


3 ways to improve the relationship between ad clicks and conversions

Article



To accelerate sales, marketers cannot think about any part of the sales funnel in isolation. Instead, marketers should marry their approach to awareness, consideration, and conversion to create a singular experience for customers.

This starts by viewing an ad and landing page in tandem. When introduced to a product by an ad, consumers will click if they're interested. But if the landing page doesn't match up to and

fulfill the promise introduced by the ad, the consumer will likely drop off.

To boost consumer engagement, the clickthrough shouldn't follow the generic ad to static website flow, explained Jon Oberlander, executive vice president of social at Tinuiti and CEO of Ampush, during a recent [Tech-Talk Webinar](#).

Here are three ways to improve post-click engagement.

1. Interactive landing pages are used to create engaging experiences customized to an advertiser's unique value proposition

Interactive pages expand the sales funnel in ways that a static page cannot.

During a period when Starz was not running a sale, the cable and streaming TV network introduced a "spin the wheel" ad that based its value proposition on Starz's original content. The "Wheel of Starz" page got consumers excited about Starz's lineup, more so than if they had clicked an ad to subscribe and save.

The interactive page drove a 60% higher conversion rate than a straight buy flow on evergreen traffic, but it was not as successful as when Starz had a high-urgency sale offer, said Oberlander. Experimenting with different landing pages and funnels based on consumer opportunities and factors like time of year or offer fatigue proved key.

2. Quizzes offer curated experiences that highlight or narrow product features to help a user select what best fits their needs or interests

When encouraging app users to join its workforce, Instacart used a "Work for Instacart" ad that went to a quiz to help prospects learn more and provided Instacart with insight about those considering the job. Quiz questions included "What are you looking for in your next role?" with "I want to make extra cash" as a response for users to rate on a scale from "strongly disagree" to "strongly agree."

In this example, Instacart matched its value proposition to user consideration. The quiz drove a 35% higher conversion rate at this step in the Instacart Shopper sign-up funnel, said Oberlander. Users who went through this flow were also less likely to drop off. Understanding users' motivations can then be applied to other marketing efforts.

3. Advertorials educate consumers for higher-intent products that require more information to feel confident in the purchase and its benefits

To ensure consumers had everything they needed to make an informed decision, telemedicine company Found created an advertorial module on its landing page. Instead of the typical ad to subscription sign-up funnel, the company offered a step-by-step breakdown of the prescription process to set clear expectations.

The educational advertorial, developed from real users' questions, drove a 10% lift in conversions, said Oberlander. By providing more information—and relying less on visuals to drive conversions—Found was able to provide prospects with what they needed to feel comfortable to make a complex, high-consideration purchase.

[Watch the full webinar.](#)

This was originally featured in the eMarketer Daily newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).