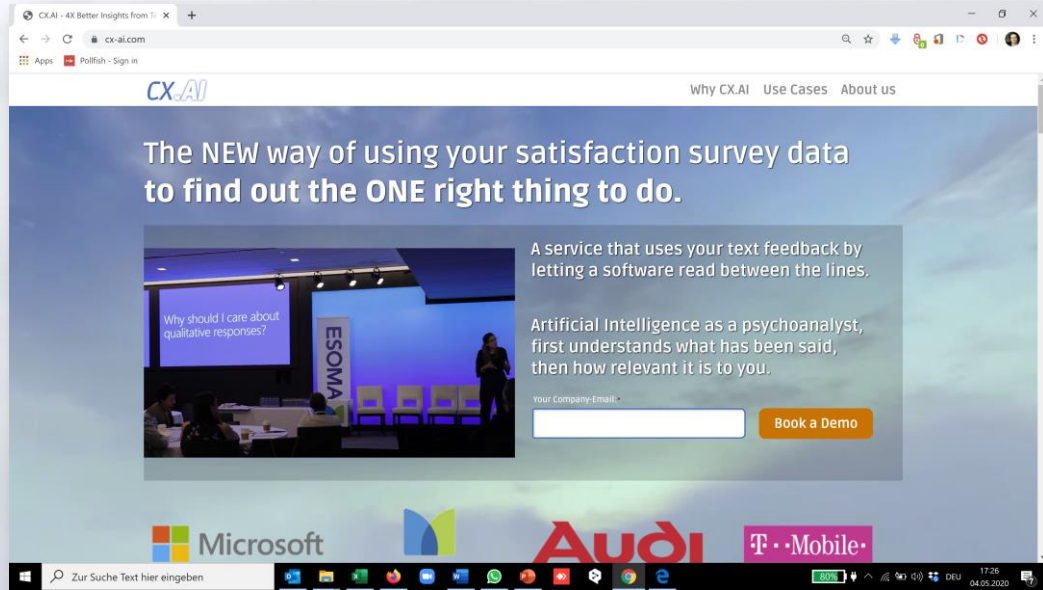# Case: Boost Landing Page Conversion

Challenge:

- Marketing campaigns drove good traffic to the website, but less then **2% where converting into demo call bookings**.
- Conventional optimization applied but reached a limit around 2%

What we did:

- Pop-up two-question survey on how likely this page will activate a visitor to book a demo and an open-end box "why"
- Also measured if the respondent did later on booked a demo.
- Use CX.AI to first quantify the unstructured feedback and the to measure what really drivers demo bookings

Key Learnings:

- The unexpected outcome was that the overall design convey the image of a somehow outdated vendor.
- We changed font, colors , style and further reduced text to match the latest design trends.
- **Now at 3.64% book a demo – We nearly doubled the conversion rate**