

CTA Optimizations

*Why It's
Necessary?*

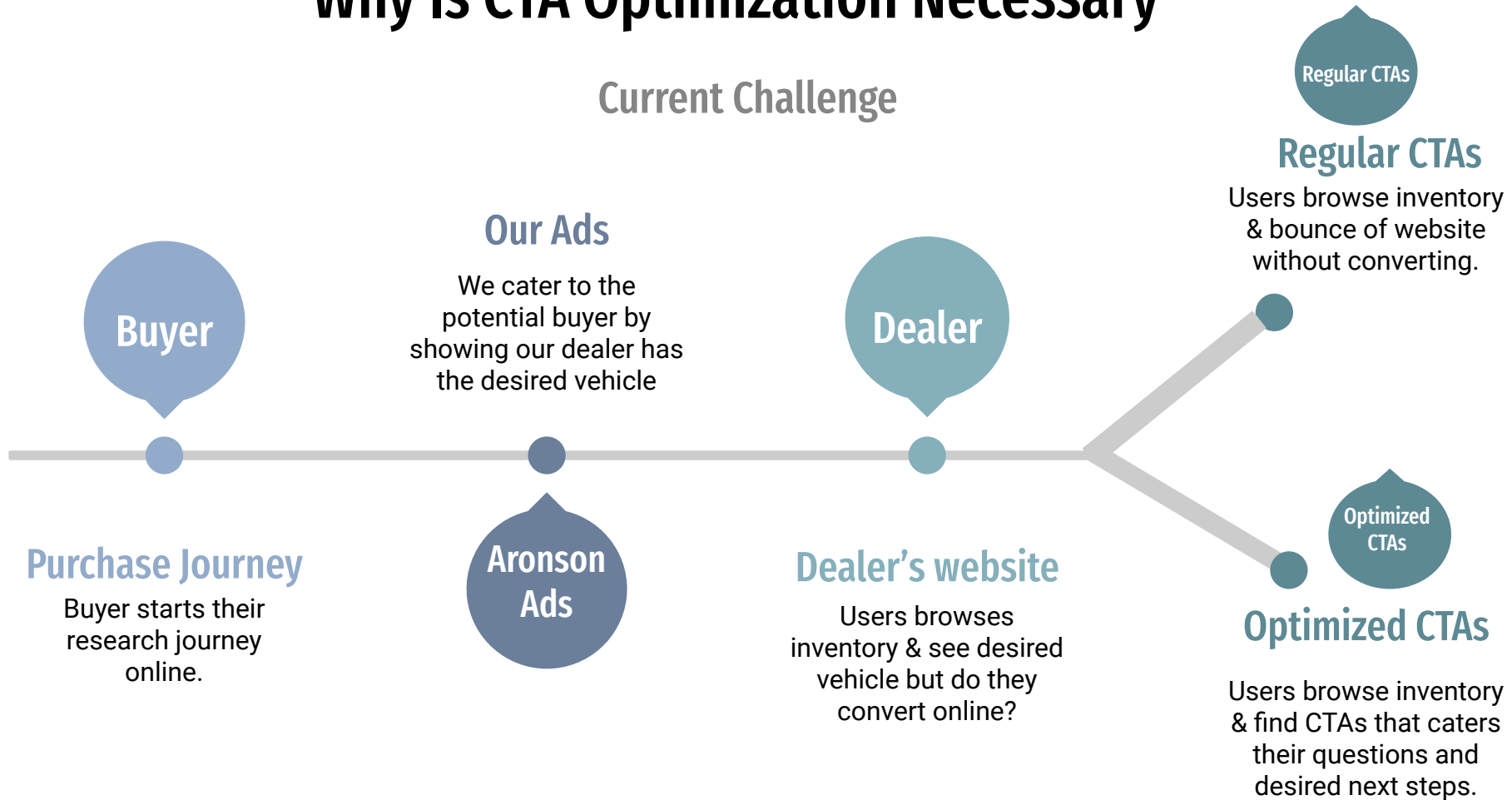
*Challenges/
Solutions*

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)

