




Red Mountain Weight Loss



HOW THE ADDITION OF A QUIZ ON THE LANDING PAGE INCREASED LEAD VOLUME AND DECREASED COST PER LEAD

What challenges were Red Mountain looking to solve?

Prior to working with ParaCore, Red Mountain needed to identify their return from ppc, through more transparent reporting and attribution. The starting Cost per Lead was heavily dependent on monthly promotions, and they struggled with a steady lead flow on their "evergreen" weight loss campaigns.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none">• An increased, then stunted, cost per lead due to the pandemic.• We saw a high Click-through-Rate on ads, however a lower than expected Conversion Rate on the landing pages..	 <ul style="list-style-type: none">• Our team helped transition the client to Unbounce for all landing pages so lead attribution could more clearly tracked within their CRM.• We used LeadsHook to build a quiz variant for our primary landing page to A/B test again our regular landing page form.	 <ul style="list-style-type: none">• Our first month running the quiz on the Unbounce landing pages, we were able to decrease their Cost per Lead by 15%.• The LeadsHook quiz increased our Conversion Rate by 35% the first month running.