you're talking about conversions.



Landing Page Optimization, N=176 Marketing Leaders  
Ascend2 and Act-On Software, Published May 2015

Limited internal resources is the most challenging landing page optimization obstacle for 45% of marketing leaders. An effective LPO strategy can help overcome this top obstacle.

*What are the MOST CHALLENGING OBSTACLES to landing page optimization success?*



Start Your Optimization Journey with Simple A/B Testing.

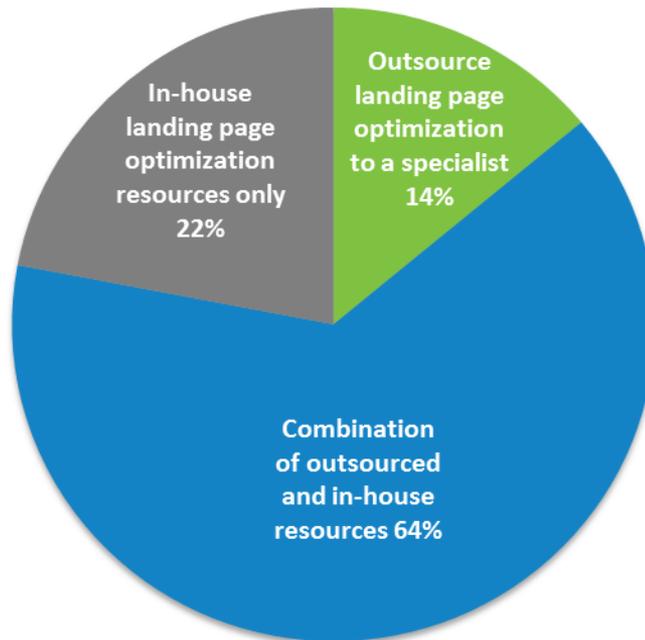
With Act-On's easy-to-use [A/B testing](#), even a marketing team of one can experiment with any aspect of a landing page or form that might have an impact on conversion. Compare how your customers actively respond to one version against how they respond to a single variation, so you know in a concrete, measurable way which of the two alternatives delivers the best results.



Landing Page Optimization, N=176 Marketing Leaders  
Ascend2 and Act-On Software, Published May 2015

Limited internal resources is why 78% of marketing leaders outsource all or part of landing page optimization. Access to external skills and technology will improve LPO performance.

*What are the MOST EFFECTIVE RESOURCES for optimizing landing pages?*



### Act-On Professional Services

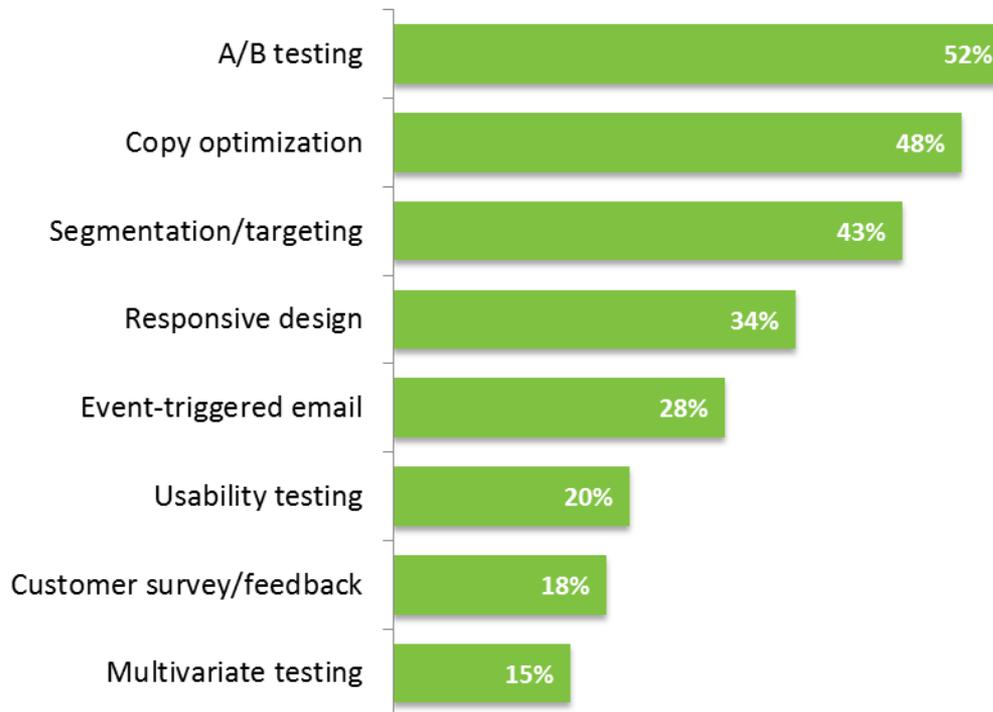
Achieve – and exceed – your marketing goals with help from our expert professional services and consulting team, to get the resources you need to help optimize your landing pages.



