

How A Lead Gen Page Helped Increase Q-See's ROI On Their E-Commerce Site

Q-See provides easy-to-use smart surveillance equipment for homes and businesses. They set themselves apart with their cutting edge technology and upholding the highest standards in the industry. Q-See surveillance systems are available in leading online and storefront retail channels, as well as international distributors.

With the Home Security campaign, there wasn't much success from non-branded campaigns shopping online. A less-threatening lead generation form was introduced that offered a 15% off coupon for customers to use on their purchase. **In one month, conversions went from 0 to over 70.**

How We Did It:

- Google AdWords
- Heatmap Analysis
- Custom Landing Pages
- A/B Testing Landing Page Variants
- Message Match Between Ad & Page



"KlientBoost came in to help with our Pay-Per-Click optimization and Landing Page design, with the goal of increasing sales and ROI. Since we've been with them, we've seen the amount of quality phone calls increase and online purchases go up. They're always coming up with new ideas for landing pages and variants, which we've seen help in the success of our campaigns. I'd definitely recommend other companies to Klientboost who wish to increase their conversion rate and have high-quality landing pages."



Rishi Sharma, Experienced Security Executive

The Results

↑ 72%
Increase in Conversion Rate

↓ 62%
Decrease in Cost per Conversion

↓ 20%
Decrease in Cost per Acquisition

↑ 14%
Increase in Return on Investment