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INITIAL SITUATION

Walbusch is an innovative fashion company that is always looking for new solutions to improve its online marketing performance. Despite having already very good performing Google PLA an CSE campaigns, Walbusch was looking for new optimisation approaches in collaboration with the agency OnMaCon.

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ESTABLISHED TARGETS

- ★ Additional sales increase
- ★ Even more efficient use of budget
- ★ Reduced bounce rates and increased duration of customer visits



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SOLUTION

OnMaCon was looking for a way to optimise traffic from external product entry points (e.g. Google PLA) with regard to Walbusch's conversion rate. They selected ConversionBuddy, a software for optimised landing pages especially aimed at improving conversion for external traffic. With ConversionBuddy, customers are shown a selection of similar products using a special design. This results in an

increased duration of customer visits in the shop and also leads to a higher conversion probability. The lower bounce rate also prevents costly multiple clicks on advertising platforms, which leads to more efficient use of the available budget. This improves important KPIs such as sales, conversion rate and ROI.

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METHOD

ConversionBuddy was chosen as the optimal tool to meet Walbusch's objectives. The tool was integrated within 2 weeks. An A/B split test was set up to enable valid evaluation of the results. Users were alternately sent to ConversionBuddy or the original landing page. The results

were then analysed in the tracking system. Positive trends became apparent after only a few days. After 5 weeks the test was successfully completed and the conclusions were clear. ConversionBuddy has achieved excellent results in all areas.

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SUMMARY

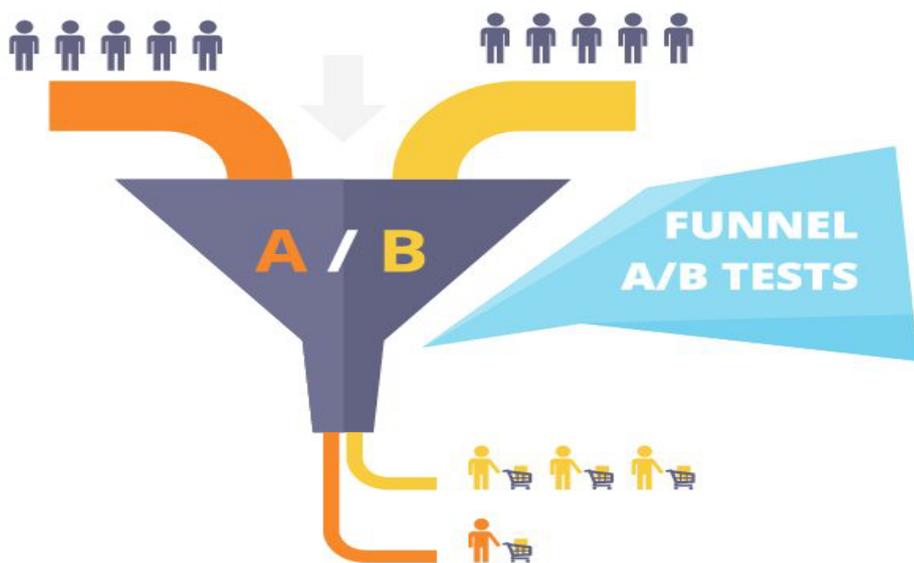
- ★ Optimised campaign costs
- ★ Bounce rate significantly reduced
- ★ Conversion rate and ROI improved
- ★ Increased sales through higher conversion and reinvestment of the saved budget

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RESULTS

ConversionBuddy's results in the first 5 weeks (A/B split testing):

- ★ 12% cost reduction
- ★ 33% improvement of conversion rate
- ★ Sales increase more than 40%



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CONCLUSION

ConversionBuddy exceeded Walbusch's expectations. After the successful A/B split test, ConversionBuddy was activated for all product-based campaigns. New comparison shopping engines are now immediately integrated with ConversionBuddy.



THE IDEA

When optimising performance marketing channels, the main focus is often on CPC bidding or other similar instruments. By designing a special landing page system for external product traffic, we created another tool for increasing conversions easily. ConversionBuddy supports users optimally in their purchase decision process after having clicked on product ads. ConversionBuddy is also easy to integrate and completely independent of the shop system. Just ask for our money back guarantee!

CONTACT US

+49 (421) 33 111 666

@ info@conversionbuddy.com

 **CONVERSIONBUDDY**
www.conversionbuddy.com