Landing Page Optimization, N=176 Marketing Leaders  
Ascend2 and Act-On Software, Published May 2015

LPO is both an art and a science. A/B testing is a scientific method for optimizing conversion rates, and copy optimization takes more of an artistic approach to increasing conversions.

*What are the MOST EFFECTIVE methods for optimizing conversion rates?*



Testing is essential for optimizing digital marketing campaigns and is often the best way to uncover the perfect combination of factors to boost the performance of campaigns and improve your ROI.

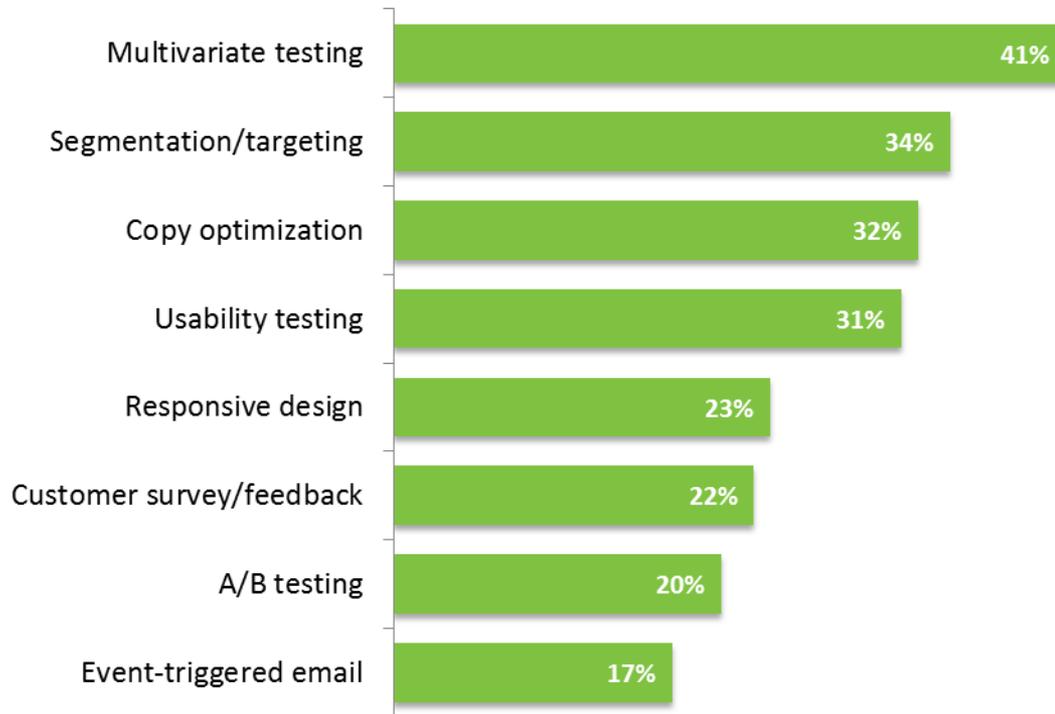
Our eBook, [The ABCs of A/B Testing](#), will give you the tips you need to start testing and optimizing landing pages for better conversions.



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Ascend2 and Act-On Software, Published May 2015

The degree of difficulty required to execute a marketing tactic often influences the use of the tactic. Multivariate testing is complex and the most difficult testing methodology to execute.

*What are the MOST DIFFICULT conversion optimization methods to execute?*



## Multivariate Testing

### Pros:

Multivariate testing is ideal if you need to test multiple variants but you don't have the time to conduct smaller ongoing tests.

