Stick the landing

How to optimize your ad destination
page to improve performance

Meta

Contributors

This whitepaper was created by the **Consumer Growth Consulting (CGC) team** at **Meta**, in partnership with **Branding Brand**, a mobile commerce consultancy.

Meta CGC helps businesses prepare for the next era of advertising by showing them how to navigate change and elevate performance across the entire customer journey. Over the past five years, the CGC team has partnered with more than **1,500 advertisers** to improve conversion rates and raise advertising ROI.

[Branding Brand](#) empowers companies to maximize their digital experience while adopting a headless strategy by providing a codeless platform and a developer framework—Flagship Create and Flagship Code—that implement mobile-first best practices out of the box. In addition to Flagship Create, Branding Brand partners with businesses across the ecommerce, travel/hospitality and entertainment industries to provide expertise in mobile strategy, design and development.

Frederic Golen
DIRECTOR, CUSTOMER GROWTH MARKETING, META

As trusted strategic advisors, Frederic's team helps business leaders invest in the future of advertising, including customer experiences, the metaverse and augmented reality.

Simon Whitcombe
VP, GLOBAL MARKETING SOLUTIONS, META

Simon leads teams of direct response marketing experts who live at the forefront of innovation in the digital advertising space. They take a consultative approach to drive growth and performance for mid-stage and large Fortune 500 companies across Ecommerce, Education and Disruptor verticals of Meta. Simon's superpowers are simplifying complex technical concepts and making recommendations that help companies find performant advertising scale.

Lauryn Smith
VP, USER EXPERIENCE STRATEGY, BRANDING BRAND

Lauryn has watched people struggle with online interfaces for over 12 years as a user experience researcher, and in that time has shared insights on optimizing the user experience with hundreds of ecommerce sites and apps.

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The rise of mobile in ecommerce

"It's serendipitous when the right ad finds the right person at the right time. But the impact is lost when the next step of the journey fails to meet customer expectations. Optimized destination pages represent a huge opportunity for advertisers to make ads work smarter, not harder."

Frederic Golen
DIRECTOR, CUSTOMER GROWTH MARKETING, META

Over the past two years, consumers were forced to rethink how, when and where they shopped.

This forced brands to stay competitive by rethinking how, when and where they sold. Consequently, there's been a massive shift to ecommerce and mobile shopping for both brands and consumers. According to a recent Meta-commissioned study, 66% of surveyed consumers said mobile has become their most important shopping tool.[1]

66%
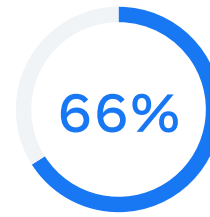
of surveyed consumers said mobile has become their most important shopping tool.[1]

Over half of shoppers will abandon a site that takes longer than 3 seconds to load.

While this exponential growth is specific to a small window in time, it represents a much larger shift in consumer behavior—one that's not slowing down.
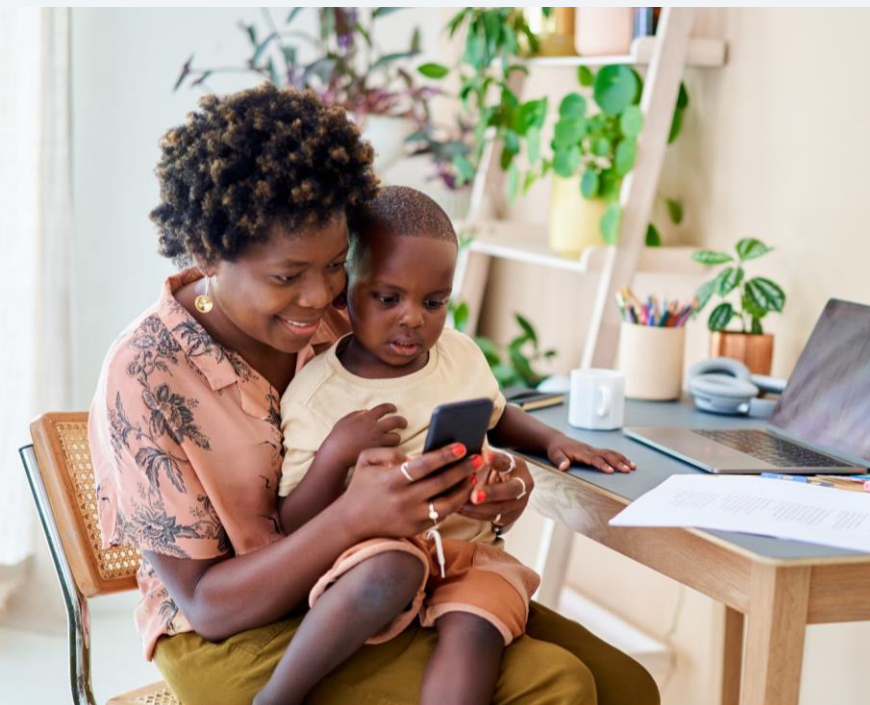
US consumers spent

$121B

online in the first two months of 2021, a **34%** year-over-year increase.[2]

On average,

85%

of people globally are now online shoppers, and for the first time,[3] mobile is expected to eclipse desktop, taking **53.9%** of the share of ecommerce sales.[4]

1. Facebook IQ Source: 4 "Industry Micro-Shifts Monthly Tracker" by Kantar Profiles (Facebook-commissioned online survey of 96,938 adults across AU, BR, CA, DE, ES, FR, HK, ID, IN, IT, JP, KR, MX, TW, UK, US), May–Aug 2020. Unless otherwise specified, data is a cross-country average across all 16 markets.
2. Adobe Digital Economic Index, April 2021.
3. "Coronavirus Research April 2020" by GWI, April 2020. Generational age bands: Gen Z (16-23), Millennials (24-37), Gen X (38-56), Boomers (57-64).
4. "Mobile retail commerce sales as a percentage of retail e-commerce sales worldwide from 2016-2021", Statista, Nov 2020.
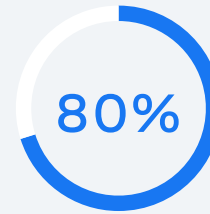
Consumer expectations of frictionless and delightful shopping experiences are higher than ever. In a recent survey, **80%** of people said the experience a business provides is as important as its product.[5] A survey by Emplifi found that **32%** of consumers would stop doing business with a brand they love after only one negative experience.[6] Today, brands must work harder than ever to earn every sale.

For brands, the goal should be creating intentional, customer-centric experiences that build meaningful relationships. As companies navigate opportunities for optimization across the entire customer journey, a great place to start is at the beginning—the consumer's experience after interacting with an ad. In 2021, the average adult in the US spent **4.1 hours per day** on their mobile phone.[7] So it's no surprise that advertisers are continuing to invest in mobile ads; they're currently on track to spend **$350 billion** on mobile ads in 2022, surpassing the **$295 billion** spent in 2021.[7]

By adopting the practical steps outlined in this whitepaper, businesses can **improve their destination pages** and **increase their chances of engaging and converting audiences.**

5. "Using Data to Drive a Customized Digital Journey", eMarketer, Nov 2020.
6. "Experience is Everything, Get it Right", PwC, 2018.
7. "State of Mobile: 2022", Data.ai, 2022.

80%

of people said the experience a business provides is as important as its product.[5]

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The average adult in the US spends

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Advertisers will spend

$350B

on mobile ads in 2022, surpassing the **$295 billion** spent in 2021.[7]

Ensuring that the ad-to-destination page experience is optimized for mobile is essential for brands' growth and performance.

Based on years of research and hands-on experience working with businesses of all sizes, from retail to ecommerce to financial services, **Meta** and **Branding Brand** have partnered to share best practices for businesses that want to optimize their experiences and reduce friction.

In this whitepaper, we dive into actions that businesses can take to improve their destination pages and increase their chances of engaging and converting audiences.

Meeting consumer expectations

Today's consumers expect every touchpoint to be delightful and frictionless—and when they encounter roadblocks such as slow loading or hard-to-navigate sites, it can negatively impact conversion rates. This section breaks down how brands can ensure that their destination pages are optimized for the best possible experience.

