

CTA Optimizations

*Why It's
Necessary?*

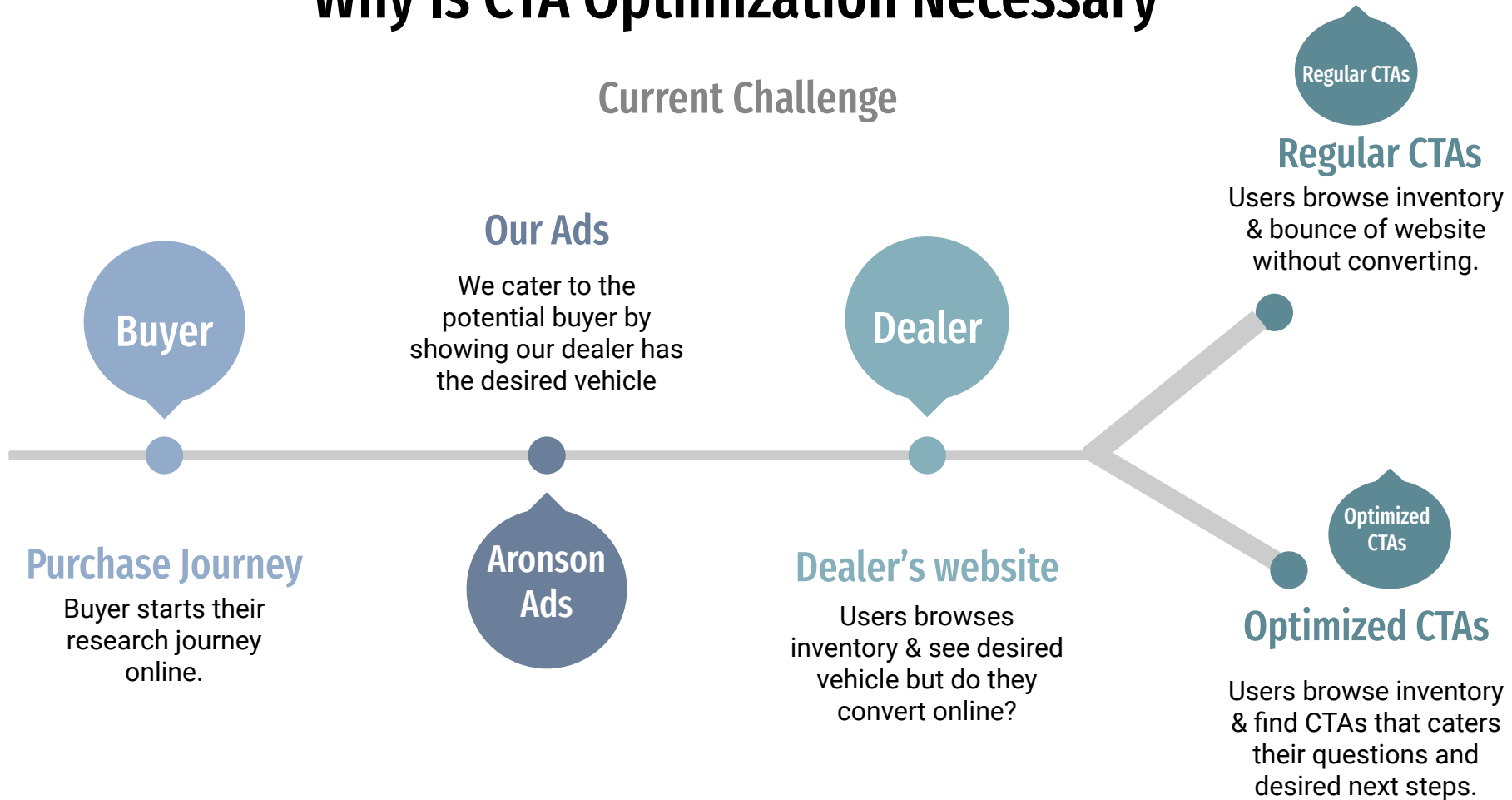
*Challenges/
Solutions*

Insights

*How Can We
Maximize It?*

Why Is CTA Optimization Necessary

Current Challenge



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

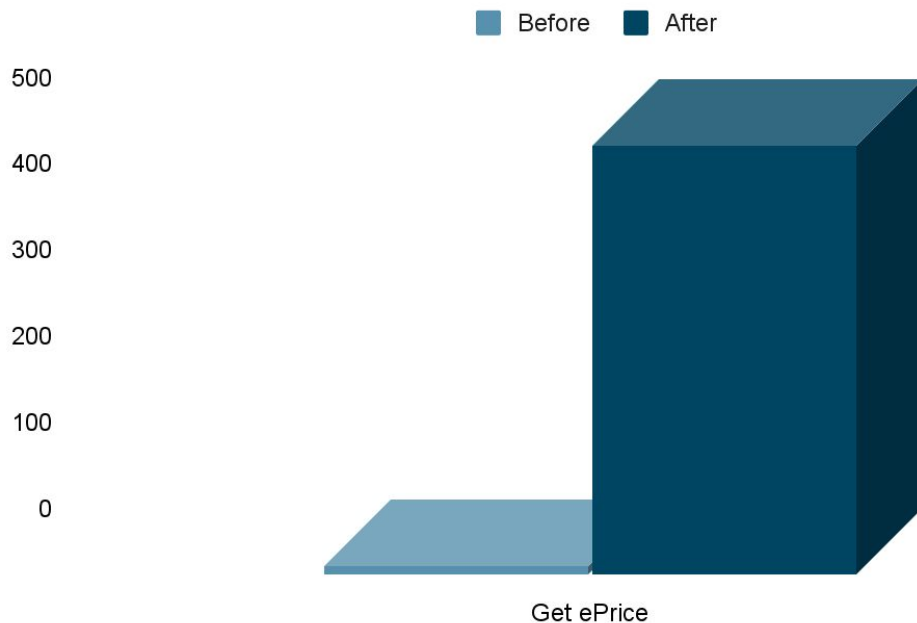
Users convert but we can't track leads

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

Focus on trackable CTAs

A Ford Dealership In the Midwest

Get ePrice Form Submissions



- Making a simple change like adding a form to get ePrice led to 500+ new form submissions!
- That's an average of 125 forms/month.
- 4,000% increase.

Custom **Apr 15 - Aug 31, 2023** ▼

Compare: Nov 26, 2022 - Apr 13, 2023