### Cons:

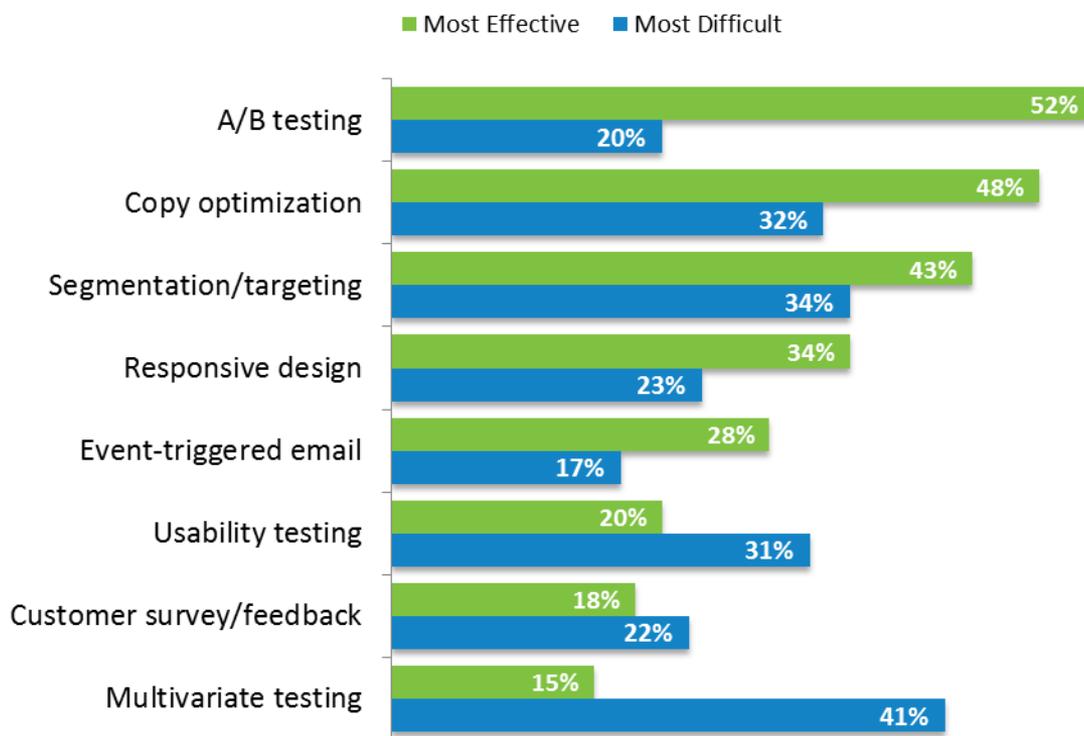
Because you are testing many different elements, this process requires a much longer planning cycle for design and execution.



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A comparative analysis shows that A/B testing is the most effective and second least difficult LPO method. Conversely, multivariate testing is the most difficult and least effective.

Analyzing conversion optimization effectiveness versus difficulty



## A/B Testing vs. Multivariate Testing

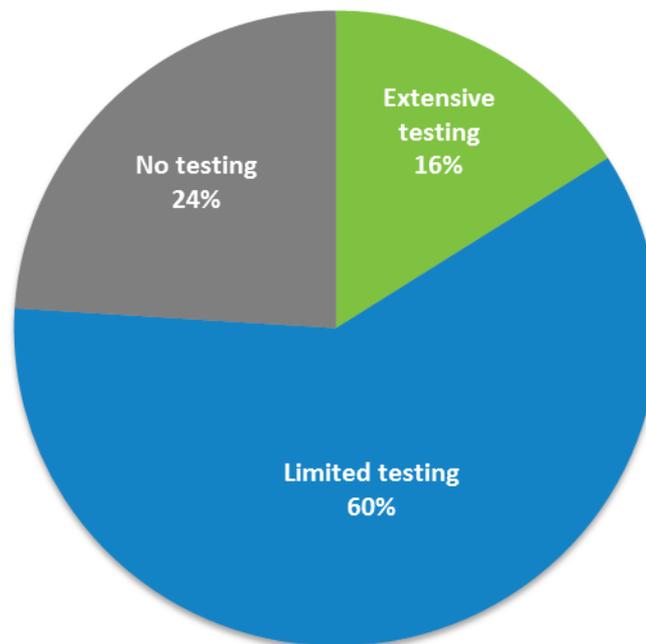
Each type of testing has its own benefits, but A/B Testing can provide a more precise determination of a variant's effect. And when you know for certain which variable is responsible for success, you can scale that knowledge to your subsequent optimization efforts.



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Testing is critical to LPO. But to what extent are landing pages being tested? 16% of marketing leaders test extensively while 24% don't test landing pages at all.