Building a seamless customer experience

Brands can conduct a self-evaluation of their ad-to-destination experiences using the "3 Cs" framework outlined in this section, based on three proven, customer-centric guiding principles. The framework outlines the elements of a destination page that can reduce friction and motivate consumers to continue the purchase journey.

Cross-functional alignment

In order to lay the groundwork for effective destination pages, it's critical for businesses to embrace a growth mindset and always be learning and adapting—and that requires cross-functional alignment. Too often, organizations are made up of distinct teams that don't communicate on a regular basis. Connecting the right internal teams can yield significant results for businesses.

3 RESEARCH METHODOLOGY

The recommendations shared in this whitepaper are based on an analysis of **500 ad-to-destination page experiences** from September to November 2021. Meta partnered with Branding Brand to score each destination page according to a set of heuristics established by Branding Brand.

What types of destination pages were evaluated?

Destination pages were identified as one of five types. Each type was evaluated against heuristics most applicable to that destination page type, and all heuristics were grounded in consumer expectations after seeing a given ad.

In this whitepaper, we use the term "destination page" to be inclusive of all pages listed below:

LANDING PAGE

A destination page with the primary goal of encouraging people to proceed to other content areas of the site. Heuristics were focused on continuation, the extent to which relevant paths were available for people, the extent to which they could get questions answered and the form-field usability of wizards (when relevant).

FORM-DRIVEN DESTINATION PAGE

A destination page with the primary goal of having people complete a form. Heuristics were focused on conversion, the extent to which people were given enough information to learn more or share lead information and form-field usability.

HOMEPAGE

The homepage of the site. Heuristics were focused on continuation, and the extent to which people could get an overview of the site's available products or services, then given a clear path forward.

PRODUCT LISTING PAGE

The site's product listing page. Heuristics were focused on continuation, and the extent to which people could easily identify key pieces of information at the product level, create a product list that was relevant to their needs and navigate to a relevant product.

PRODUCT DETAILS PAGE

A product detail page on the site. Heuristics were focused on continuation, the extent to which people could get core questions answered about the product, whether it was easy to understand which options were available and a clear path to add items to their cart.

How were destination pages evaluated?

500 ads and corresponding destination pages from North America were analyzed in this study. **Destination pages were scored on 13 weighted heuristics, including:**

CONTINUITY

Ensure products, messages, promotional offers and pricing are consistent between the ad and the destination page.

CONTENT

Convey the value proposition clearly and concisely. Use large, engaging images and video to drive consideration.

CALL-TO-ACTION

Offer a compelling, highly visible call-to-action button (CTA) that spans the width of the screen.

On average, destination experiences received a

66%[8]

effectiveness score in our analysis. This means that across the board, destination experiences fall squarely in the middle of the road—and brands could be leaving money on the table.

At the conclusion of this paper (Appendix, "Scorecard Template"), readers will have the chance to see how their own destination page scores against the same evaluation standards outlined above.

8. "Ads to Destination Experience Analysis" by Branding Brand (Meta-commissioned analysis of 500 destination experiences, US 2021)

Inclusions

Ad types included static (image), video and dynamic creative ads.
Ad objectives included leads, conversions and landing page views.

This allowed for the representation of advertisers from a **variety of verticals**, including retail, ecommerce, financial services and restaurants.
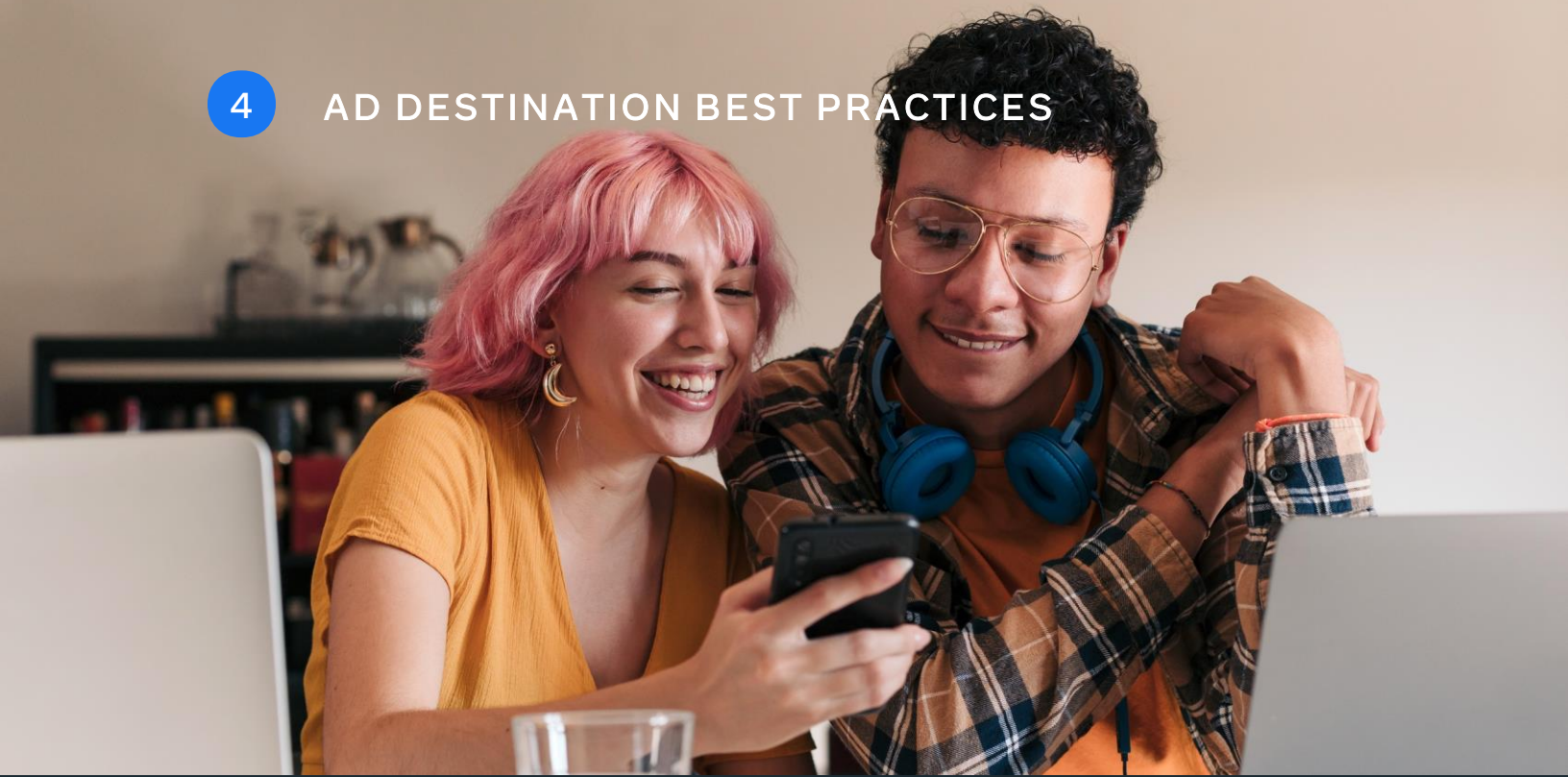

Exclusions

Given that the research evaluated advertiser destination pages, ads where a single tap kept consumers within Meta platforms were not included.

CHAPTER ONE

Consumer expectations

"With today's ever-changing marketing environment, customer experience has never been as important as it is now. Improving customer experience by optimizing destination pages and site speed could have a profound impact on ads performance, and is a huge opportunity for brands."

Simon Whitcombe
VP, GLOBAL MARKETING SOLUTIONS, META

"By focusing on streamlining the signup experience for our customers, we've improved the experience for them and improved our conversion rate. We're seeing **37% reduction** in Customer Acquisition Cost (CAC) and **59% improvement** in revenue."[9]

Scott Lininger
CEO, BITSBOX

Imagine this: You're scrolling through your feed when you're served an ad for a product that seems like it's just what you've been looking for. It's a serendipitous moment of discovery, and it gets you excited to learn more.

