



Western Outdoor Design & Build

HOW PARACORE INCREASED LANDING PAGE CONVERSION RATE, THEREFORE LOWERING COST PER LEAD.

What challenges were Western Outdoor looking to solve?

Prior to working with ParaCore, Western Outdoor Design & Build needed to increase their sourced lead flow from Google searches. They also wanted top positioning for the competitive San Diego and Orange County markets.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none">• An overall low lead flow and an untapped market.• Needing to keep their sales team busy.• Maxed out on lead volume with their current, traditional media channels.	 <ul style="list-style-type: none">• We first built a landing page optimized for conversions utilizing Unbounce.• We then A/B tested our original form page variant against a page variant with a quiz ahead of the form leading to the same offer used on the original form.	 <ul style="list-style-type: none">• Within the first 3 months of running ads to our Unbounce landing page, and within 2 months of adding the quiz page variant, we saw the following results:<ul style="list-style-type: none">◦ More than doubled our Conversion Rate (with a 110% increase).◦ More than doubled our overall Lead Volume (with a 130% increase).◦ Decreased our Cost per Lead by 48%.