

CTA Optimizations

*Why It's
Necessary?*

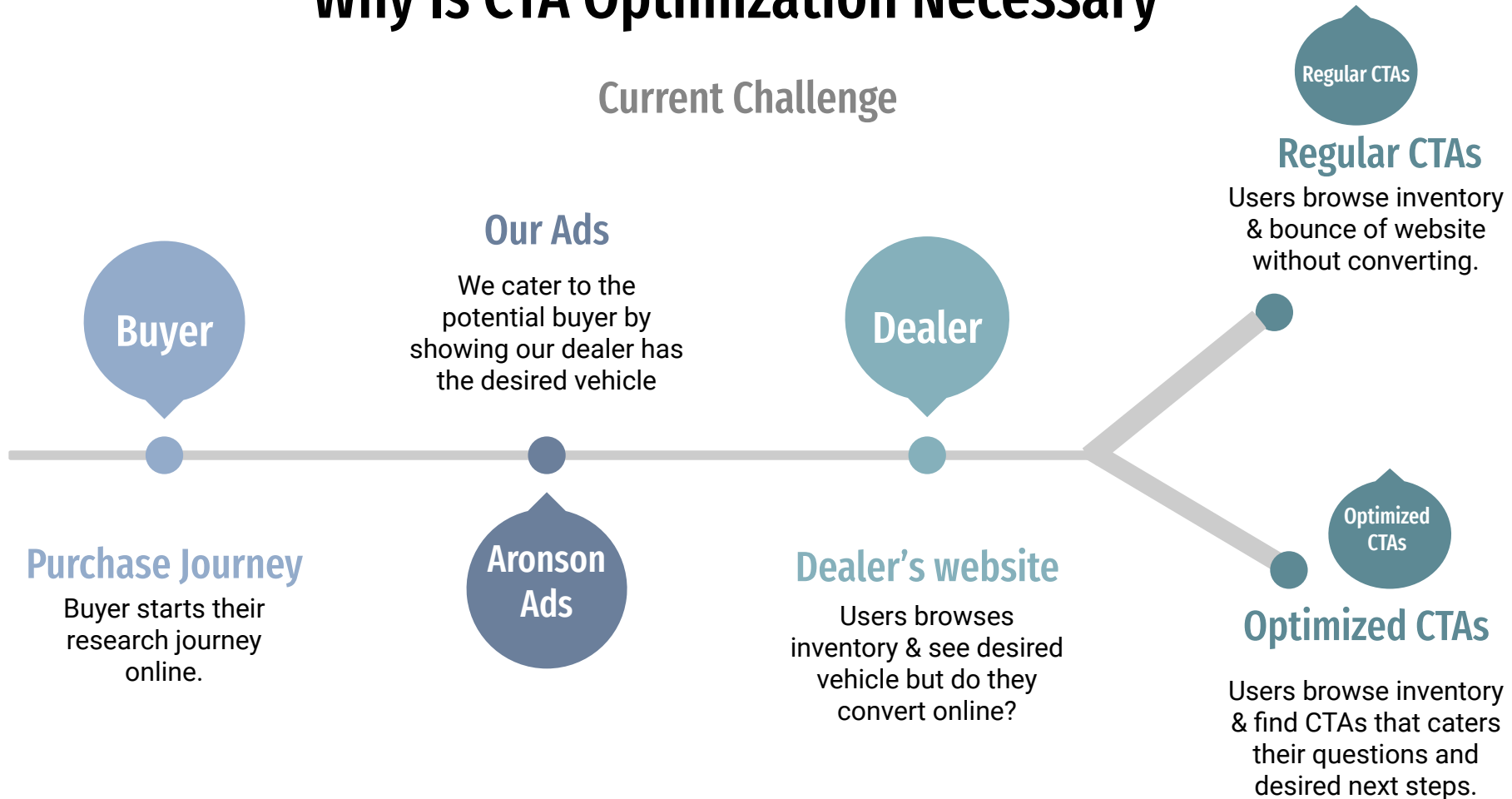
*Challenges/
Solutions*

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

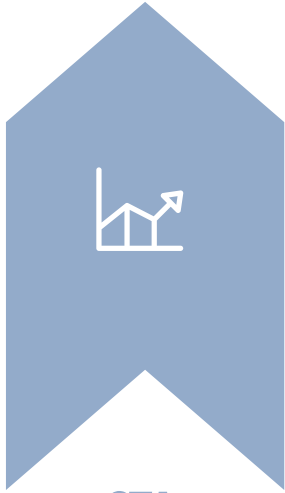
No Leads

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

Are CTAs a Main Contributor to Performance?



