Great First
Impressions

Connect to Ads
11x ads efficacy
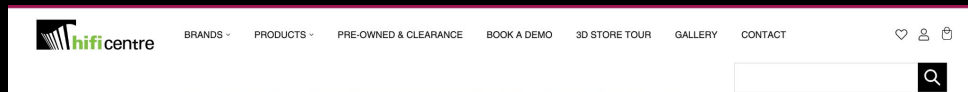
INDULGE IN AUDIO BLISS WITH
UNMATCHED FIDELITY

Explore →

hifi centre

BRANDS PRODUCTS PRE-OWNED & CLEARANCE BOOK A DEMO 3D STORE TOUR GALLERY CONTACT

The Original Page

High-end audio equipment company with <u>great products</u>. They had stopped running ads because the ROAS wasn't profitable.
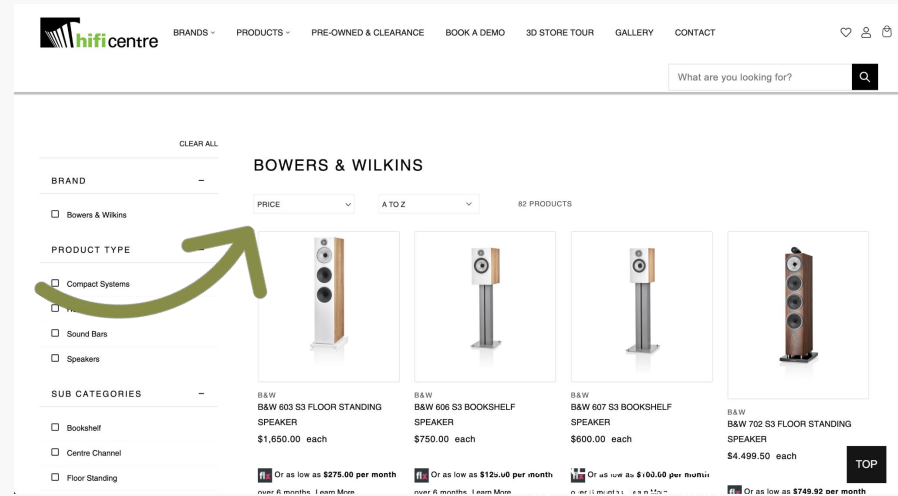
- **Low ROAS** from campaigns and low high click through rates and so stopped running ads

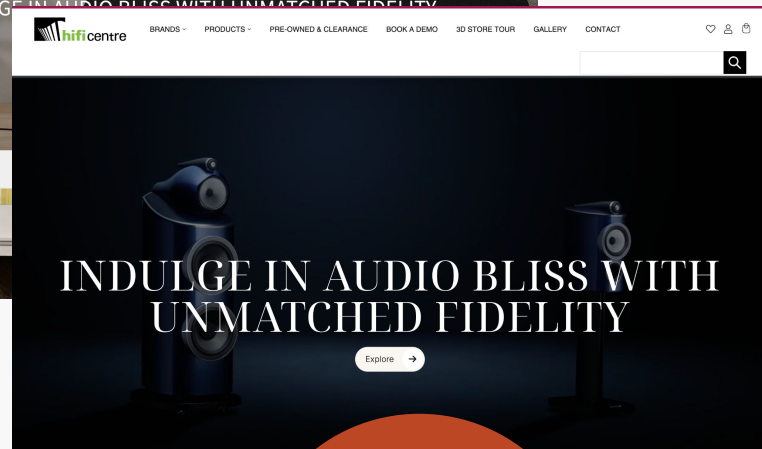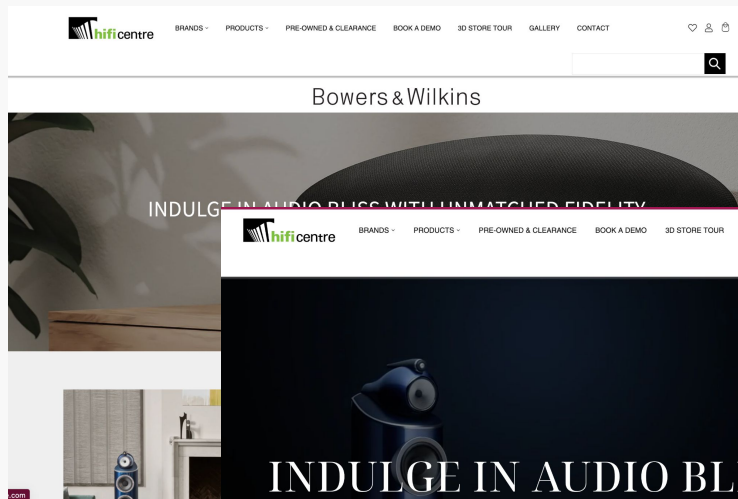- Collections pages **isn't compelling** and turns off customers

- Ads linked to a collections page that **doesn't tell a story**

The ShopLanding Testing Process

✓ Generated first wireframe using ShopLanding's AI platform to analyze FB ads & customer reviews

✓ Then using live customers, we tested:

