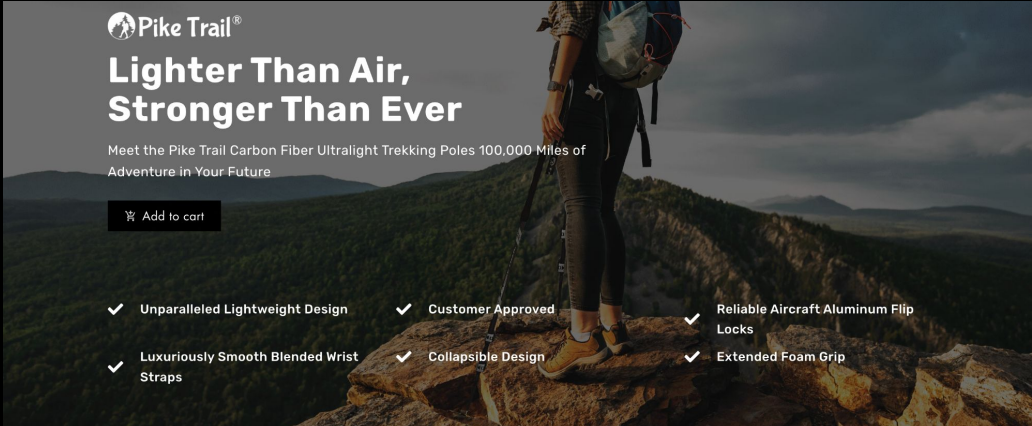


Great First Impressions



Pike Trail®
**Lighter Than Air,
Stronger Than Ever**

Meet the Pike Trail Carbon Fiber Ultralight Trekking Poles 100,000 Miles of Adventure in Your Future

[Add to cart](#)

- ✓ Unparalleled Lightweight Design
- ✓ Customer Approved
- ✓ Reliable Aircraft Aluminum Flip Locks
- ✓ Luxuriously Smooth Blended Wrist Straps
- ✓ Collapsible Design
- ✓ Extended Foam Grip

Capture attention for 5x ads efficacy




The Original Page

Outdoor hiking goods company with great product and very poor conversions from ads

- ✓ **Low ROAS** from campaigns despite high click through rates
- ✓ Product page **isn't compelling** and turns off customers
- ✓ Ads linked to a product page **shows product but doesn't tell a story**

Shop our Legendary Gaiters.

Pike Trail®




Pike Trail Carbon Fiber Ultralight Trekking Poles

~~\$89.99~~ \$79.99

Shipping calculated at checkout.

Pay in 4 interest-free installments of \$19.99 with [shop pay](#) [Learn more](#)

COLOR

 Green Camp Fire Midnight Blue

Grey Wolf Dark Red Sangria

ULTED ON

The ShopLanding Testing Process

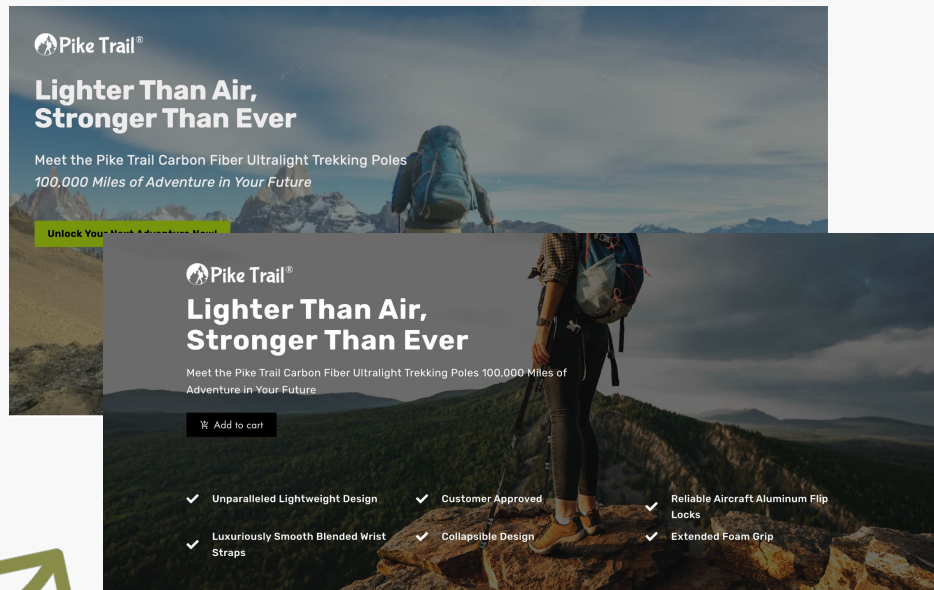


Generated first wireframe using ShopLanding's AI platform to analyze FB ads & customer reviews



Then using live customers, we tested:

- multiple heroes
- different benefits to use over the fold
- many different layouts



**5 VARIANTS
TESTED IN
3 WEEKS**

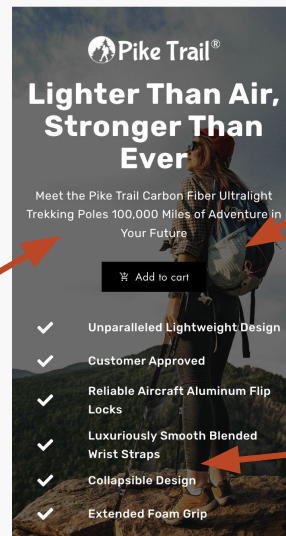
WITH ONE CLICK RESULTED
IN 5X CONVERSION

