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Landing Page Eyetracking Study

*Teleconference at 2pm Eastern, 11am Pacific
February 15, 2005*

Presenters:

Greg Edwards, CTO



Anne Holland, Publisher

Stefan Tornquist, Metrics Editor



The Conversion Funnel

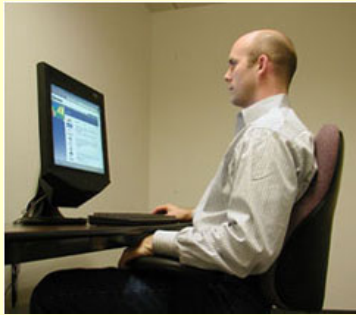


Marketers who consistently test and tweak their landing pages see an average lift of 40%.

MarketingSherpa/Eyetoools Eyetracking Study



Traditional Eyetracking

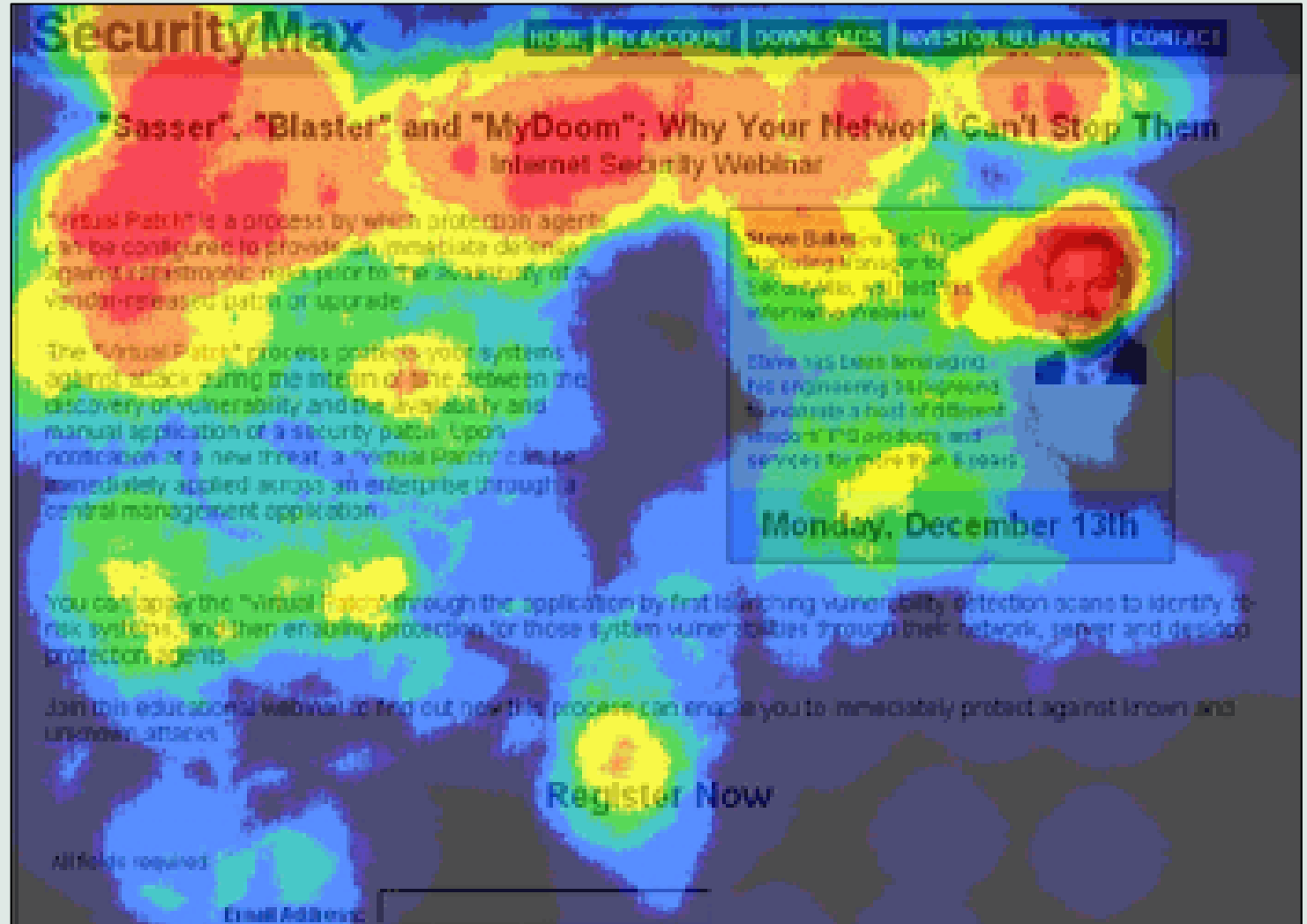


Eyetoools® Eyetracking

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- Multivariate testing can be performed prior to launch.
- Testing can be performed quickly and only requires page URLs to get started.
