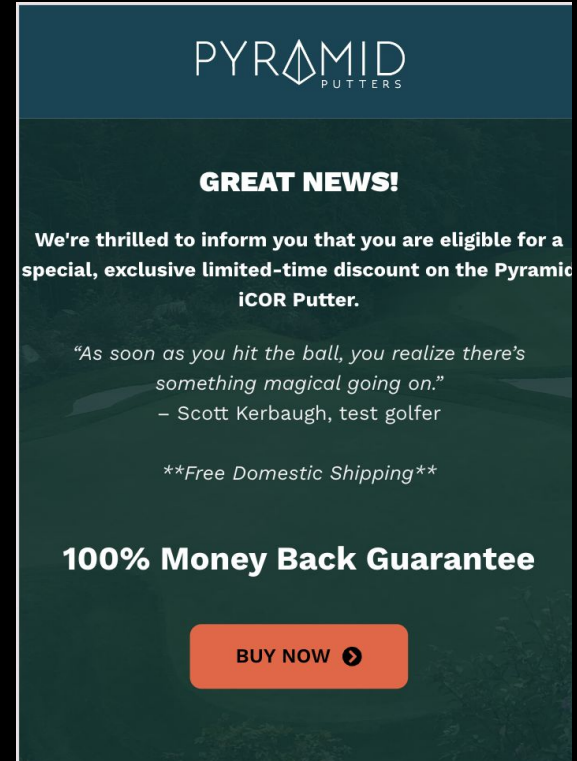


Great First Impressions

Capture attention for
10% Conversion Rate Increase



PYRAMID
PUTTERS

GREAT NEWS!

We're thrilled to inform you that you are eligible for a special, exclusive limited-time discount on the Pyramid iCOR Putter.

"As soon as you hit the ball, you realize there's something magical going on."
– Scott Kerbaugh, test golfer