But when you tap the ad, instead of being shown the logical next step in the journey, you're taken to a completely irrelevant page where you can't even find the product you were just shown.

Poor experiences like this occur all too often and serve as roadblocks to conversion. In fact, analysis showed that the average destination page scored only **66 out of 100** when evaluated against Branding Brand's heuristics.[10]

Roadblocks to conversion can cause consumers to abandon shopping or lose trust in a brand. And when they happen frequently, it can negatively impact conversion rates over time.

In 2020, suboptimal mobile experiences cost brands up to

$472B

in sales.[11]

Why? Because today's consumers expect every touchpoint to be delightful and frictionless. Some customers will close a tab or exit an app as soon as an impediment enters the experience.

9. BitsBox Internal Data, January-March 2020
10. "Ads to Destination Experience Analysis" by Branding Brand (Meta-commissioned analysis of 500 destination experiences, US 2021)
11. "Mobile checkout optimization: 10 ways to retain mobile shoppers in the checkout process", Baymard Institute + Amazon Pay, US + EU, 2020

Why destination pages are important

Destination pages serve as a brand's first owned point of contact with customers. The destination page represents a moment that can be leveraged to make a meaningful connection and start building a relationship. Destination pages also represent an opportunity—especially on mobile—to increase revenue by optimizing for conversions, unlocking more ad potential and enhancing loyalty.

Where destination pages fall short

A destination page should feel seamless, like turning the next page in a book. Destination pages that don't achieve this may fail to move customers down the funnel to conversion.

Even before taking ad performance into account, the majority of destination pages aren't optimized for getting customers to take action. In fact, research from Meta with Branding Brand uncovered that the average score of all mobile destination pages is 66 out of a possible 100, indicating there's room for all advertisers to improve their mobile destination page experiences.[12]

In order to deliver impactful and optimized customer experiences, brands must understand and deliver on what customers expect from them:

1. Speed
2. Answers to common questions
3. Mobile-friendly interfaces

12. "Ad to Destination Experience Analysis" by Branding Brand (Meta-commissioned analysis of 500 destination experiences, US 2021)

"Marketers often forget to put themselves in their customers' shoes. The most successful brands make sure to evaluate their mobile experiences from the perspective of the customer at least once a month."

Lauryn Smith
VP, USER EXPERIENCE STRATEGY, BRANDING BRAND

1. SPEED

Advertisers who have taken the time to improve site speed see strong business outcomes.

Grove, an online business selling natural household and personal care products, improved its site speed by 30-40% through optimizing API calls, caching high-volume site experiences, rendering high-traffic pages on the server and deferring non-critical resources. As a result, Grove reported a 56% lower bounce rate, 12% lower cost per page view and 5% lower cost per purchase.[16]

Common tactics that advertisers can explore to improve site speed include:

- Minimize HTTP requests
- Improve time to First Contentful Paint (FCP)
- Deliver optimized assets
- Defer loading out-of-view content
- Remove unused third-party code

53%

of mobile consumers will leave a site that takes longer than

3 seconds

to load.[13]

———

Branding Brand's analysis showed an average load time of[14]

3.5s

—that's a full second longer than the recommended best practice.[15]

The customer's perspective

When you tap on an ad and experience a delay in seeing or being able to interact with content, how long do you wait?

How quickly do you feel frustrated, impatient or bored, and return to your feed?

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13. "Find out how you stack up to new industry benchmarks for mobile page speed", Google, February 2018.
14. Branding Brand analysis; this load time is based on First Contentful Paint (FCP), which marks the first point in the page load timeline where the user can see anything on the screen.
15. Branding Brand analysis
16. Grove Collective Internal Data; CGC Narrative

2. ANSWERS TO COMMON QUESTIONS

Customers want to quickly and easily see answers to common, intuitive questions without having to tap through multiple pages, conduct a search or share their email address or other personal information.

Ways to address common questions include:

- Providing photos of products from different angles or in lifestyle shots, so customers can easily understand how the product looks in the real world

- Sharing relevant product details through specifications that outline dimensions, bullet points explaining features and size charts that render well on mobile, so consumers can determine they're buying the correct product

- Specifically addressing any special value propositions featured in the ad, e.g., "environmentally friendly," free shipping and returns, giving back, etc.

- Providing the details behind featured promotions (e.g., "Buy 1 Get 1 Free," 20% off)

- For consumer goods, the price is easy to identify; for services or for destination pages that do not have a price, enough information is present concerning the "cost" or "commitment" that people feel comfortable moving forward

The customer's perspective

Recall the last time you tapped on an ad when you were scrolling through Facebook or Instagram.

What did you expect to happen once you tapped? Are your expectations different based on whether or not you're familiar with the brand?
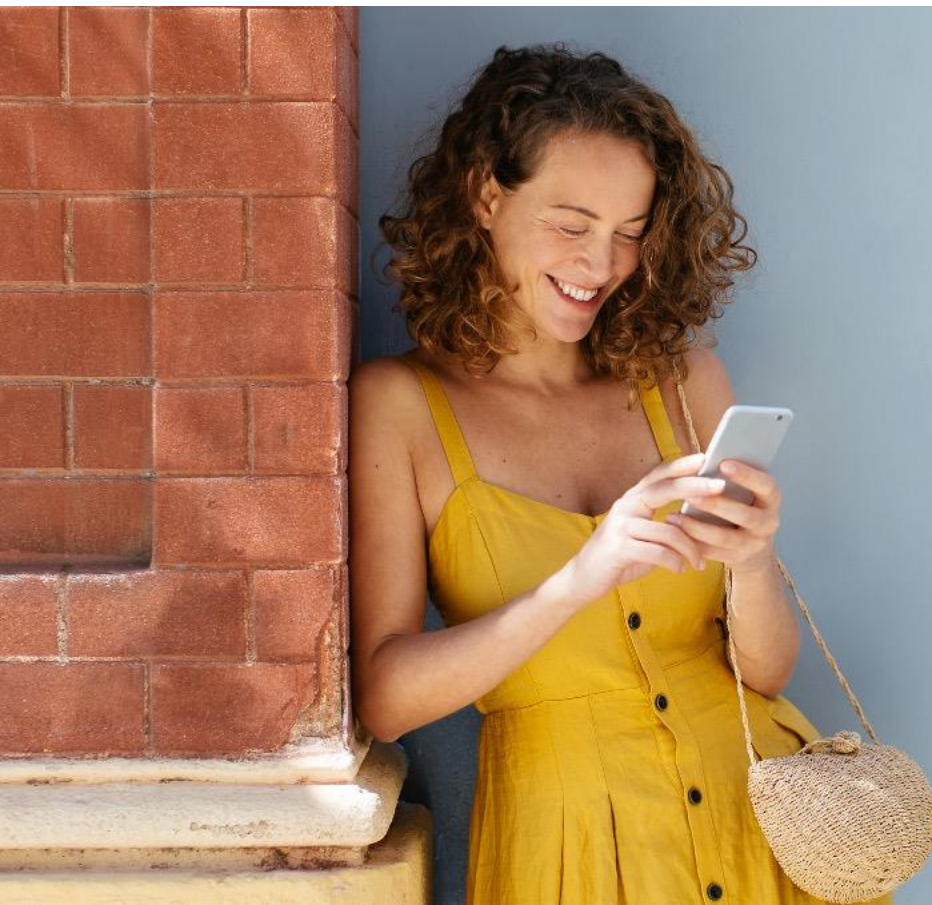
3. MOBILE-FRIENDLY INTERFACES

Adults in the US now spend more than four hours a day on their mobile phones.[17] People have learned to expect well-designed websites and apps that are intuitive and easy to use.