CTA Optimization

While leads improved with optimized CTAs...

While we notice performance improvements when CTAs are optimized, we also noticed a decline in performance when those optimizations were reversed.

An Illinois Subaru Dealer is an example in this case study.

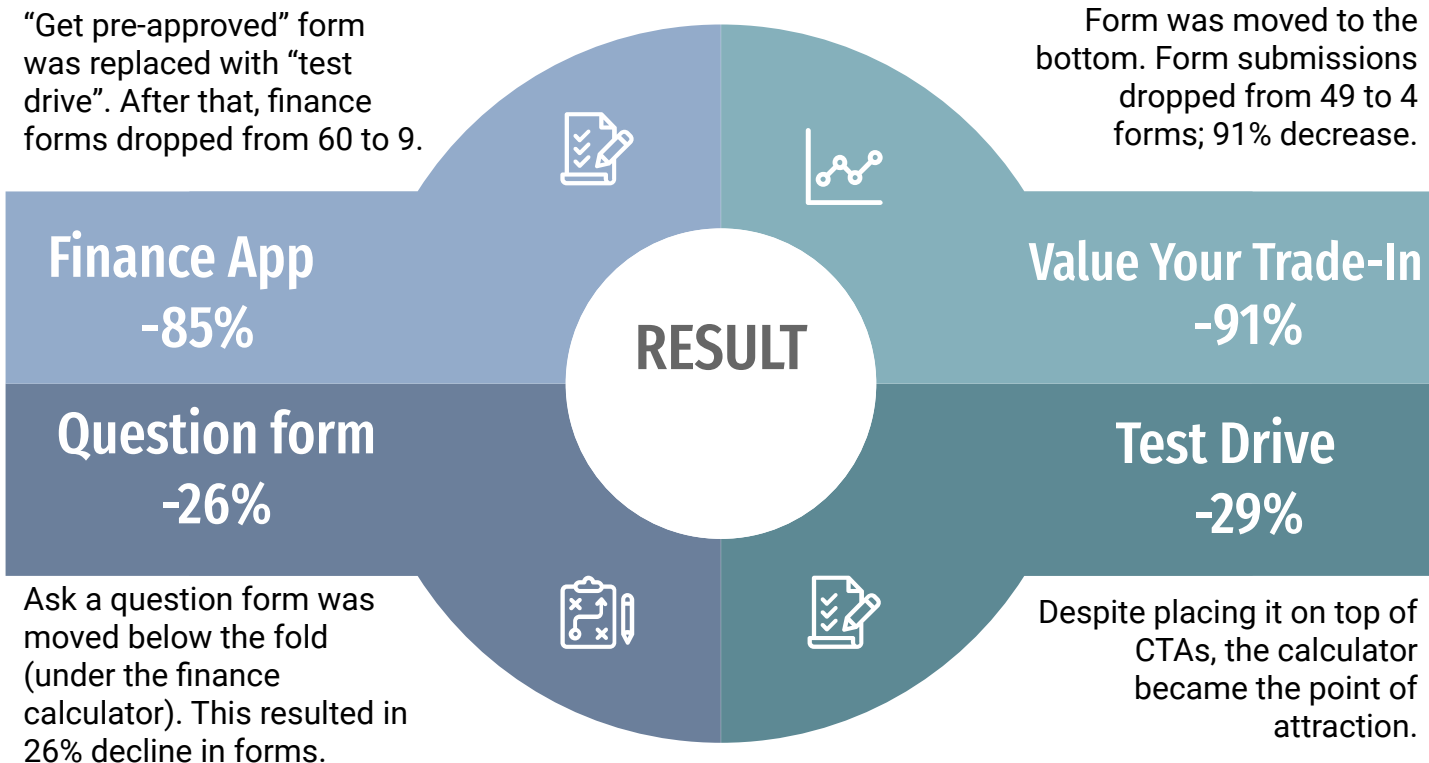


Optimizations Reversed

...Leads were also affected negatively when changes were reversed

How Did Reversing Optimization Affect Performance?

An Illinois Subaru Dealer



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

Our Subaru Client - Before & After



Confirm
Availability

Replaced with a duplicate for
a test drive form



Value Trade-In

Replaced with text us when
there's a contact us form below.



Pre-Approved

Replaced with an engaging
calculator



Ask (form)

Moved below the fold, under the
calculator.

- Valuable forms were replaced with engaging elements and duplicate actions.
- While CTCs slightly increase 13%, overall forms dropped by 19%.

