CTA Optimizations

Why It's Necessary?

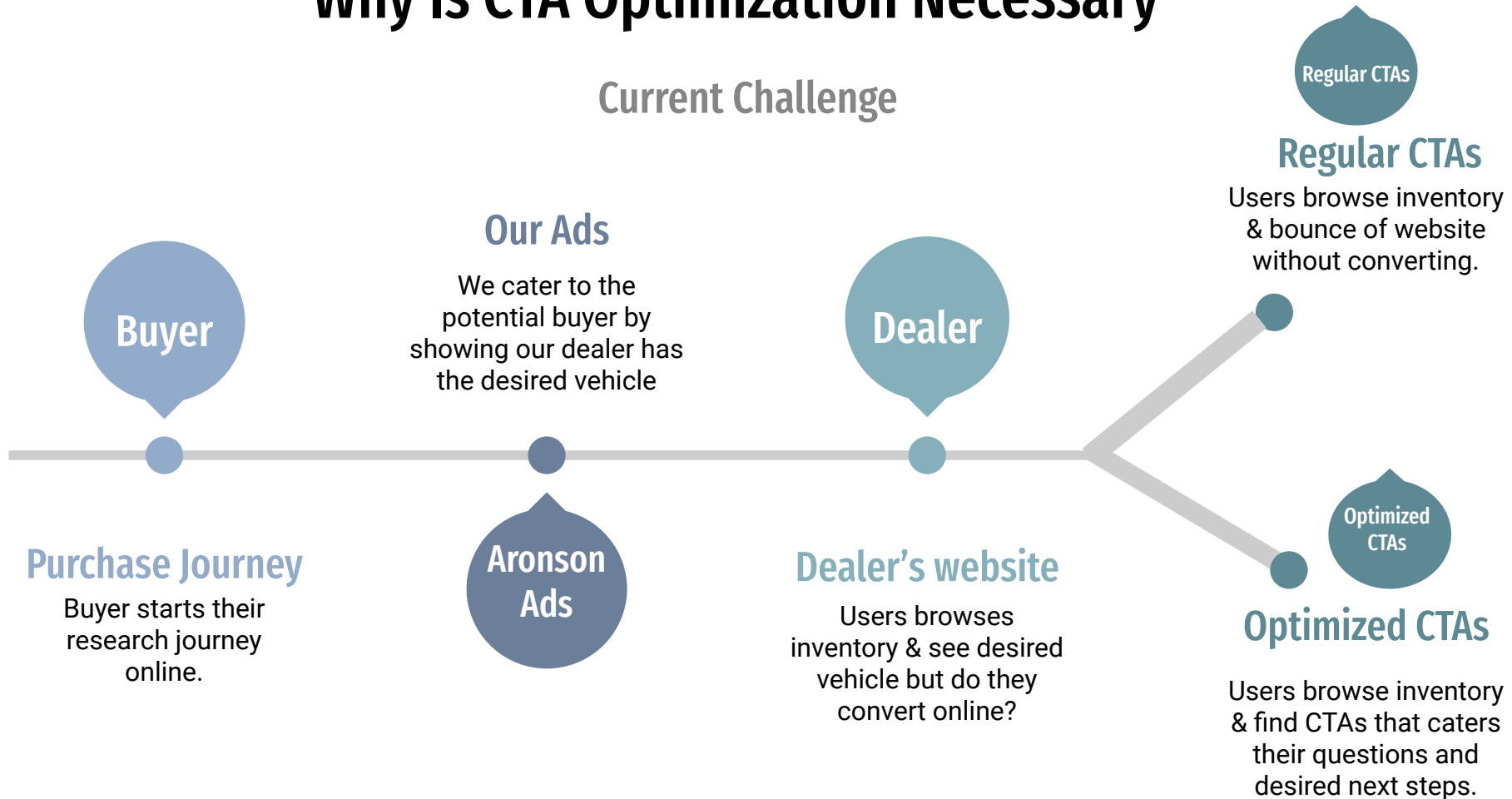Challenges/ Solutions

Insights

How Can We Maximize It?

Why Is CTA Optimization Necessary

Current Challenge

Regular CTAs

Regular CTAs

Users browse inventory & bounce of website without converting.

Our Ads

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

Buyer

Dealer

Purchase Journey

Buyer starts their research journey online.