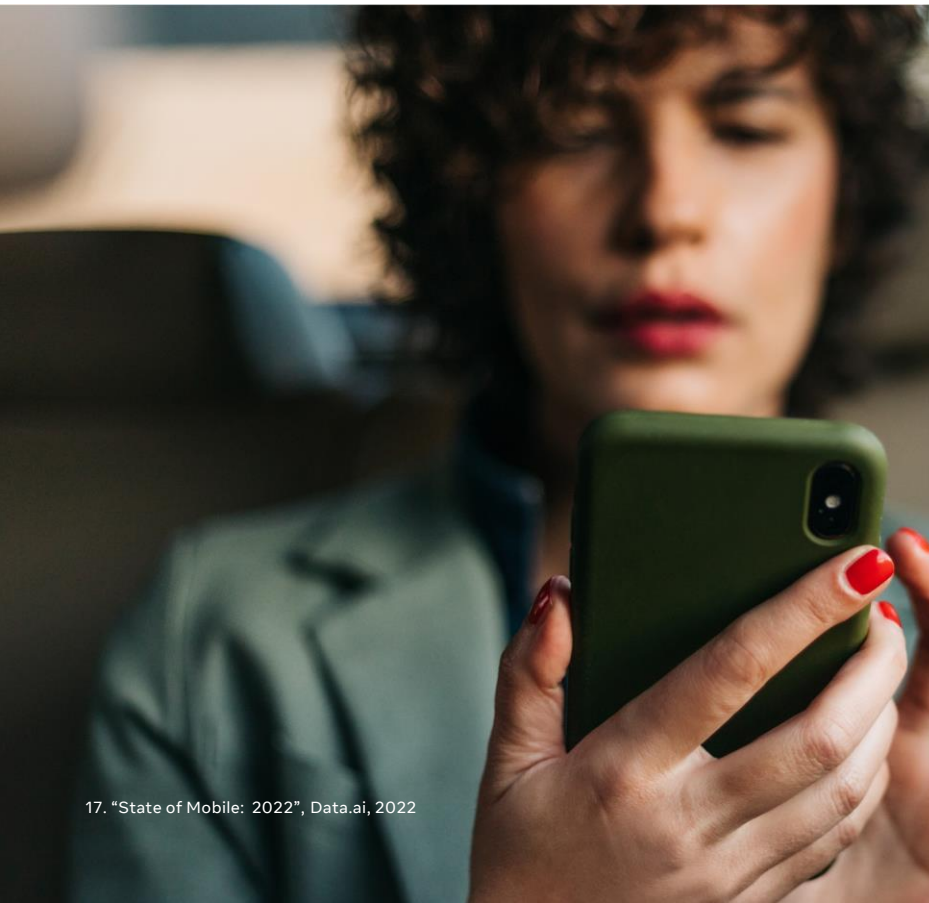**Mobile design best practices for destination pages include:**

- Allow for white space, since consumers are comfortable with scrolling. If your content lends itself to being broken down into sections, consider dividing up long sections of content through accordion headers to make it easy to navigate on longer pages.

- Design within reach of the thumb to ensure that shoppers can easily navigate mobile sites one-handed.

- Ensure that primary targets are easy to recognize and easy to tap. Consider primary call-to-action buttons that span the width of the page, and in some cases, sticky CTAs that allow people to easily access the primary path forward.

- Be mindful of the limited room available on mobile devices. Where possible, eliminate sticky elements (e.g., chat or promotions) in lieu of static elements, or intelligently employed elements.

- For the same reason, consider if some elements should only be available on an upward scroll (e.g., surfacing a sticky header or a "back-to-top" shortcut only on upward scroll).

The customer's perspective

As you skim the content on the destination page, can you immediately understand what the next step is?

Can you easily tap on key elements on the destination page, like the call-to-action button and menu, without changing how you're naturally holding your mobile phone?

17. "State of Mobile: 2022", Data.ai, 2022

Yoga International

Yoga International partnered with its agency, KlientBoost, to improve ad cost per trial. The company redesigned its homepage—which was also its primary destination page—based on best practices outlined by Meta.
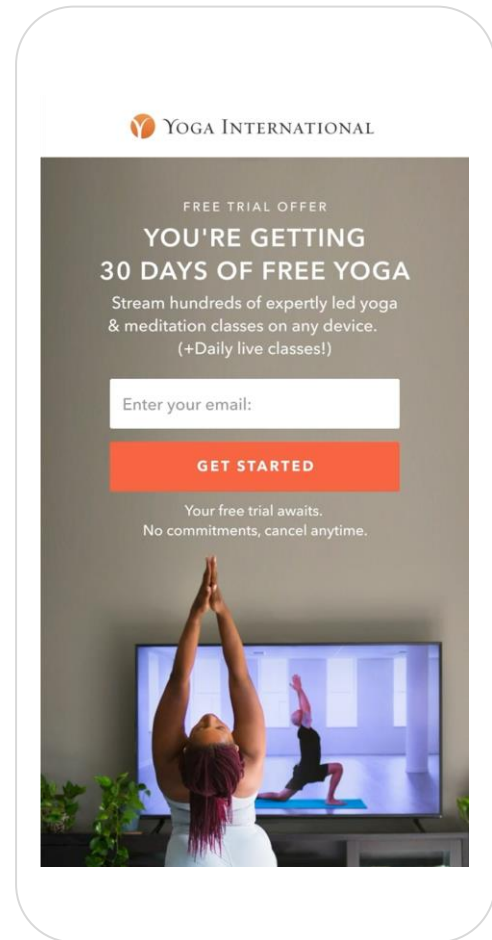
As a result of the changes Yoga International made, the company reported a

13%

increase in direct signups, and a

12%

lower cost per trial.[18]

"Most of our traffic comes from mobile consumers, so it's really important to create a seamless mobile landing page experience. By focusing on the complete user experience from ad click to landing page, we've been able to see big increases in our conversion rates, which has directly led to more signups."

Tiffany Tran
LEAD DESIGNER,
KILENTBOOST

18. Meta Case study, April 2020

CHAPTER TWO

The 3 Cs of high-performing destination pages

To fulfill consumer expectations and create optimized experiences, brands need to be cognizant of the friction that exists in their ad-to-destination page experiences. An evaluation can be conducted using the "3 Cs" framework below, based on three proven, customer-centric guiding principles.

By staying mindful of each of the following, brands can help reduce friction on their destination pages and motivate consumers to continue the conversion journey.

CONTENT

CONTINUITY

CTA (CALL-TO-ACTION)

Lauryn's lens of expertise

"When your destination page doesn't follow through on the promise of your ad, it's a disappointing experience for your consumers."

—Lauryn Smith,
VP, User Experience Strategy,
Branding Brand

"The opportunity that we see with destination experiences is immense. Even if your page scores on the high end, the best way to optimize performance is to continually learn what your customer wants by testing new experiences."

Lauryn Smith
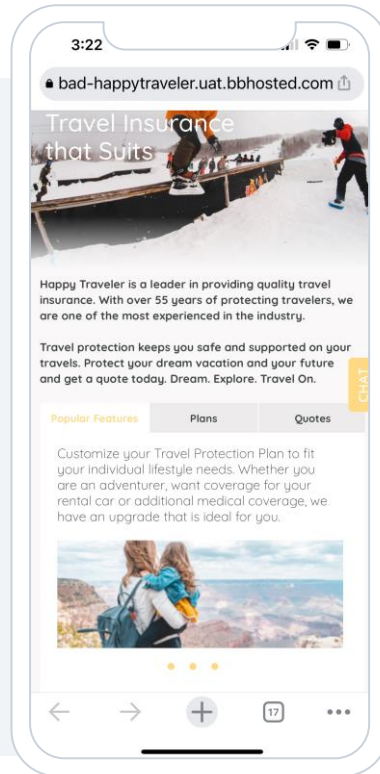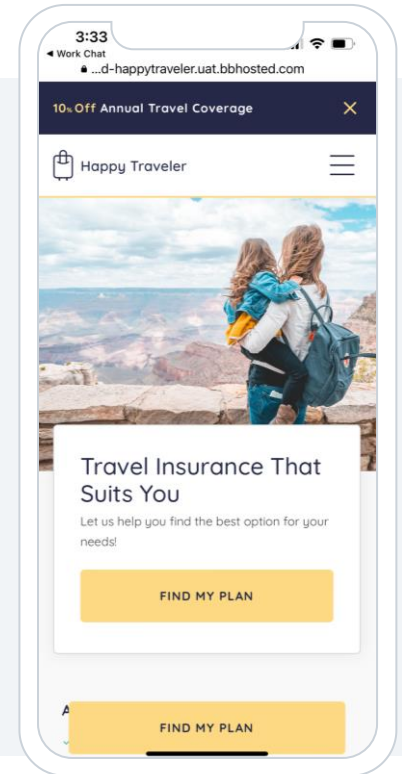VP, USER EXPERIENCE
STRATEGY, BRANDING BRAND