The Final Landing Page

Use **statistics** near CTA like “100,000 Miles of Adventure”

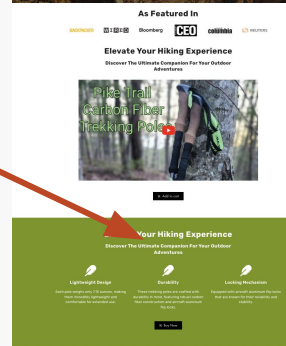
Use **social proof** near CTA to increase scroll depth

Focus on **lifestyle images** instead of product pictures to increase scroll depth



Aspirational image in the hero, like a person who reached the summit

Lead with benefits about performance in bullets above the fold



[Check out the full LP](#)

The ShopLandingAI Optimized Customer Journey

2X
Session
Engagement

5X
Increase in
ROAS

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

Sponsored

piketrail.com

https://www.piketrail.com

Pike Trail Carbon Fiber Ultralight Trekking Poles

— We help keep your feet warm and dry when in the outdoors. Tired of dealing with cold, wet...

Products

Checkout our latest hiking gear

About Us

Get to know who we are

Warranty

Checkout your products warranty days and how to claim it.

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**Lighter Than Air,
Stronger Than
Ever**

Meet the Pike Trail Carbon Fiber Ultralight
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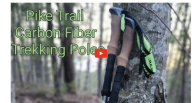
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As Featured In

OUTDOOR GEAR REVIEWS | RECREATION | SHOOTING | PEO | OUTDOOR LIFE | RECREATION

Elevate Your Hiking Experience

Discover The Ultimate Companion For Your Outdoor Adventures



Learn More

Elevate Your Hiking Experience

Discover The Ultimate Companion For Your Outdoor Adventures

Lightweight Design

Lighter than most trekking poles, the Pike Trail Carbon Fiber Ultralight Trekking Poles weigh only 1.2 pounds each. They're also made from aircraft-grade aluminum, which makes them incredibly strong and durable.

Durability

The Pike Trail Carbon Fiber Ultralight Trekking Poles are made from aircraft-grade aluminum, which makes them incredibly strong and durable. They're also made from carbon fiber, which makes them even stronger and more durable.

Leading Performance

The Pike Trail Carbon Fiber Ultralight Trekking Poles are made from aircraft-grade aluminum, which makes them incredibly strong and durable. They're also made from carbon fiber, which makes them even stronger and more durable.

Learn More

Experience Unparalleled Comfort

All-Day Hiking Made Effortless With Feather-Light Poles



Experience unparalleled comfort with the Pike Trail Carbon Fiber Ultralight Trekking Poles. Weighing only 1.2 pounds each, they're made from aircraft-grade aluminum, which makes them incredibly strong and durable. They're also made from carbon fiber, which makes them even stronger and more durable.

Increase of 500% ROAS for Pike Trails

[Book a Meeting Today](#)

SHOPLANDINGAI BY BAOTRIS

"The new landing pages from ShopLandingAI have been doing quite well. In the first 21 days, we have seen ROAS improve to 5.12."



Josh Hendershott
Founder/CEO | Pike Trail

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

PROBLEM



Pike Trails wanted ad to convert better



Currently, their Amazon sales are better. With ads, they want to increase e-commerce sales



Their saturated market means a lot of competition

DIAGNOSIS



The product page did not communicate how this product can improve your lifestyle



The product page doesn't do enough to communicate why it's better than competitors

SOLUTION



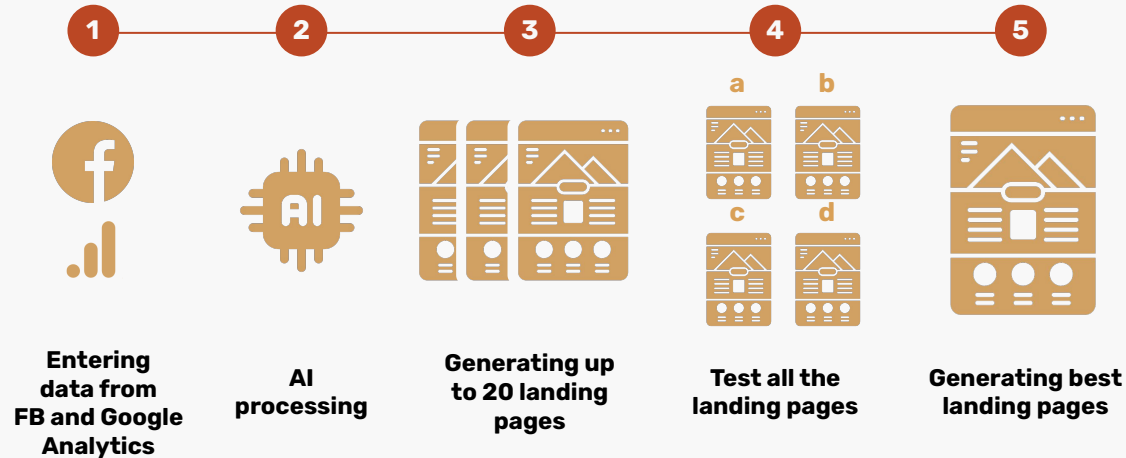
Focusing on benefits helped people want to convert particularly more lifestyle images



Add more information highlighting why it's better than competitors

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