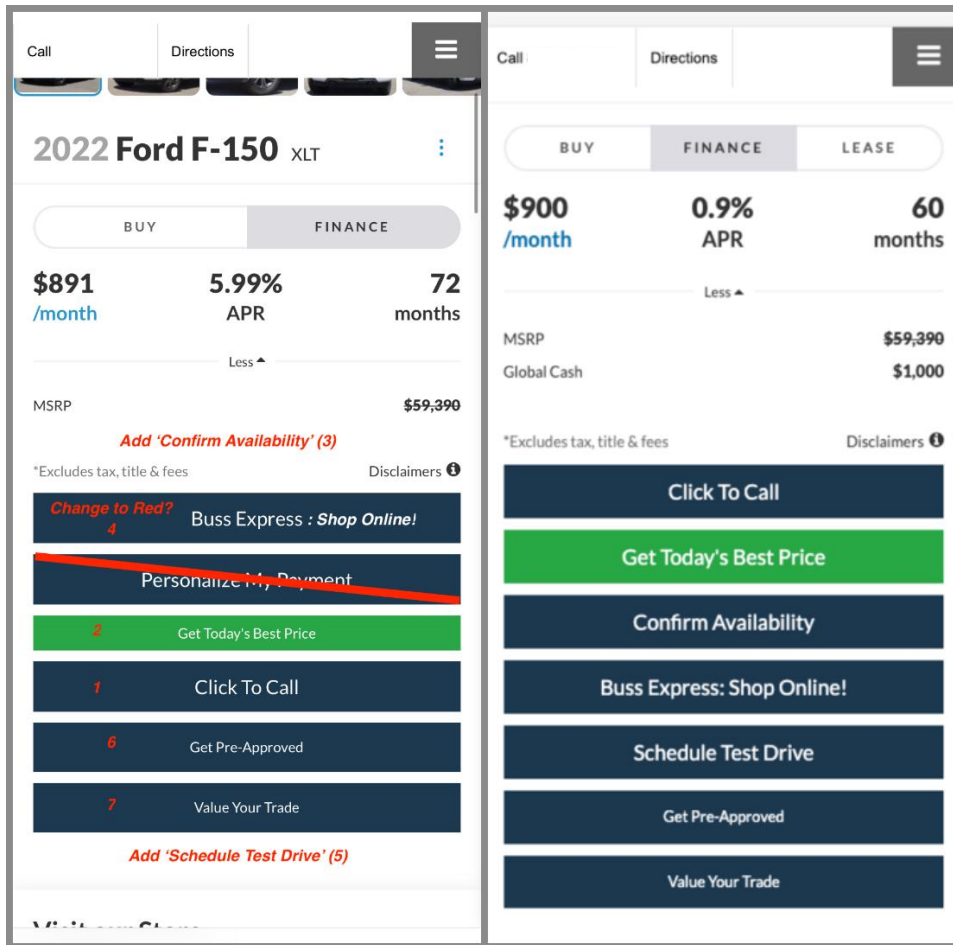
4th

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



The changes made with one of our Ford dealers in Illinois;

1.Declutter

Removed Personalize My Payment, as this is an engagement-only action.

2.Focus on Highlighting CTAs

Click to Call button was moved from fourth CTA to the first CTA.

3.Display Suitable CTAs

Confirm Availability form was added.

4.Focus on trackable leads

Schedule a Test Drive form was added.

By highlighting & focusing top trackable CTAs;

Leads increased by 99% across all channels & 135% on Google Ads

Cost per call decreased by 44%

Dealership received 775 additional forms in 19 weeks

Cost per form submissions decreased by half.

Custom Apr 15 - Aug 31, 2023
Compare: Nov 26, 2022 - Apr 13, 2023

Move CTC to the top

Add confirm availability

Remove personalize payments

Add schedule a test drive form

CTC	CTC (Google Ads)	CTC Rate	Cost/ CTC	GA4
Before	190	1.34	\$82.94	974
After	345	2.26	\$46.17	1162
Difference	82%	69%	-44%	19.%

Confirm Availability	CA (Google Ads)	Form Sub Rate	Cost/ Form	GA4
Before	1	0.76%	\$147	1
After	105	1.42%	\$74	775
Difference	-	89%	-50%	-%