CONTENT

Branding Brand found that the average score on content for destination pages is

68 out of 100

There's room for advertisers to improve their content and make it easier for consumers to quickly answer their questions when interacting with destination pages.[19]

BEFORE   **AFTER**

Content is hugely important in the browsing experience. After a consumer lands on a page and determines they're in the right place, they explore the page to decide if they want to move forward with a purchase. Even though it may be subconscious, consumers anticipate specific capabilities when browsing on desktop and mobile.

Here are considerations for how to improve the content experience on a destination page:

- Include critical product information within the first two viewports, including review summary, price, promotions, free shipping (if available) and core product attributes.

- Include multiple product images, including lifestyle images that show products being used.

- Use breadcrumbs to reflect the site hierarchy, and provide an easy way for consumers to adjust scope within the site.

- Ensure text is sized large enough to easily read on a mobile screen.

- Use concise language throughout.

19. "Ad to Destination Experience Analysis" by Branding Brand (Meta-commissioned analysis of 500 destination experiences, US 2021)

Real world example

Imagine you work for an education company offering certification on a variety of topics. Your company runs ads leading to a destination page where customers can request a free guide.

A potential customer, Alana, taps on an ad that highlights the different benefits of one of your programs. She arrives at a destination page asking her to fill out a short form to receive her free guide. Alana tries to scroll down the page to find more information about the program in the ad, learn a little more about the company and see what is included in the guide, but this information isn't readily available to her.

Since she's not ready to share her email address or other information without understanding more details, she leaves the destination page.

Solving for friction

Requiring customers to fill out a form before getting information can be a deterrent. Knowing very little about the product, Alana was unwilling to provide her email address and other information. This common problem could easily be solved by including some content highlighting the value proposition, clarifying what Alana would receive in exchange for her email address and reinforcing the value of the brand.

20. Meta case study, January-February 2020

CASE STUDY

Pill Club

Pill Club redesigned its homepage, where it directed most of its Facebook ads traffic, to align with best practices. In the new layout, the company headlined its value proposition and a clear product image.

Pill Club tested these changes alongside other destination page updates, and reported a

# 5.02%

conversion rate increase.[20]
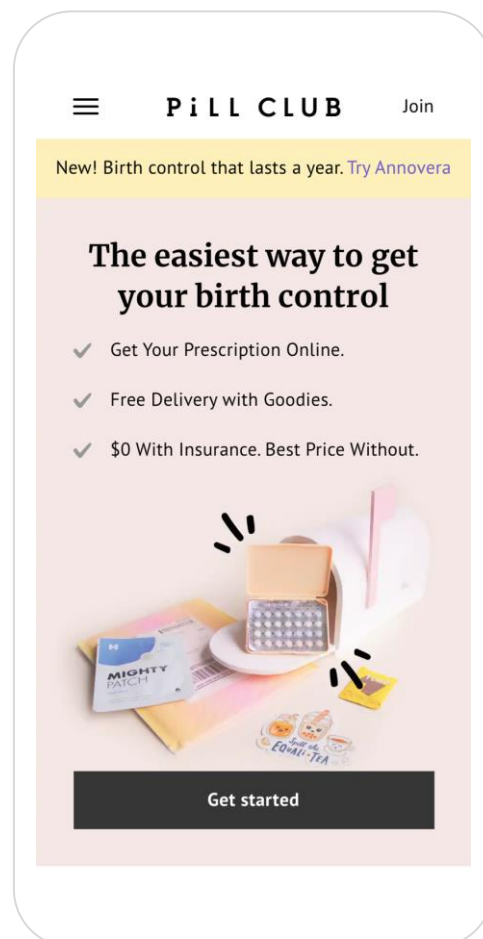
CONTINUITY

48%

of destination pages evaluated were either not visually similar to the ad, or could use improvement.[22]

The best destination pages create a sense of seamless continuity for shoppers. When people tap on an ad, the destination page should feel like a natural next step. Any imagery, messaging, pricing or offers listed on a landing age should reinforce what was shown in the ad.
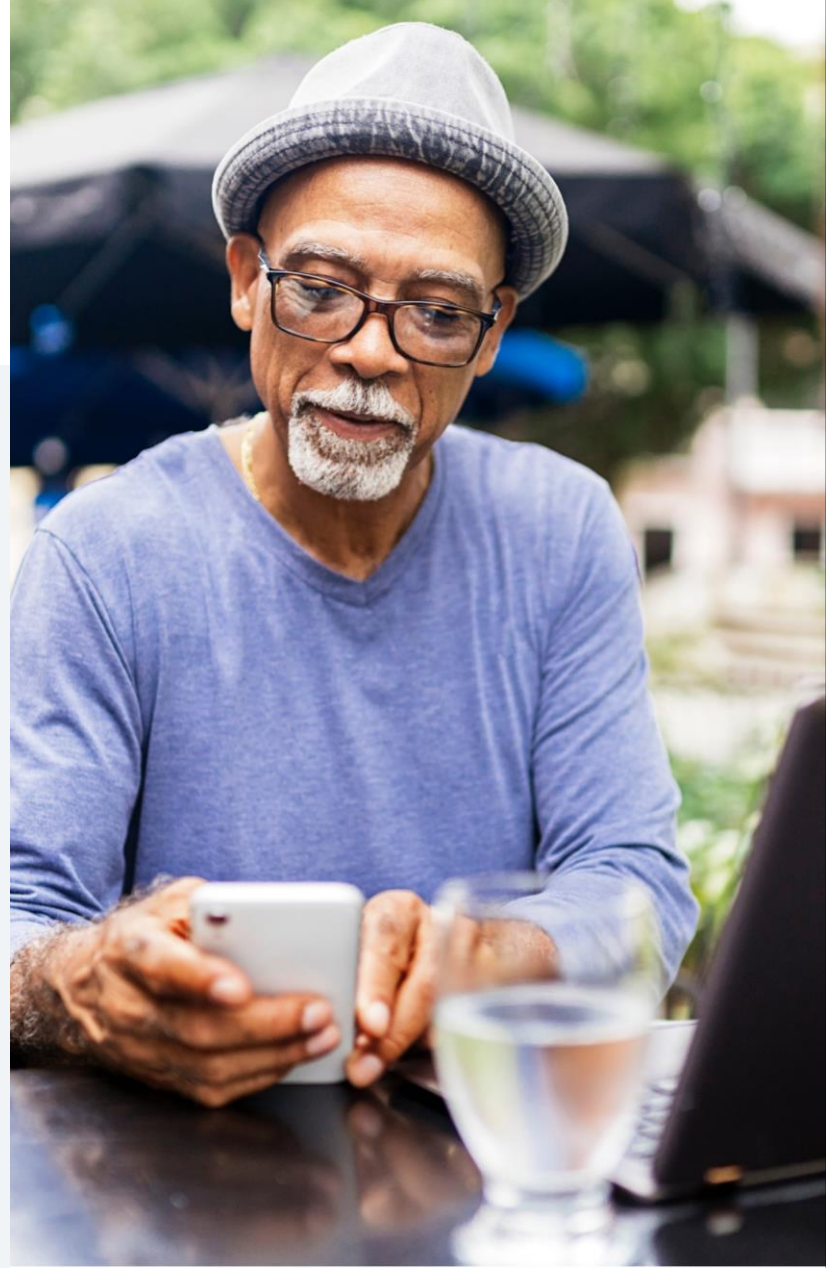
"Creating a seamless customer experience from ad to landing page removes friction and ultimately maximizes performance. In the future, brands will be able to use Shops to go from discovery to conversion within a single environment."

