# CTA Optimizations



# Why Is CTA Optimization Necessary

### **Current Challenge**



Users browse inventory & bounce of website without converting.



#### **Our Ads**

We cater to the potential buyer by showing our dealer has the desired vehicle



### **Purchase Journey**

Buyer starts their research journey online.



### Dealer's website

Users browses inventory & see desired vehicle but do they convert online?



### **Optimized CTAs**

Users browse inventory & find CTAs that caters their questions and desired next steps.

### Website Challenges & Suggested Solutions

1st

### **Distractions**

Replacing extensive text, engagement buttons and contrasting colors with basic clean layout will draw the attention on CTAs.

**Declutter** 

2nd

# Can't find the CTAs

CTAs are below the fold, dimmed in neutral colors, or engagement buttons are the main focus, like calculators.

Focus on highlighting CTAs

3rd

# Discouraged From Converting

Data shows users are less likely to fill "request a quote" form when price is displayed.

Display suitable CTAs
(Ex: get price alerts)

4th

### No Leads

Users convert but we can't track leads

If 3rd-party forms are the focus, we won't be able to track the leads.

Focus on trackable CTAs

# A Ford Dealership In Georgia

### Simple changes worth the results

Period: 1/29/23 - 8/31/23 vs 6/26/22 - 1/26/23.

### Click to Call

Was added on mobile view

### +45%

More than +420 calls were tracked after this change

### **Contact Us**

A form was added on VDPs

### +24%

Offering users to reach out by email/forms resulted in an increase in contact form submissions