CTA Optimizations

Why It's Necessary?

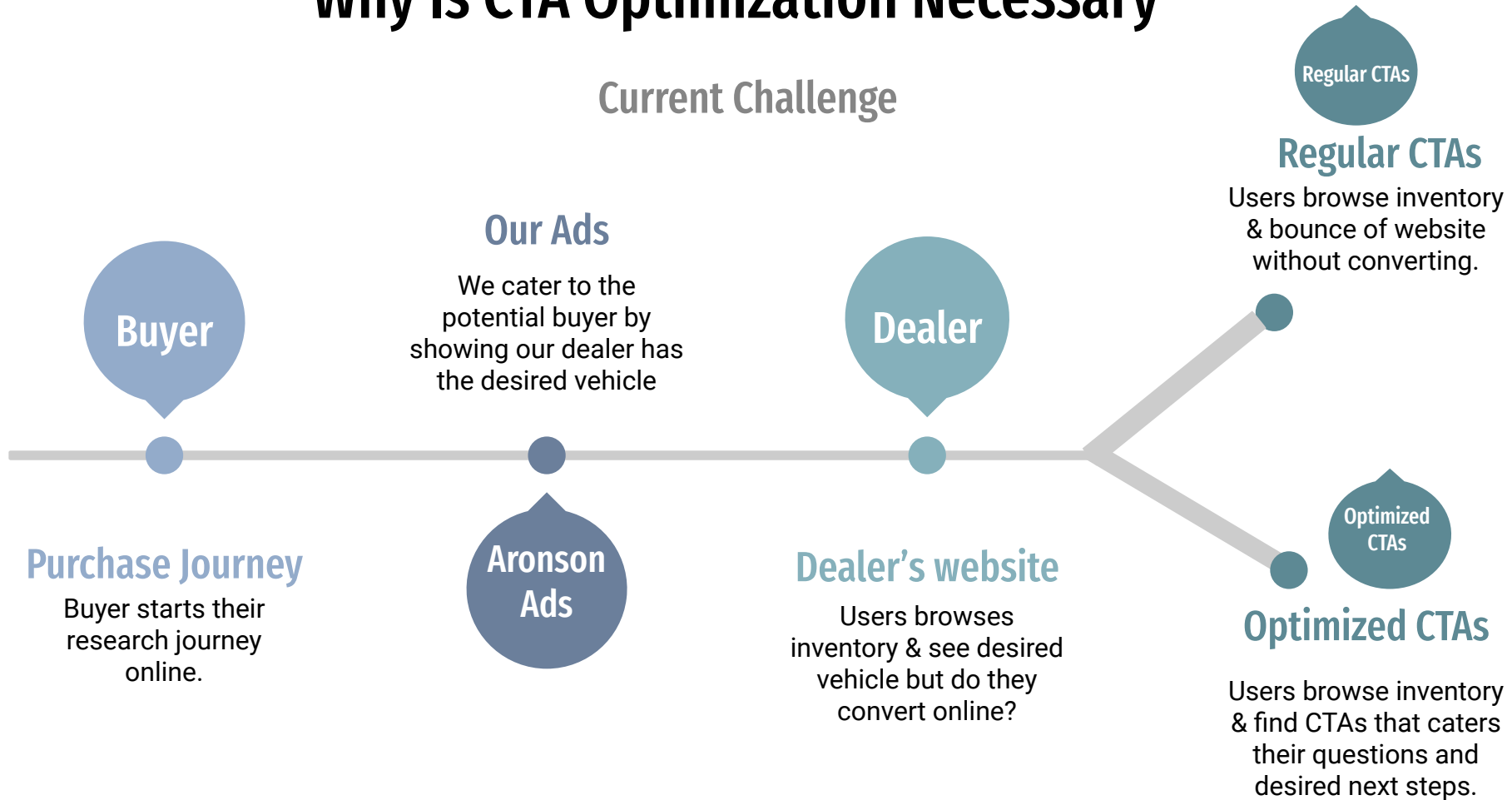Challenges/Solutions

Insights

How Can We Maximize It?

Why Is CTA Optimization Necessary

Current Challenge

Buyer

Our Ads

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

Dealer

Regular CTAs

Regular CTAs

Users browse inventory & bounce of website without converting.

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.
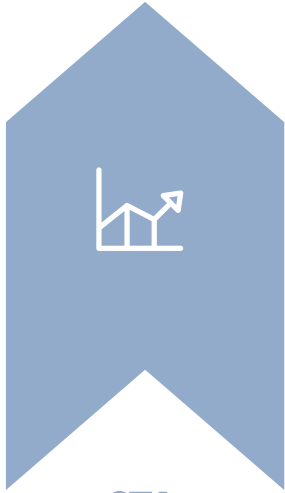
Display suitable CTAs
(Ex: get price alerts)

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

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 Toyota dealer is an example in this case study.

Optimizations Reversed

…Leads were also affected negatively when changes were reversed

An Illinois Toyota Dealership

Optimized changes were reversed by replacing the trackable forms with 3rd party forms

Form Submissions	Get price alerts	Get ePrice	Send to mobile
Before	225	529	71
After	52	37	23
Difference	-77%	-93%	-68%