Simon Whitcombe
VP, GLOBAL MARKETING SOLUTIONS, META

21. "Ad to Destination Experience Analysis" by Branding Brand (Meta-commissioned analysis of 500 destination experiences, US 2021)
22. Branding Brand analysis, 2022.

Real world example

Imagine you're the owner of a brick-and-mortar plant store that also sells products online. You run an ad campaign to promote some of your most popular items. A prospective customer, Alice, sees your ad for 15% off her first purchase. She's intrigued by the sale, so she taps on the ad.

Next, she's taken to a page that lists all your inventory—but there's no mention of the 15% savings promised in the ad.

After struggling to find the product and the sale pricing, Alice gets frustrated and closes the tab.

Solving for friction

When Alice tapped on the ad, she was expecting to be taken to a page for best sellers that were 15% off. If the destination page had highlighted both sale pricing and the product that Alice clicked on, it's likely she would've stayed on the page.

Magic Spoon

Magic Spoon, a grain-free cereal brand, has worked on optimizing destination pages as one way to improve overall performance.

As Jae Noh, the company's Acquisition Marketing Manager, explains: "We work hard to match the post-click experience with the creative that people see first. For example, for a creative that garners a ton of quick clicks, we'd probably want to direct people to an informative, longer destination page. With ads that are more informative to begin with, we might see better results by sending customers straight to the product page next."

"A good rule of thumb to follow is that any numbers that appear within your ad need to be present on your destination page. They should be more than present—they should be immediately visible. Consumers often ground themselves in numbers, so having these appear again on the destination page is a terrific confirmation that the brand is following through on their promise."

—Lauryn Smith,
VP, User Experience Strategy,
Branding Brand

CTA (CALL-TO-ACTION)

Once your customer is ready to take the next step — whether it's to learn more, add to cart, or check out — that action should be obvious and easy to take.

A call-to-action button is essential on destination pages. It inspires progression and guides the customer through the path to purchase. Making the next step as obvious as possible for the consumer can dramatically improve conversion rates.

CTAs should span the full width of the screen, appear as a tappable button, and follow customers as they scroll (e.g., be "sticky").

Think of how often you use your phone while holding it in one hand — being able to reach buttons is key. Placing a CTA so it can be easily accessed while someone is navigating with a single hand makes it easy for consumers to take the next step.

Branding Brand learned that almost

1 in 4

destination pages (24%) do not allow consumers to access their primary website.[24] If consumers don't see what they expect, or potentially have other questions about a brand or product, there's no way to quickly continue exploring the site, which could prompt them to leave.

"Providing a clear path forward is one of the easiest ways to remove friction for users when they are ready to convert. Hunting for the best path forward presents needless friction for users at a key point in their decision-making process."

—Lauryn Smith,
VP, User Experience Strategy,
Branding Brand

24. "Ads to Destination Experience Analysis" by Branding Brand (Meta-commissioned analysis of 500 destination experiences, US 2021)

Real world example

Imagine you're the owner of a candle company. Your destination page mirrors the offer and product shown in the advertisement, and your content highlights your most important value props using both text and imagery. Your entire site is optimized for mobile, making the experience delightful for consumers. Great work! But even though you've taken steps to build an effective destination page, you could still be missing out on sales if your CTA button is difficult to find.

Jamie, a potential customer, recently visited your site to buy candles as gifts. He loved the imagery and the selection, but quickly gave up when he couldn't find the CTA button on the product page, even after he scrolled for a little bit. Since Jamie had intended to buy five items as gifts, your business just missed out on a multi-item sale.

Solving for friction

Ensuring that the CTA button is clearly present on your destination page and follows best practices helps simplify the customer's journey. In this example, making the button sticky would have eliminated the need for Jamie to spend extra time trying to figure out how to purchase.

25. Meta Case study, April 2020

CASE STUDY

Bombas

Bombas, a comfort-focused apparel brand, was able to improve its conversion rate by incorporating a sticky filter on destination pages. This allowed customers to quickly and easily narrow down their view to see only the items most relevant to them. Bombas reported a

3%

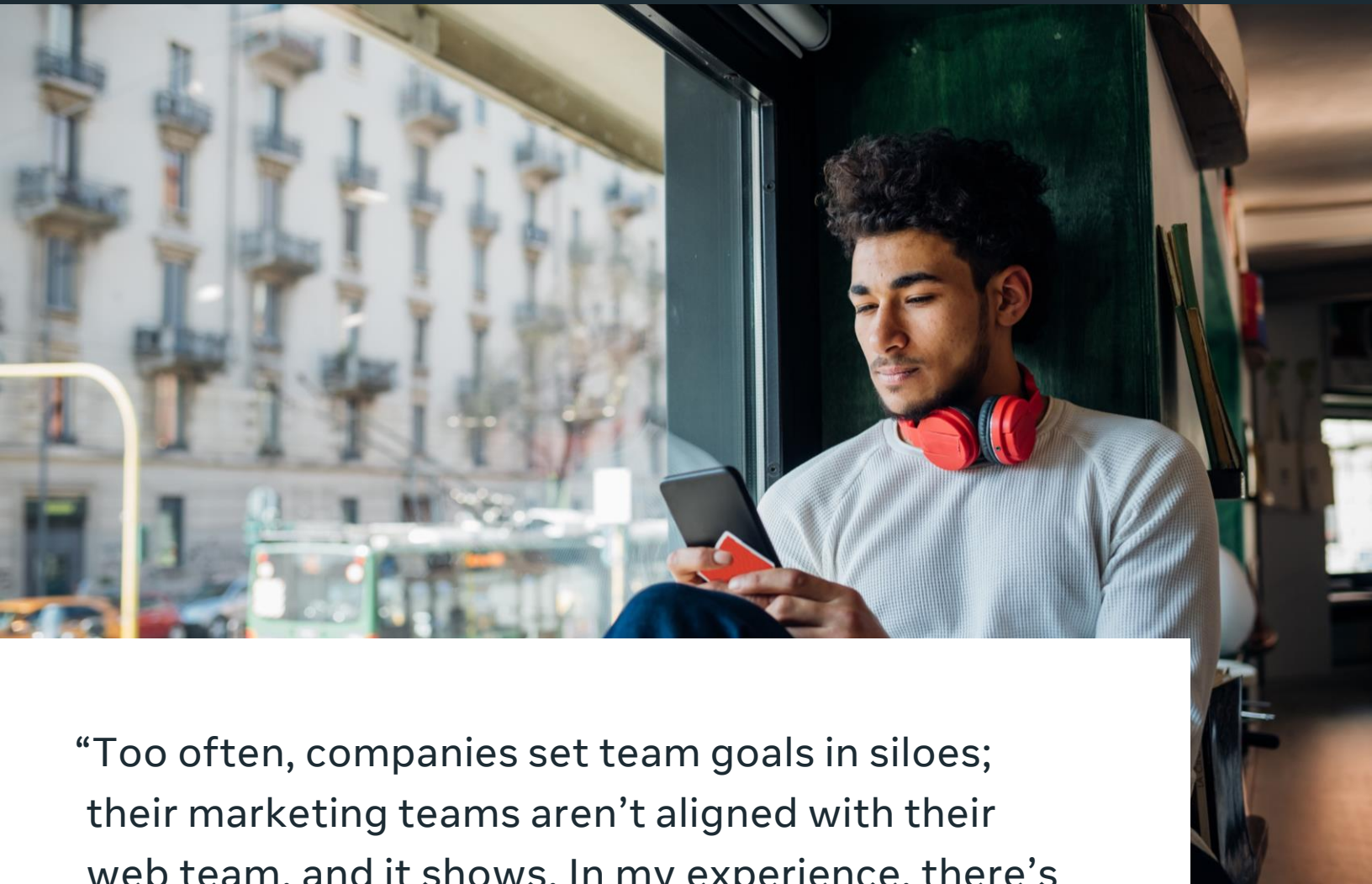increased conversion rate on mobile after testing this sticky new CTA[25]
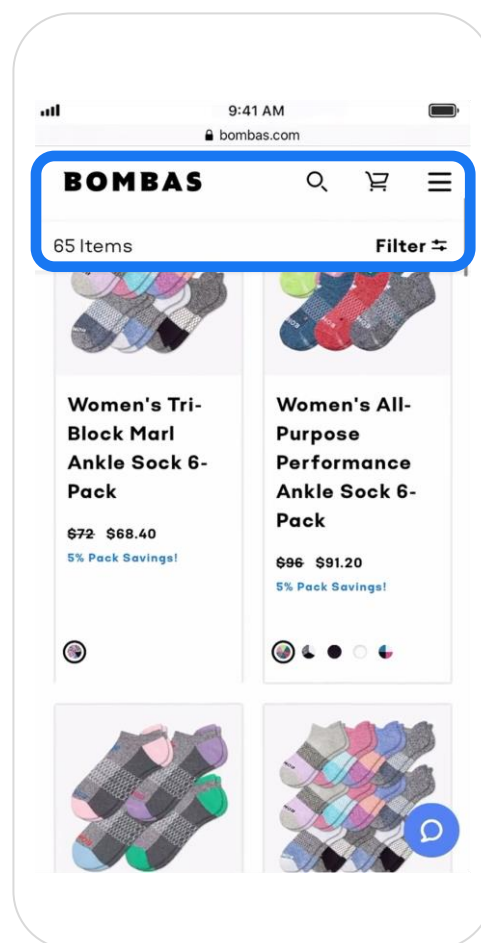
The Sort and Filter bar at the top of the page stays 'sticky' as the user scrolls