- Relevant data can be generated by as few as 5 users.
- Testing was conducted over three days in December of 2004.
- The test sample included 33 people, randomly divided into A and B groups. Test subjects were diverse in age, gender and occupation.
- Members of each group were shown the A or B versions of landing page examples. The versions differed in graphical and/or content related characteristics.
- For testing purposes, companies and services were simulated.

Landing Page – Business to Business



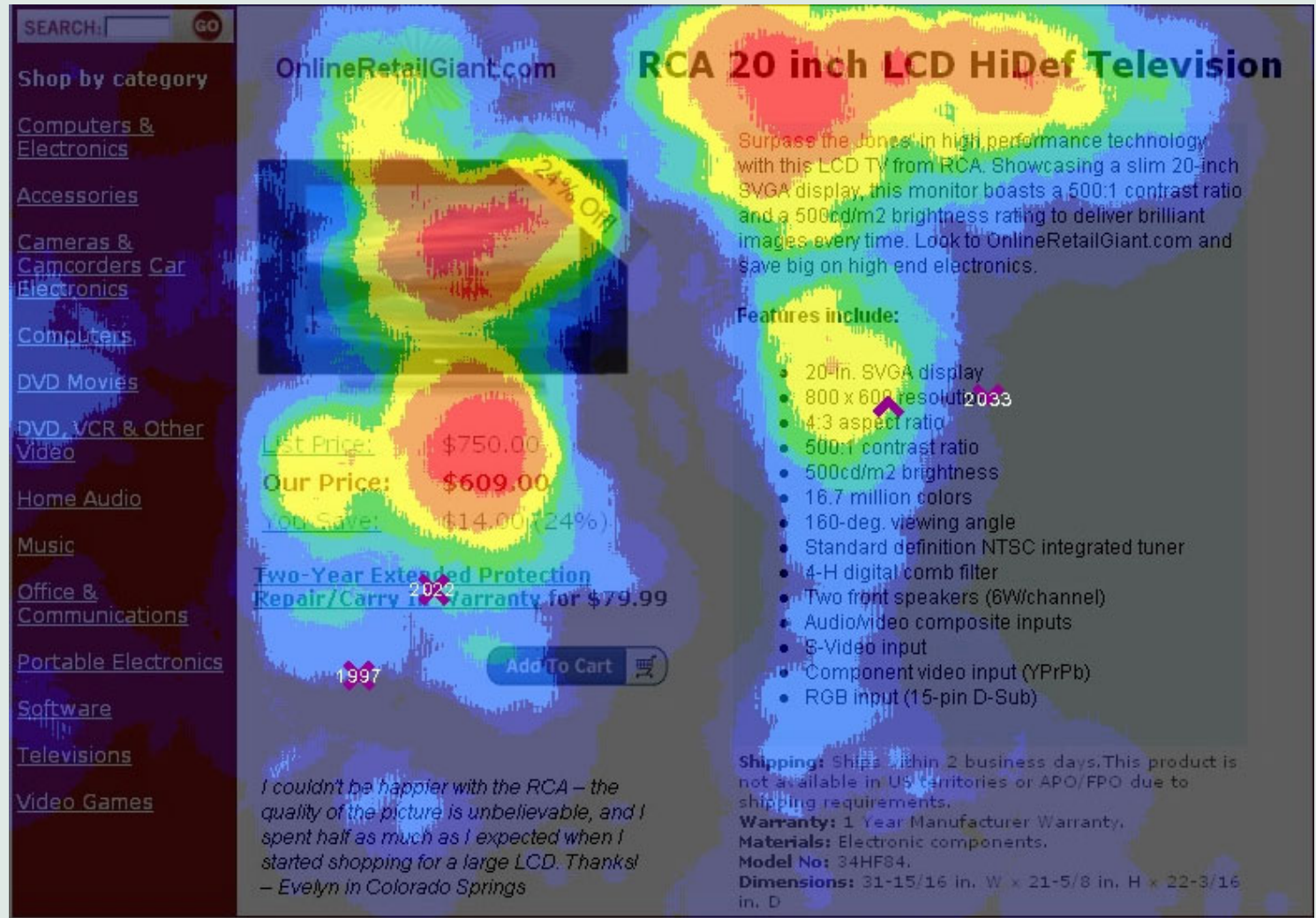
Source: Eyetools/MarketingSherpa Landing Page Eyetracking Study, 01/2005

Eye movements are consistent across audiences because the reactions are natural and automatic.