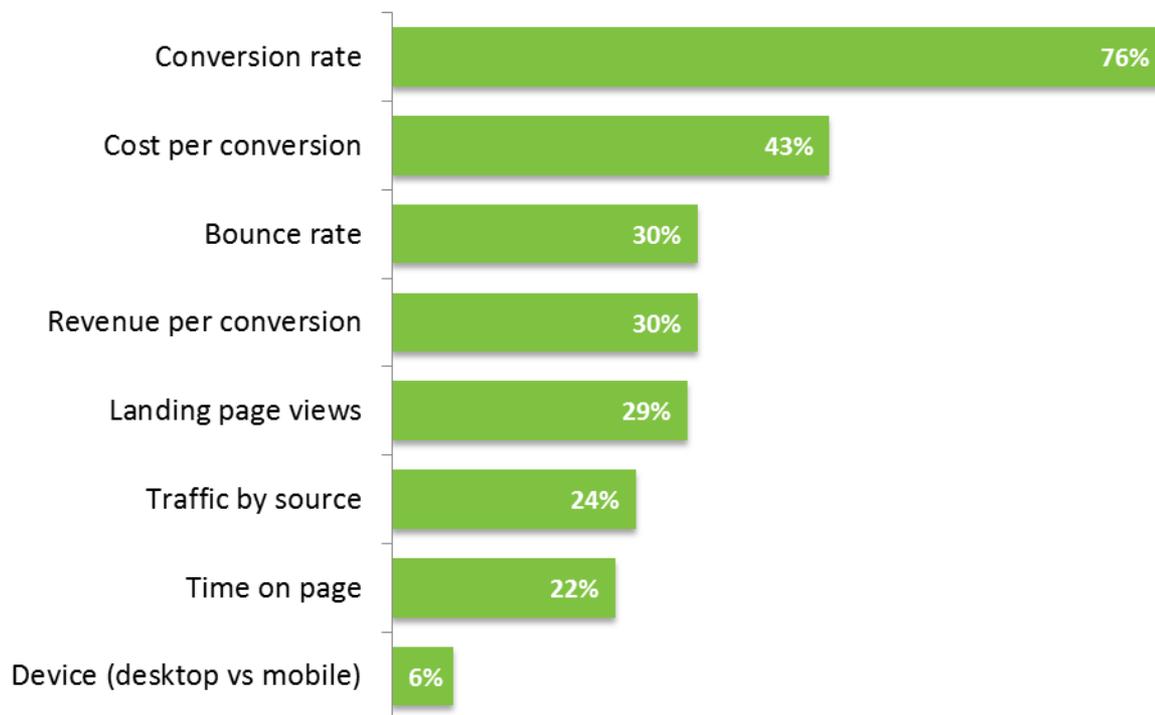
*To what extent are LANDING PAGES TESTED (A/B, multivariate or usability) for optimization purposes?*



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By far, “conversion rate” is the most useful metric for 76% of marketing leaders. Whether testing or just using analytics to measure landing page results, the focus is on conversions.

*What are the MOST USEFUL METRICS for measuring landing page performance?*



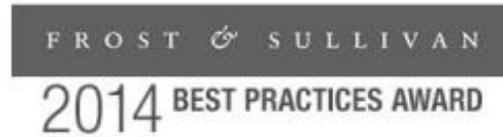
For more information on marketing metrics check out our eBook, [The New Marketing Metrics for B2B](#).



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## About Act-On software

Act-On Software delivers cloud-based integrated marketing automation software. Marketers can manage all their online marketing efforts from a single dashboard that can be seamlessly integrated with CRM, giving sales access into various marketing functions. Act-On's fresh approach to marketing automation gives its users full functionality without the complexity other systems impose, and makes campaign creation and program execution easier and faster.

[www.act-on.com](http://www.act-on.com) | [@ActOnSoftware](#) | [#ActOnSW](#)

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# Research methodology and survey demographics

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals. The following is a breakout of the company sizes and marketing channels represented in this report:

## **Number of Employees**

- More than 500 12%
- 50 to 500 17%
- Fewer than 50 71%

## **Primary Marketing/Sales Channel**

- B2B (Business-to-Business) 73%
- B2C (Business-to-Consumer) 27%

# About the Research Partners



## **Our Mission: To Delight Small Marketing Teams with Big Ambitions!**

Act-On Software is the world's fastest growing marketing automation company; its cloud-based marketing automation platform is the foundation of successful marketing campaigns everywhere – from small, simple and direct, to complex globally implemented programs.

Learn more at [www.Act-On.com](http://www.Act-On.com)



## **Research-Based Demand Generation for Marketing Solution Providers**

Marketing software, data companies and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at [www.Ascend2.com](http://www.Ascend2.com)