Strategic steps to improve destination experience

"Too often, companies set team goals in siloes; their marketing teams aren't aligned with their web team, and it shows. In my experience, there's a clear difference in the mobile experiences of brands that are able to unify their teams, and it's reflected in performance."

Simon Whitcombe
VP, GLOBAL MARKETING SOLUTIONS, META

Laying the groundwork for effective destination pages that improve performance is just the first step in reaching performance goals. It's critical for businesses to embrace a growth mindset and be open to consistent learning.

"We've partnered with numerous brands, and something we often hear during our sessions is teams meeting each other for the first time. And something we commonly hear after our sessions is clients telling us, 'We're now regularly meeting with and sharing plans with the teams we met during your session.'"

—Frederic Golen
Director, Customer Growth Marketing,
Meta

Align cross-functional teams

Platform and policy changes focused on data privacy require businesses to rethink how cross-functional teams work together. Too often, marketing organizations are made up of distinct teams that don't communicate on a regular basis. For example, at some companies, acquisition might work separately from product and measurement, even though all three teams are valuable players in the success of any individual campaign.

Connecting teams that do related work can help improve end-to-end customer experiences. Imagine if a marketing team could work directly with creative, engineering and development teams to build cohesive campaigns and better destination pages. We've seen this approach yield significant results for businesses.

In 2020, Allbirds leveraged a connected brand and performance marketing creative strategy to launch their new Dasher shoe, and saw a

48%

lift in purchases when using the full breadth of their creative in concert.[26]

You can break down organizational silos via:

EXECUTIVE UNITY
Ensure that one person has oversight over all teams who share responsibility for UX.

SHARED GOALS
Define unified, companywide UX goals, and empower teams to do what needs to be done to achieve those goals.

COMMUNICATION
Establish regular connection points between teams that don't typically work together, and encourage informal information sharing.

26. Meta Case study, April 2020

Test and learn

Marketers understand that the definition of "what works" best for their campaigns[27] is constantly changing. One day an ad seems to perform, and the next it's not meeting expectations. While the problem is clear, the cause isn't always immediately apparent: Is it not reaching the intended audience? Is the audience fatigued by this specific ad? Is the message not resonating?

The answers to these questions can be discovered through testing. With regular testing, marketers get better performance insights—data they can leverage to drive strategic decisions.

We recommend using A/B testing to resolve potential areas of friction. There are several key steps to keep in mind when planning A/B experiments:

- Isolate a single variable to ensure you can attribute results to a specific change.

- Ensure you let your test run long enough to get to statistical significance.

- Treat every test as a learning opportunity. Even when results are disappointing, they may still provide valuable insights and influence your strategy.

- Include cross-functional teams to collaborate on test design and share results.

- Create an internal company framework that enables ongoing testing.

- Quantify the business impact of every test result, so all employees are aligned on the same goal.

Testing optimization strategies that reduce friction has clear benefits. When it comes to identifying friction points in your destination page experience, constant and ongoing testing is a great training ground.

"At the end of the day, we follow the numbers. And if we're not sure why the numbers are giving us a certain result, we'll test other variables to learn more."

—Jae Noh
Acquisition Marketing Manager,
Magic Spoon

1440

With Meta, 1440 identified many opportunities to optimize their landing page. 1440 and Matchnode ran A/B tests on critical elements to improve their mobile user experience.

The top-performing tests:

- Tested "Join Free" vs. "Subscribe"
- Aligned CTA button color with 1440 branding vs. red color

"Without question, implementing the Meta team's insights was the single most impactful marketing decision we made in 2020. 100% of the suggestions led to CVR increases, which drove significant shareholder ROI."
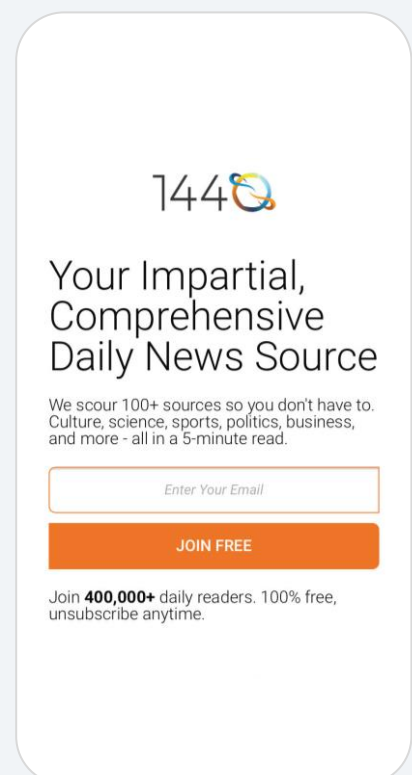
—Tim Huelskamp
Co-Founder, 1440

Through many iterations of A/B testing destination page best practices, 1440 report a

17%

improvement in conversion rate

28. Meta Case study, Jul–Aug 2020
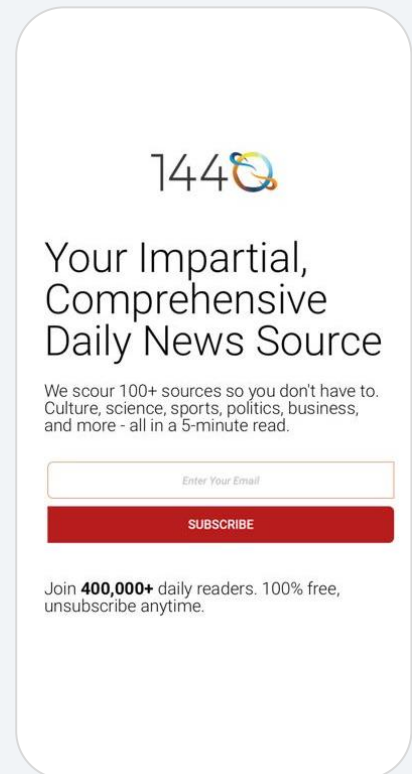
BEFORE

AFTER

5 CONCLUSION

The importance of delivering a frictionless destination page experience for consumers cannot be understated. **The CGC team at Meta has worked with more than 1,500 clients** to optimize destination pages, and the results speak for themselves.