Note: MarketingSherpa's [Landing Page Handbook](#) features 6 additional B-to-B eyetracking tests.

Eyetracking Study - Retail

Product-focused pages are viewed differently from content-focused pages.





Source: Eyetools/MarketingSherpa Landing Page Eyetracking Study, 01/2005

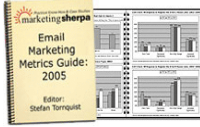
Note: MarketingSherpa's [Landing Page Handbook](#) features 5 additional B-to-C eyetracking tests.

Before & After: 64% Conversion Lift

Layout tweaks can have a dramatic impact on conversion.



Click for help, or call (877) 895-1717
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Email Marketing Metrics Guide 2005: Real-Life Open, Click & Conversion Data

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167 Charts and Tables Includes data from 2,293 surveyed marketers
Published 11/04 by MarketingSherpa
80% of data from 2004, 20% from 2003

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Tell a friend about this product:

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Friend's email

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At last! Real-life numbers to base your email marketing plans on (and compare your results to)...

Known as the "Ultimate Email Stats Guide", MarketingSherpa's Guide pulls together data from 2,293 real-life marketers' campaigns, plus 69 additional studies into one handy compendium for you.

Use the 167-charts and tables of real-life email campaign data to:

- >> Compare your opt-in, open, click, and conversion rates to your competitors'
- >> Strategize your 2005 plans & forecast results
- >> Convince your boss (or client) to OK your email marketing ideas


Discover real-life results stats from email newsletters, sales alerts and blasts; plus, usability, design, measurement, and delivery tips. Also includes:

- Trends in opt-in rates
- Spam filtering, bounce rates and deliverability data
- List rental and email newsletter ad campaign stats
- Which email creative tests give worthwhile results

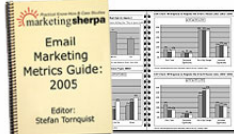
New this year: for the first time ever we've included conversion rate data. Yes, it's broken out by:

- B-to-B vs. B-to-C conversions
- Conversions by type of list (house vs. newsletter vs. rented)
- How conversions vary by goal (free offer vs direct sale).

In total, 167 charts and tables are included. [Click here for a complete list.](#)



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Find out what 2,293 surveyed marketers revealed about their open rates, clicks, conversions, and 2005 email marketing plans

The *Email Marketing Metrics Guide* features exclusive results data from 2,293 professional marketers surveyed by MarketingSherpa in October 2004. Respondents revealed:

- Real-life email marketing opens, clicks, conversions
- What's worth testing (and what's not)
- How their expenditures are changing for 2005
- How they grow their house list

You'll find the data broken down into B-to-B versus B-to-C so it's far more useful for you than a general all-encompassing number. (In fact, more than half of survey respondents were B-to-B specialists.)

Bonus sections: the 2005 Edition goes beyond basic response data to include measurement, design, and deliverability data you need...

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#1 Most Common Mistake...

Unre✓DAble Type

Can you read this typeface? The average person under 12 or over 40 may not be able to, and anyone in between probably doesn't want to! 10 points is baseline and 12 is better. Try changing your site today.

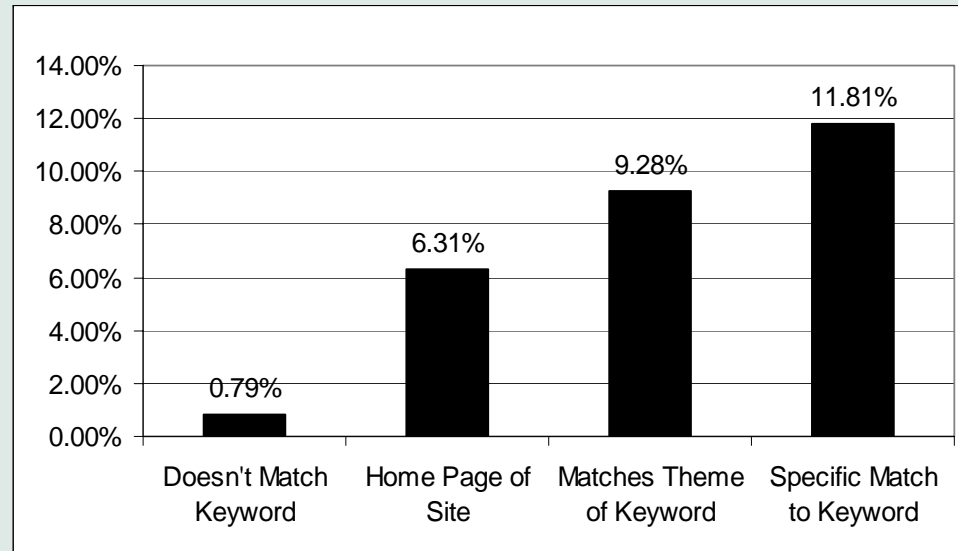
Oh and by the way, if your type is colored anything but black (and possibly blue for hotlinks) people will have a harder time reading it.

