

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

Capture attention for tripling website engagement



The Original Page

Construction company with great product and very poor conversions from ads

- ✓ **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**



MUD MIXER

MMXR-3221 -
MudMixer

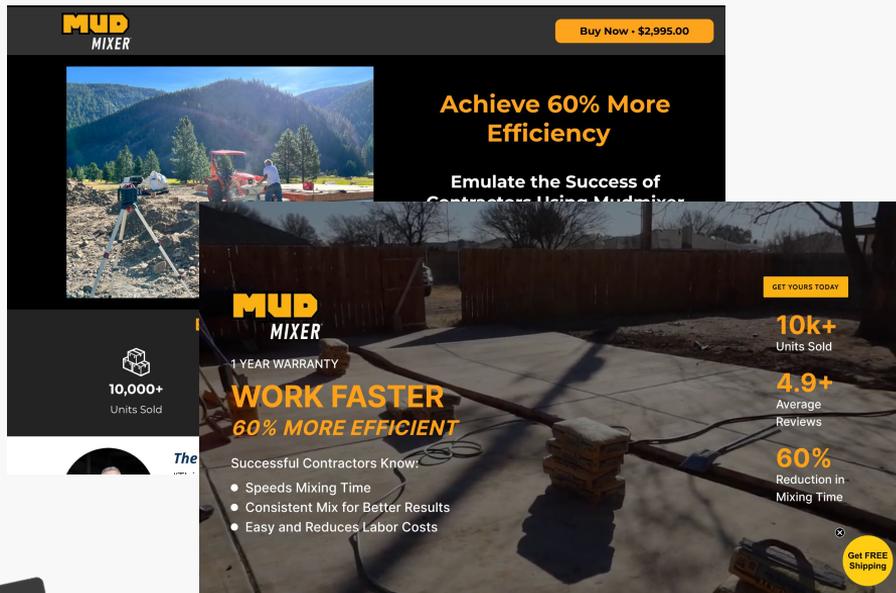
★★★★★ 212 Reviews

\$2,995.00

Get FREE Shipping

The ShopLanding Testing Process

- ✓ Generated first wireframe using ShopLanding's AI platform to analyze FB ads & customer reviews
- ✓ Then using live customers, we tested:
 - multiple heroes
 - different benefits to use over the fold
 - many different layouts



**2 VARIANTS
TESTED IN
4 WEEKS**

WITH ONE CLICK RESULTED
IN 3X Engagement

The Final Landing Page

Use **statistics** near CTA like “60% More Efficient”

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

Add on **social media content** instead of product pictures to increase scroll depth and add validity



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

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GET YOURS TODAY

4.9+ Average Review

Get FREE Shipping

Construction

CONCRETE & CONTRACTORS TOP PRODUCTS

FOX NEWS

AWCI



Lead with social posts to add validity.

[Check out the full LP](#)

Pays For Itself In 2 Jobs

Optimize Your Workflows

The MudMixer Advantage for Small Contractors
Perfect for small to medium-sized projects. Reduces the need for additional labor. User-friendly design for quick adaptation.

The ShopLandingAI Optimized Customer Journey

3X

Session
Engagement

1.3X

Increase in
Conversion
Rate

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... 🙄

...



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



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4.9+ Average Review

CONSTRUCTION
FOR CONTRACTORS
TOP PRODUCTS

FOX NEWS
AWCI



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30% 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

Currently, their sales have a long awareness cycle. With ads, they want to increase e-commerce sales



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 people want to convert particularly more benefits and time savings.



Add more information highlighting why it's will change your work.

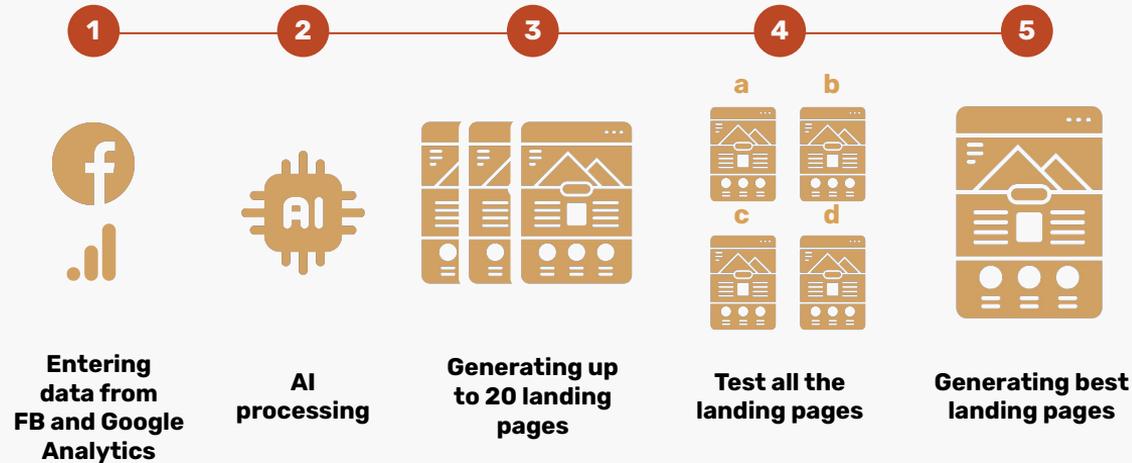
“Your team is solid. I believe what they say because they are using data to make decisions instead of just going by gut feelings or some random ideas. So that gives us a sense of security that we are moving in the right direction.”



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