Free Domestic Shipping

100% Money Back Guarantee

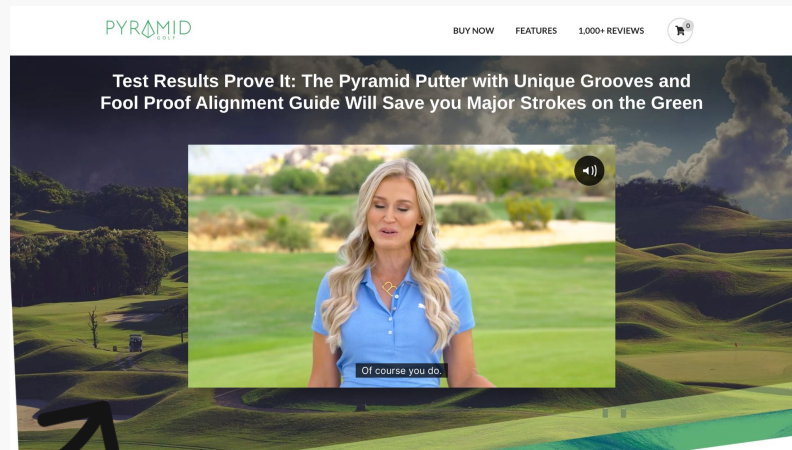
BUY NOW ➔



The Original Page

Golf company with great product and very poor conversions from ads

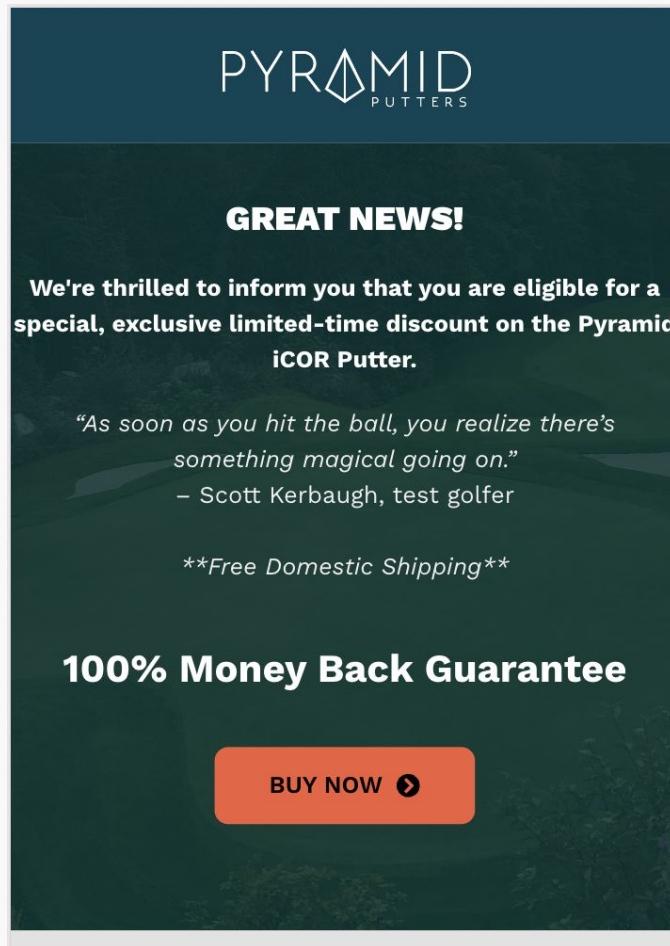
- ✓ **Low ROAS** from campaigns despite high click through rates
- ✓ Product page **had a low engagement rate**
- ✓ Landing page doesn't have enough CTAs and they blend in with the page



WITH ONE CLICK RESULTED
IN 3X CONVERSION

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
 - Different color combinations and different colored CTAS



The Final Landing Page

Use **statistics** near CTA like “85% of Golfers”

Used **multiple, brightly colored CTAs** throughout the page to catch purchases when customers are ready.

HERO SECTION: PYRAMID logo, 'GREAT NEWS!' headline, sub-headline 'We're thrilled to inform you that you are eligible for a special, exclusive limited-time discount on the Pyramid ICOR Putter.', quote 'As soon as you hit the ball, you realize there's something magical going on.' - Scott Kerbaugh, test golfer, '100% Money Back Guarantee' badge, and a red 'BUY NOW' button.

Brightly colored CTAs in the hero draw attention and increase sales

SOCIAL PROOF SECTION: '85% of Golfers said The Pyramid Gear Effect Technology and the ICOR speed correcting insert transformed my putting game', '100% Money Back Guarantee' badge, red 'BUY NOW' button, quote 'Hit the "sweet spot" of the putter every time' - AvidGolfer, quote 'Very solid product with some cool technology to boot' - SQUID TRIP, quote 'Breakthrough Putter Straightens Out Mis-Hit Putts' - PCT PERFORMANCE GOLF.

Lead with social posts to add validity.

TECHNICAL SECTION: 'What Makes the ICOR Superior?' headline, diagram of the putter head showing 'DRAW' and 'FADE' grooves, 'GEAR EFFECT GROOVES DIRECTS MIS-HITS TO CENTER' text.

PRODUCT DETAILS SECTION: Pyramid Next Gen ICOR Putter, price '\$197.00 USD \$299.00 USD', 'The New Pyramid ICOR Putter (available in both blade and mallet models) features:', and a list item '1. Precision Milled Gear Effect Grooved Insert made from aircraft-grade aluminum, with three sets of grooves: One running horizontally across the center, one angled diagonally toward the toe and one angled diagonally toward the heel...'.

The ShopLandingAI Optimized Customer Journey


3X
Session
Engagement

10%
Increase in
Conversion
Rate

Pyramid Putters
Sponsored

Making those 3 to 10 footers... Putt, After Putt, After Putt

Watching the pros, one can only marvel at their ability to sink every putt. Consistency and confidence on the green is how to win Championships. Now, unique technology applying "Gear Effect" to the putter, can hel...



