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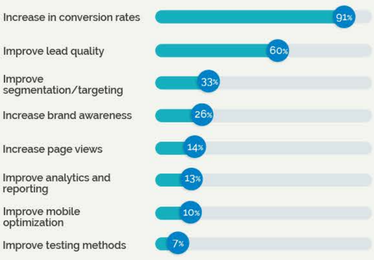
Marketing Leadership Perspective on **Landing Page Optimization**

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

91% of marketing leaders point to an **increase in conversion rates** as the most important objective of a landing page optimization strategy.



79% of marketing leaders say landing page optimization is **successful** in helping them achieve their objectives.

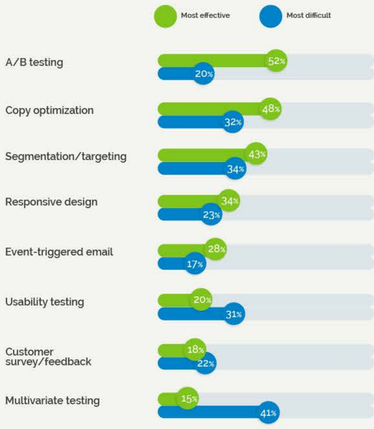
60% of marketing leaders currently conduct only **limited testing** to their landing pages.

Limited internal resources is the most challenging obstacle for implementing a landing page optimization strategy, according to 45% of marketing leaders.

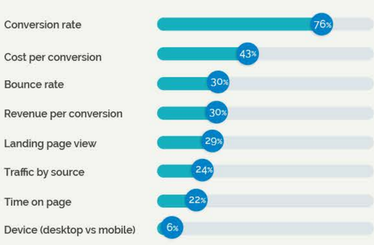
Which is why **78% of marketing leaders** outsource all, or a part of, their landing page optimization.

52% of marketing leaders consider **A/B testing** the most effective method for optimizing landing page conversion rates and consider it the second to least difficult method to implement.

41% of marketing leaders considered **multivariate testing** to be the most difficult method to execute, and the least effective strategy.



Conversion rate, by far, is the most useful metric for **76% of marketing leaders** for measuring landing page optimization results.



Sources

Marketing Leadership Perspective on Landing Page Optimization, Ascend2 Research Conducted in Partnership with Act-On Software, 2015.

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