For example, women's healthcare company Pill Club redesigned their homepage, where they directed most of their Facebook ads traffic, to better align with destination page best practices. As a result, the company reported a **5.02% increase in conversion rate for customers**[29] who began the signup flow after these changes were made.

Use the scorecard in the appendix to evaluate your current destination experience, and identify any gaps.

Speak to cross-functional counterparts to ensure that teams are aligned in their approach to destination pages. And finally—at least monthly, ensure that the destination page is being evaluated from the perspective of the customer.

29. Meta Case study, January-February 2020
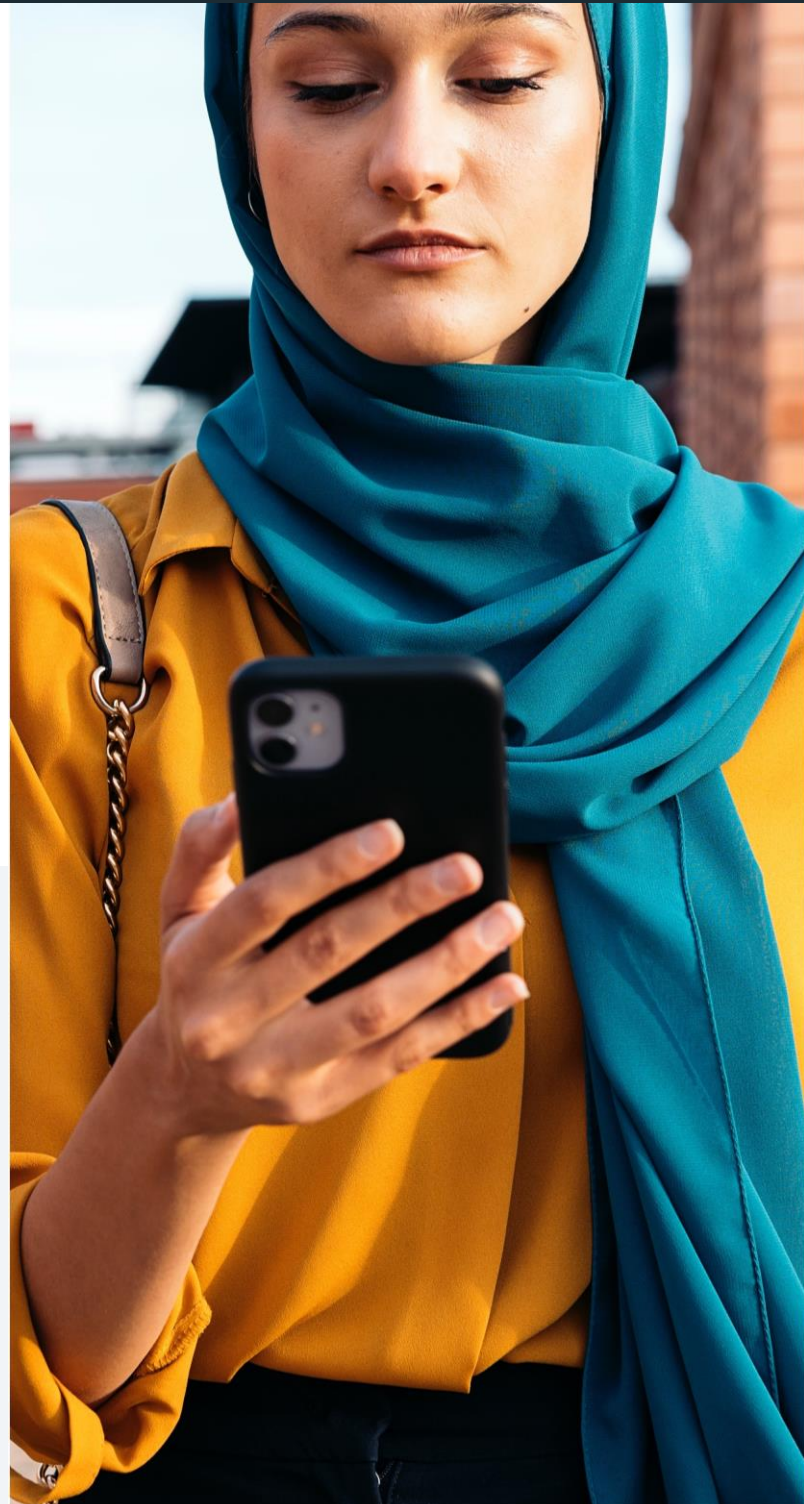
Evaluate your destination experience.

Use this guide to identify changes you could make to your current destination experience.

	Excellent Experience	Room for Improvement		A LOT of Room for Improvement	
CONTINUITY					
Does page load time fall within an acceptable margin?	Page load time falls between 90-100.		Page load time falls between 50-89.	Page load time falls between 0-49.	
Does the destination page have overlays, modals or popups?	There are no overlays or modals on the destination page, or they do not appear as soon as the page loads and can be easily dismissed.		Overlays or modals appear immediately after the page loads but can easily be dismissed, and are limited to one overlay or modal per session.	Overlays or modals appear; there may be multiple, and may be difficult to dismiss and reappear during the session.	
Is the destination page visually similar to the ad? Does it reflect imagery, messaging and pricing/products shown in the ad?	The destination is designed with the ad in mind and all visual elements, messaging and pricing/products from the ad are included.		The destination includes some visual elements, messaging and/or pricing and products from the ad.	The destination does not make reference to visual elements, messaging and/or any pricing and products in the ad.	
CONTENT					
Are key value propositions highlighted on the destination page?	Consumers can tell within the first 1-2 viewports (scrolls) what makes the product or service special and what value they'll receive.		Information is available on what makes the product or service special and what value they'll receive on the destination page, but not within the first two viewports (scrolls).	No information is provided as to what makes the product or service special.	
Do customers have to share personal information in order to learn more about the product or service?	Customers can explore the site and learn about the product or service without having to provide any personal information.		Some information is available about the product or service, but other information such as pricing, is not available without providing personal information.	There is little to no information about the product or service available to the customer without providing personal information.	
Can customers find the answers to commonly asked questions about the product or service?	Answers to common consumers questions (such as pricing, key attributes and benefits, how a service works, dimensions, etc.) are immediately apparent within the first 1-2 viewports (scrolls)		Answers to common consumer questions (such as pricing, key attributes and benefits, how a service works, dimensions, etc.) can be found, but users have to scroll further than 1-2 viewports and/or tap to other pages on the site.	Answers to common consumer questions (such as pricing, key attributes and benefits, how a service works, dimensions, etc.) can't be found or require more than a few taps from the destination page to be found.	

	Excellent Experience		Room for Improvement		A LOT of Room for Improvement	
CALL-TO-ACTION						
Is the CTA on the ad consistent with the CTA on the destination page?	The copy of my CTA on the ad and destination page are the same.		The copy of the CTA on the ad and destination page are similar.		The copy of the CTA on the ad and destination page are not the same.	
Is the CTA is optimized to guide the consumer through the purchase process?	My CTA is visible when someone arrives at the destination or after just one scroll, is centered on the screen and stays sticky to the bottom of the screen as consumers scroll, with a buffer to the bottom of the screen.		My CTA does not follow all of the guidelines of Excellent Experience or is sticky to the top of the screen.		My CTA isn't visible when someone arrives at the destination, doesn't stay sticky when consumers scroll and/or isn't centered within the screen.	
Is there is a clear path forward for consumers when they arrive on site?	Consumers can easily access the main site (e.g., via top navigation); if landing on a Product Listing Page, consumers can immediately see that sorting and filtering are available and see the total number of products available.		Consumers can access the main site but need to search for how to do so; if landing on a Product Listing Page, the sorting and filtering is visible but icons may be small and/or total number of products isn't shown.		Consumers cannot obviously access the main site; if landing on a Product Listing Page, no sorting or filtering is available.	

∞ Meta