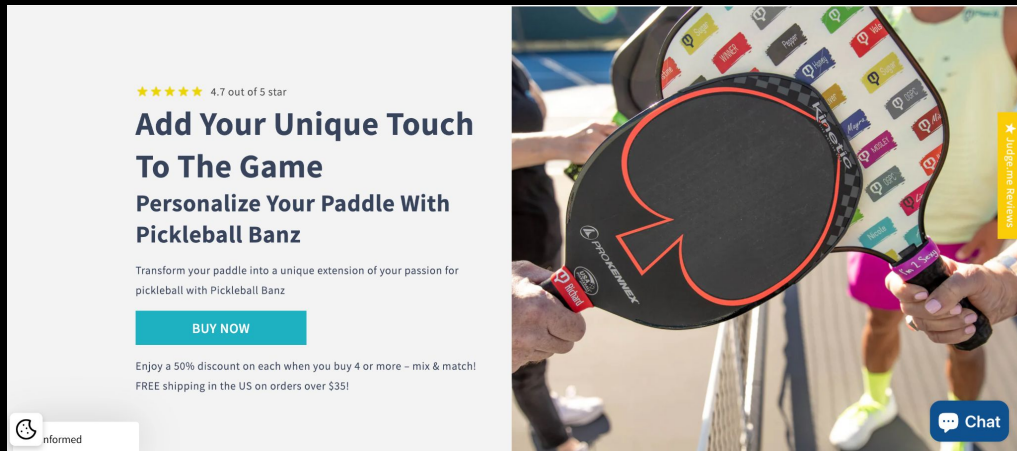


# Great First Impressions



★★★★★ 4.7 out of 5 star


## Add Your Unique Touch To The Game


### Personalize Your Paddle With Pickleball Banz


Transform your paddle into a unique extension of your passion for pickleball with Pickleball Banz

[BUY NOW](#)

Enjoy a 50% discount on each when you buy 4 or more – mix & match!  
FREE shipping in the US on orders over \$35!

 nformed

 Chat

 Judge's Reviews

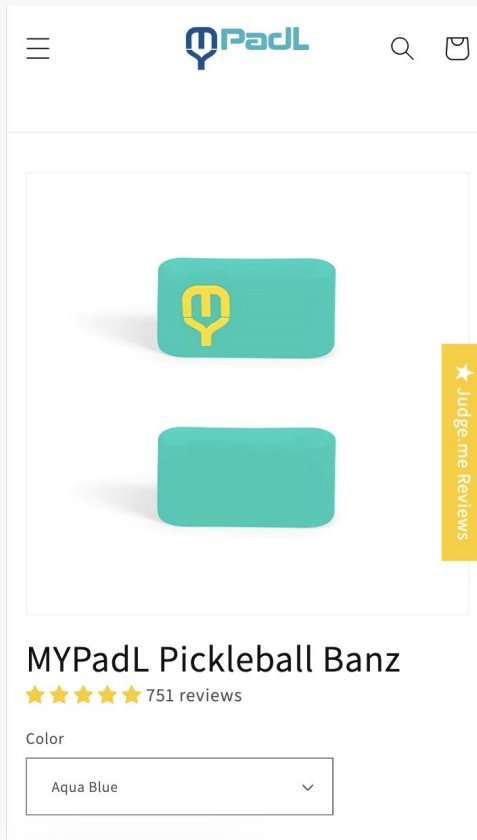
# Capture attention for Double Digit Conversion Rate



# The Original Page

Paddle ball accessory company has a niche product and poor conversions from ads

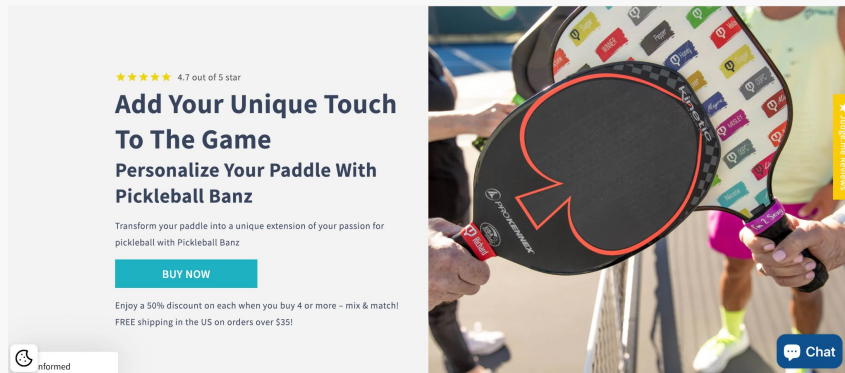
- ✓ **Low ROAS** from campaigns despite high click through rates
- ✓ Product page **had a low engagement rate** and products had a high return rate
- ✓ Ads linked to a product page **shows product but doesn't tell a story**



# The ShopLanding Testing Process

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- ✓ Explored current usage with heat maps and data analysis
- ✓ Then using live customers, we tested pages with:
  - increased explanations of how the product works
  - focus on the benefits of the product
  - sharing the playfulness of the product



