

Great First Impressions



MUD MIXER

1 YEAR WARRANTY

WORK FASTER
60% MORE EFFICIENT

Successful Contractors Know:

- Speeds Mixing Time
- Consistent Mix for Better Results
- Easy and Reduces Labor Costs

GET YOURS TODAY

10k+
Units Sold

4.9+
Average Reviews

60%
Reduction in Mixing Time

Get FREE Shipping

Understanding Audiences for 13X ROAS



The Original Page

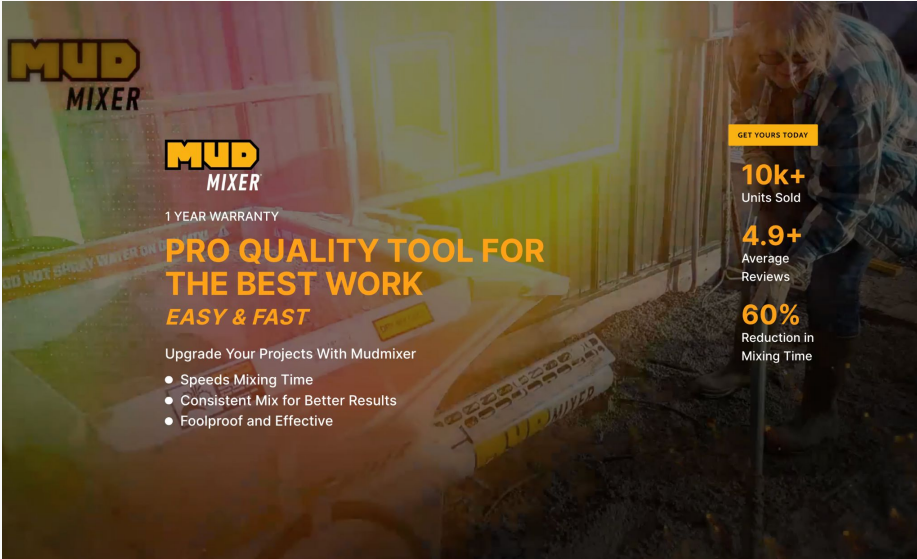
Company with a product aimed at construction professionals had 40% consumers who identified as hobbyists and female

- ✓ **Low ROAS** from campaigns despite high click through rates
- ✓ Product page **had a low engagement rate**
- ✓ Ads linked to a product page **shows product but doesn't tell a story that resonates with DIYers**



The ShopLanding Data Process

- ✓ Explore the data to understand customer demographics
- ✓ Performed user interviews to understand



MUD MIXER

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1 YEAR WARRANTY

PRO QUALITY TOOL FOR THE BEST WORK

EASY & FAST

Upgrade Your Projects With Mudmixer

- Speeds Mixing Time
- Consistent Mix for Better Results
- Foolproof and Effective

GET YOURS TODAY

10k+
Units Sold

4.9+
Average
Reviews

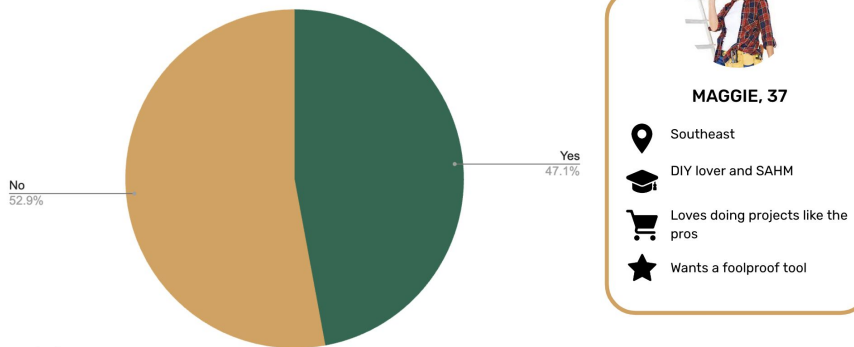
60%
Reduction in
Mixing Time

The ShopLanding Data Process

- ✓ Explore the data to understand customer demographics
- ✓ Performed user interviews to better understand their needs
- ✓ Develop personas based on qualitative and quantitative data.