- video vs images in the hero

- many different layouts

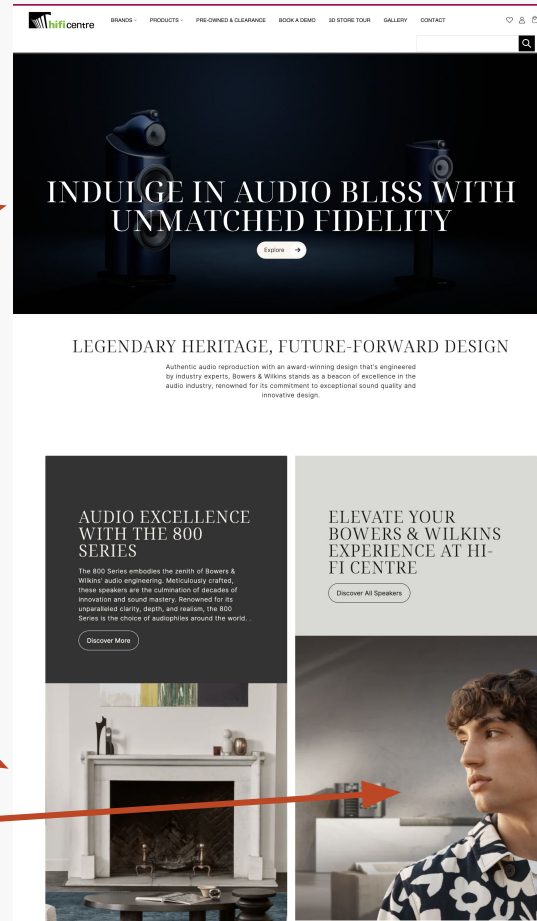**2 VARIANTS TESTED IN 3 WEEKS**

WITH ONE CLICK RESULTED IN 11X ROAS

The Final Landing Page

Use **video** in the hero to product luxury

Use **lifestyle images** to project how the product would be used and increase scroll depth

Repeat ad asset to support connection between ad and landing page
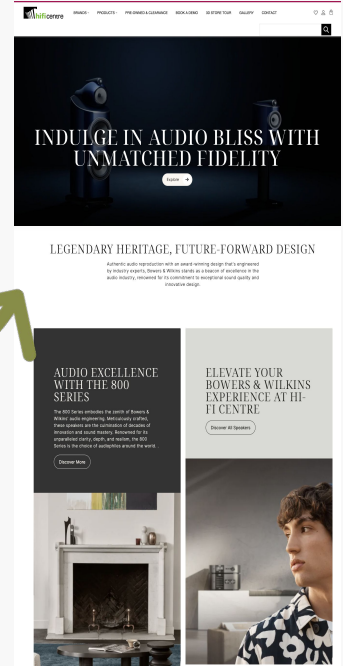
The ShopLandingAI Optimized Customer Journey

5X
Session Engagement

11X
Increase in ROAS

Engaging prospects makes conversion skyrocket. Customers want to buy from brands they identify with!

11X ROAS for Hi Fi Centre

Book a Meeting Today

By capturing prospect interest immediately with optimized landing pages **ShopLandingAi transformed their bottom line.**

PROBLEM

- Hi Fi Centre wanted ad to convert better
- Ads had previously not been successful
- The high product cost turned off the people who clicked through

DIAGNOSIS

- The collections page did not communicate how luxurious the products are
- The collection page doesn't do enough to communicate why Hi Fi Centre was better than the competition

SOLUTION

- Focusing on visuals that communicate luxury
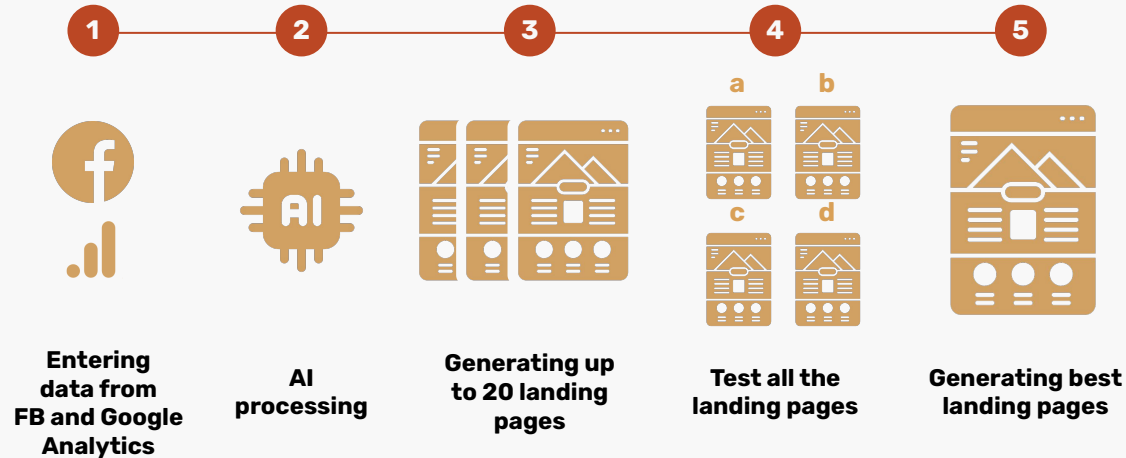- Add more information highlighting why it's better than competitors

"The landing pages that Shoplanding AI designed for us have become an extension of the brands we sell and help move the customer journey from idea to purchase. They have combined best practices with creative ideas to develop pages that not only stand out but entice the customer to spend more time on our website which ultimately leads to sales: I've been getting 11x ROAS from Facebook after going live with their landing pages. They are quick to respond, fun to work with, and do an excellent job. Highly recommended!"

Igor
Founder/CEO |
Hi Fi Centre

How does ShopLandingAI work?

Unleash the potential of your brand with ShopLandingAI

① ——— ② ——— ③ ——— ④ ——— ⑤

a   b

c   d

Entering data from FB and Google Analytics

AI processing

Generating up to 20 landing pages

Test all the landing pages

Generating best landing pages