# The Final Landing Page

Use **success metrics** in numbers

The screenshot shows a mobile landing page for MyPadL. At the top, there is a promotional banner: "Buy 4 or More For 50% Off! Spend \$35 Get FREE Domestic Shipping in the US". Below this is the MyPadL logo and navigation icons. The main headline reads: "Add Your Unique Touch To The Game Personalize Your Paddle With Pickleball Banz". A sub-headline says: "Transform your paddle into a unique extension of your passion for pickleball with Pickleball Banz". A "BUY NOW" button is present. Below the button, a discount offer is listed: "Enjoy a 50% discount on each when you buy 4 or more - mix & match! FREE shipping in the US on orders over \$35!". A social proof section features four star icons and the text: "100,000 Sold", "10,000+ Hours of R&D", "1,000+ Reviews", and "Infinite Possibilities". A "365-Day Guarantee" is also highlighted. The bottom section is titled "Join The Personalization Revolution" and includes a video player with the title "What is MyPadL?".

**Explain** the product benefit clearly in the headline

**Share social proof** to add validity.

[Check out the full LP](#)

# The ShopLandingAI Optimized Customer Journey

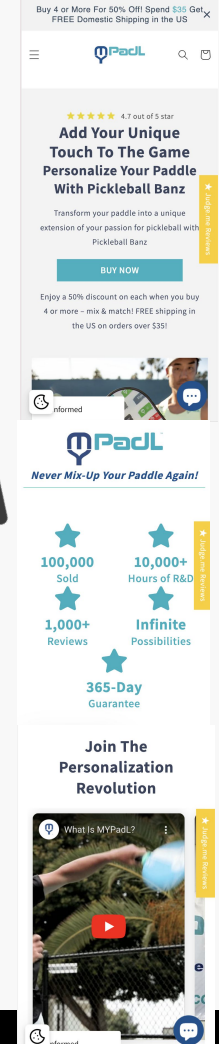
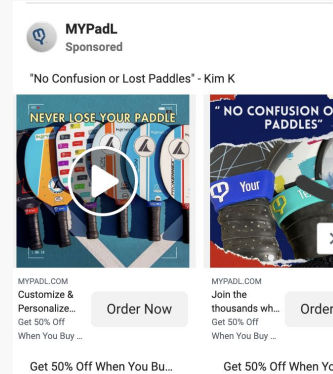
**5X**

Session  
Engagement

**10X**

Conversion  
Rate

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



# Double Conversion Rates for MyPadL

[Book a Meeting Today](#)

SHOPLANDINGAI BY BAOTRIS

**“Before working with ShopLandingAI, we always struggled with increasing our conversion rates. With ShopLandingAI, we were able to increase our conversion rate double digits in 3 months!”**

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

## PROBLEM



MyPadL wanted ad to convert better



MyPadL was having click through but not conversions



The product is very nice and education was required.

## DIAGNOSIS



The product page did not communicate how this product was can be helpful to users



The product page was hard to navigate

## SOLUTION



Focus on the benefits to the user



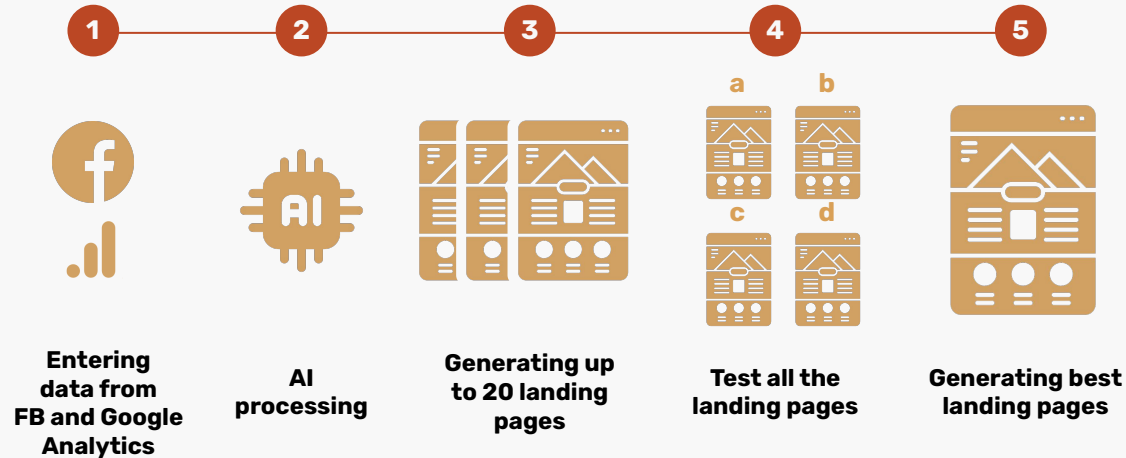
Share the product in a variety of ways to help explain the product



Sam  
Goodwin  
Co-founder |  
MyPadL

# 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