Aronson Ads

Dealer's website

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

Optimized CTAs

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 Chevy Dealer In The Midwest

Main Optimizations Made

Declutter	Price details were collapsed, duplicates and engagement buttons were removed	CTC +11%+
Highlight CTAs	CTAs were moved from below the fold to the right screen and colors were changed	Today's price form 2,329%+
Add Trackable CTAs	"Get today's price" and CTC (on mobile view)	Total leads +25%

Period: 4/15/23 - 8/31/23 v.s 11/26/22 - 4 13/23
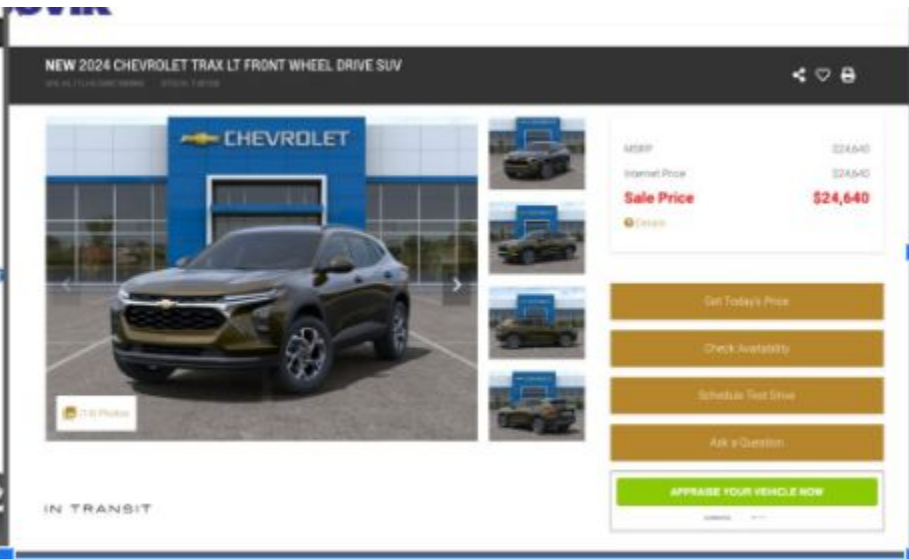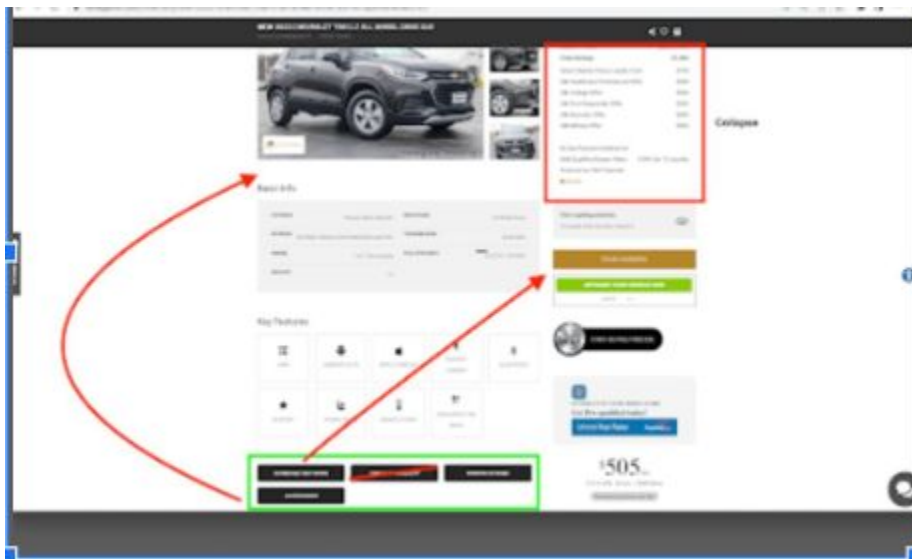
How Did The Optimized CTAs Perform?

A Chevy Dealership	Today's Price	Check Availability	CTC	Total Leads
Change:	Requested to add as a form on VDP	Moved from top CTA to 2nd	Requested to add on mobile view	
Before	7	192	410	609
After	170	137	454	761
Difference	+2,329%	-29%	+11%	+25%

Data above is showcasing only the CTAs that were adjusted

Period: 2/17/23 - 6/30/23 v.s 10/6/22 - 2/16/23.