**Hello and welcome to my lovely headline,
which might impress you with benefits and features except for
the fact that it's centered, so no one can read
It without working very, very hard at it -- which no one will
do.**

Why do art directors love white type on a black background so much? Is it because they don't read words on the page so they don't expect anyone else to either? Unfortunately, conversions require more than hip-looking graphics (most of the time anyway.)

*Usability experts
have found that
people read about
25% slower on the
Web.*

Quick Fix #1: Match Creative and Keywords



Source: Atlas DMT, Search Listing URL and Conversion, 04/2004

Conversion rates for landing pages that match keywords exactly are 25% higher than pages that only match the theme of the keyword.

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 sponsored by NIVEA FOR MEN Oil Control

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Oil Control Face Wash
 Specially formulated for oily skin, the deep cleansing action removes dirt and excess oils that can lead to clogged pores without drying the skin.

- Foaming gel rinses without residue
- Enriched with marine plant extracts & vitamins
- 100% soap free
- Dermatologically tested

Oil Control Lotion
 Shine control for Oily Skin. With special mattifiers to absorb oil and reduce shine, this ultra light lotion is quickly absorbed, leaving skin cool, refreshed, and healthy looking all day long.

- Oil-Free
- Won't clog pores
- Vitamin enriched
- Dermatologically tested

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 100 Third Place Prizes: One month premium personal ads on Gay.com

Required Fields

* First Name * Address 1
 * Last Name Address 2
 * City * State

* Zip Code * Email
 * Gender Female Male

1. You have selected NIVEA For Men as your NIVEA brand of preference. Are you still interested in our other brands?
 NIVEA Visage Nivea Body

2.* Please provide us with your birth date:
 Month: --Select-- Day: --Select-- Year: --Select--

3.* How much importance do you place on the condition of your facial skin? Would you say you feel it is...
 -----Select-----

4.* How often do you purchase the skin care brand you use most often for your face?
 If you are not sure, please use your best estimate.
 -----Select-----

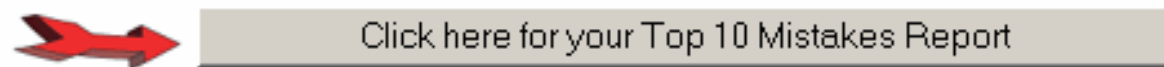
NIVEA Club Blue already includes many benefits and even more are on their way. You are currently registering for:
 Newsletters with tips, product information, special promotions, contests, and samples.

Submit >>

Terms of Use Privacy

Quick Fix #2: Tweak Your Submit Buttons

To figure out your wording, go back to the main selling point of your landing page, and put it into an active form on the button.



Quick Fix #3: Hero Shots and Friendlier Forms

#1



#2 Fax # ?!?

#3

Email address:

We value your [privacy](#)
& do not rent names

Every question you ask lowers the form completion rate. Make every question relevant.



See yourself through your customer's eyes

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Eyetoools provides practical, actionable results within 10 business days.

All you have to supply is the URL of the webpage or A/B mock-ups to test a description of your demographics. We'll recruit consumers to review your webpages and promptly deliver a results report, heatmaps and redesign recommendations.

*Eyetoools Testing:
because people can't
click on what they
don't see.*

Want Step-by-Step Instructions To Help You Raise Conversions By Up To 40%?

Grab your copy of MarketingSherpa's Landing Page Handbook today.

Includes:

-> 59 Creative samples (from real-life campaigns) you can use as templates for your own

-> 13 heatmaps from Eyetracking Study

-> Rules for Email Landing Pages, Search Marketing Landing Pages, and Business-to-Business Landing Pages.

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