Landing pages work.
18 mind-blowing stats to inspire you.

ion interactive.com
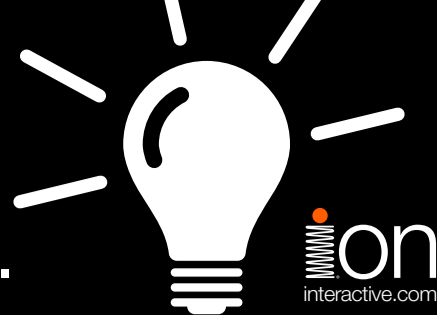
"Be really **serious** about your landing pages."
— Tom Leung, Google

Every click from every campaign has to land somewhere. And where those clicks land has the ability to influence whether or not they land & leave, or land & take action. Action is the ultimate success measurement for any campaign. Do your visitors click through your ad and bounce right away? Or do they stay and engage with you? Do they call, download, or complete a form?
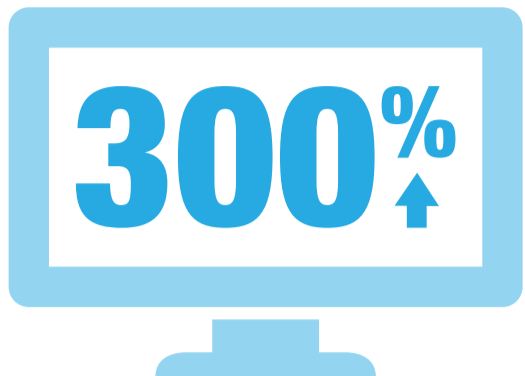
To maximize the number of visitors who land & take action, use campaign-specific landing pages. Here's proof that campaign-specific landing pages work extraordinarily well at converting web visitors into qualified leads, calls and sales.

only about **22%** of businesses are **satisfied** with their conversion rates.
— Econsultancy

Landing pages lift conversions

300%

Dell, now with well over **1,000 landing pages**, has seen conversion increases as high as **300%** when testing landing pages against website pages. — ion interactive
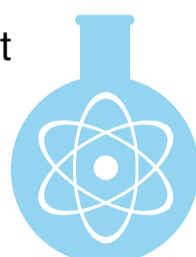
Axway increased **ROI** over **291%**, and saved **$100,000** per year with custom landing pages & tests for each of their PPC ad groups with dynamically generated keyword-specific content on the pages.
— Anvil Media

Testing radically different landing pages against each other yielded a conversion increase of **264%** for Marian University. — ion interactive
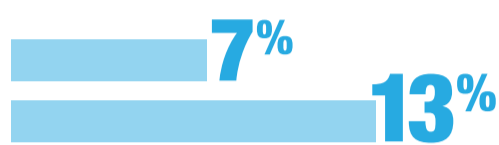
A marketing solutions company increased its lead rate by **144%** by strategically using PPC ad keywords on its landing pages, increasing relevancy between ads and landing pages. — MECLABS

increased its lead rate **144%**
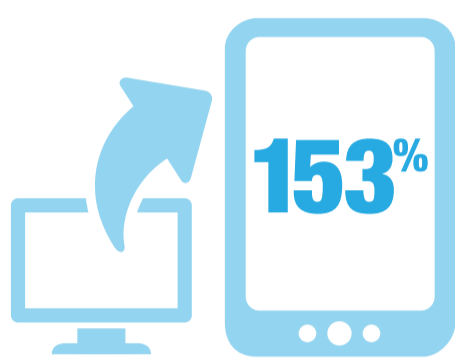
153%
Using a mobile-optimized version of their desktop landing page led to **153%** increase in conversions for Deluxe. — ion interactive

7% **13%**
Blurb increased average registrations from **7%** to **13%** with localized, dynamic landing pages. — Closed Loop Marketing

Landing pages deliver more leads

Companies with **40+** landing pages get **12x** more leads than those with 5 or less.
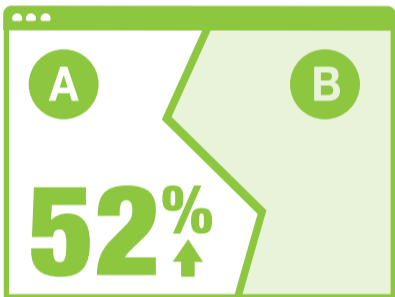
Companies with **30+** landing pages get **7x** more leads than those with 10 or less. — Hubspot

In one landing page test Lumineers increased conversions **120%**, resulting in **1,200** more leads in one month. — WPromote
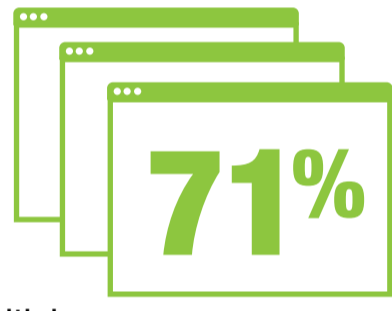
120% 1,200

Landing pages deliver more sales

52%
In a single landing page split test, Moz was able to achieve a **52%** increase in sales of its PRO membership. — Conversion Rate Experts

Of companies that see large increased sales, **71%** tested multiple landing pages. — Econsultancy

71%

Genworth was able to increase lead volume **3,000%** and reported a staggering **350%** increase in digitally-driven revenue by executing on a strategic, comprehensive landing page program. — ion interactive

3,000%
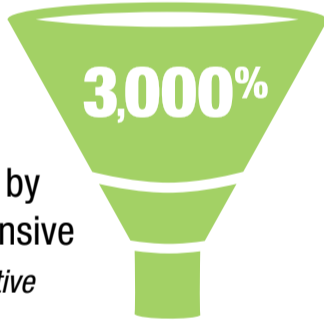
603% ROI
Avis achieved a **15%** increase in revenue, and a huge **603%** ROI with dynamically targeted landing page optimization. — House of Kaizen

Landing pages work

64%
64% of marketers say that landing pages are the most effective way to test value proposition. — Marketing Sherpa

Rasmussen College realized over **500%** ROI from their ion landing pages. — TechValidate TVID: 77D-39C-DA8

ion's customers place a strategic focus on their landing pages. And it works. **90%** report positive ROI from the ion landing page solution. — TechValidate TVID: 087-ED5-C0E

Email marketers at Marriott Vacations Worldwide tested an extremely simple landing page for iPhone users. Conversion rates jumped from **5% to 7%**. **15%** of form completions came from the iPhone page. — MarketingSherpa
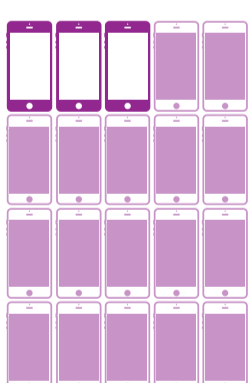
63%
Megan's Law increased conversions **63%** by increasing continuity between an ad & landing page. — Marketing Experiments

And yet...

only **13%** of marketers report their landing page optimization strategy is "very successful." — Asend2

And the number of companies testing landing pages isn't increasing:

60% report testing landing pages in 2010 — Econsultancy

60% report testing landing pages in 2011

57% report testing landing pages in 2012

Landing pages work. They lift conversions, deliver more leads, drive more sales, and return fantastic ROI.

Isn't it time for landing pages?