It's so frustrating.

WWW.PYRAMID-PUTTERS.COM
No More Push or Pull Putts

Learn more



PYRAMID

GREAT NEWS!

We're thrilled to inform you that you are eligible for a special, exclusive, limited-time discount on the Pyramid ICOR Putter.

"As soon as you hit the ball, you realize there's something magical going on!"
— Scott Reinhardt, Test Putter

Free Domestic Shipping

100% Money Back Guarantee

[BUY NOW](#)

85% of Golfers said
The Pyramid Gear Effect Technology and the ICOR speed correcting insert transformed my putting game

100% Money Back Guarantee


[BUY NOW](#)

"Hit the "sweet spot" of the putter every time"
AvidGolfer

"Very solid product with some cool technology to boot"
SQUAD 19 Trap


"Breakthrough Putter Straightens Out Mis-Hit Putts"
PGA PERFORMANCE GOLF

What Makes the icOR Superior?



PYRAMID

GEAR EFFECT GROOVES
DIRECTS MIS-HITS TO CENTER



Pyramid Next Gen ICOR Putter
\$197.00 USD ~~\$299.00 USD~~

The New Pyramid ICOR Putter (available in both blade and mallet models) features:

- 1. Precision Milled Gear Effect Grooved Insert** made from aircraft-grade aluminum, with three sets of grooves: One running horizontally across the center, one angled diagonally toward the toe and one angled diagonally toward the heel...

Show more

Down Blade

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

[Book a Meeting Today](#)

SHOPLANDINGAI BY BAOTRIS

9% Conversion Rate Increase for Pyramid Putter

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

PROBLEM



Pyramid Putter wanted ad to convert better



Customers were clicking through but not purchasing



People were not engaging with the content on the original LP

DIAGNOSIS



The original landing page had a lot of text and very few CTAs



The visuals on the original page were confusing and turned customers off.

SOLUTION



Adding more CTAs served as a visual cue to customers



Making the CTA bright red helped the stick out

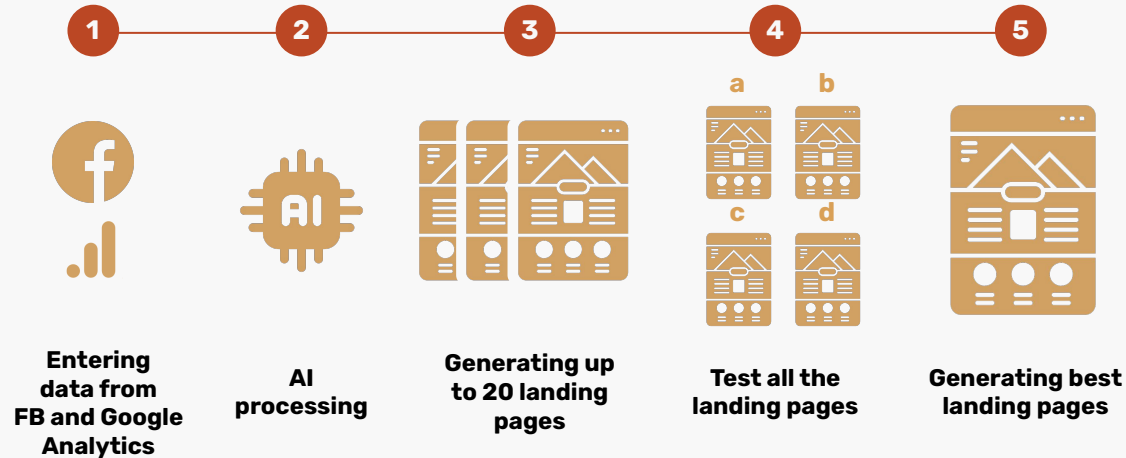
“ I am overly impressed with your data acumen. We have struggled to find someone to rely on to make decisions based on data, until we found you!”



Derek Dobbin
Founder/CEO |
Pyramid Putter

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