Nearly half of customers consider themselves DIYers

Households with Do-It-Yourselfers for home improvement and gardening



Source: Acxiom

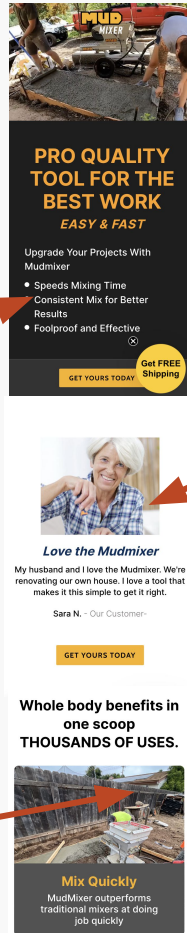
The Final Landing Page

Use **benefits** near CTA to increase scroll depth

Aspirational, active video in the hero to show the product in action

Lead with social proof to add validity.

Add on **clarity** with images and text that highlight the usage for DIYers



[Check out the full LP](#)

The ShopLandingAI Optimized Customer Journey

10X

Session
Engagement

13X

ROAS

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



MudMixer
Sponsored

If you mix concrete, or you work with dry mixes...

Then you know how much pain and suffering it is. 😓

You're lugging around your granddaddy's wheelbarrow to mix in... 🙄

...



**PRO QUALITY
TOOL FOR THE
BEST WORK**
EASY & FAST

Upgrade Your Projects With
Mudmixer

- Speeds Mixing Time
- Consistent Mix for Better Results
- Foolproof and Effective

GET YOURS TODAY **Get FREE Shipping**



Love the Mudmixer

My husband and I love the Mudmixer. We're renovating our own house. I love a tool that makes it this simple to get it right.

Sara N. - Our Customer -

GET YOURS TODAY

**Whole body benefits in
one scoop
THOUSANDS OF USES.**



Mix Quickly

MudMixer outperforms traditional mixers at doing job quickly

200X Increase in Sales for MudMixer

[Book a Meeting Today](#)

SHOPLANDINGAI BY BAOTRIS

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

PROBLEM



Mudmixer wanted ad to convert better with DIYers



Women DIYers are a smaller part of their sales but a large market.



Their lack of market competition means a education is required.

DIAGNOSIS



The product page did not communicate how this product can improve your work.



The product page doesn't do enough to communicate why its better than other options.

SOLUTION



Focusing on benefits helped DIYers want to convert better



Add more information highlighting the users for consumers who are knew to concrete

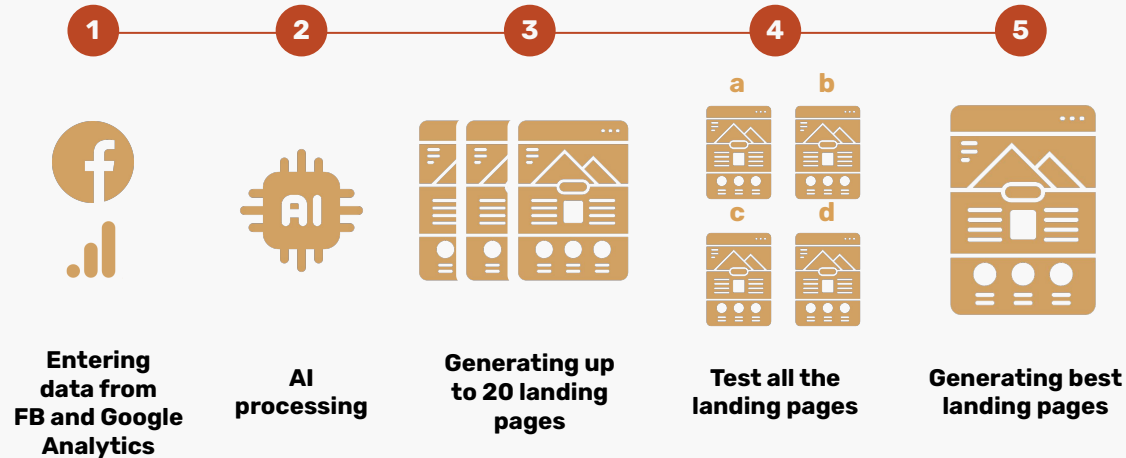
“Your team is solid. I believe what they say because they are using data to make decisions instead of just going by gut feelings or some random ideas. So that gives us a sense of security that we are moving in the right direction.”



Marc Gilmour
Senior Vice
President Business
Development |
Mudmixer

How does ShopLandingAI work?

Unleash the potential of your brand with ShopLandingAI



KEY FEATURES



Higher
Conversation rates



Monitored A/B testing
and data analysis



Tailored, iterative
landing pages



Frictionless
conversion



Targeted
Optimization