

Great First Impressions

Walkee Paws.

Free Shipping on orders of \$75+

Never Lose Another Shoe!

BOOT LEGGINGS ARE BETTER THAN DOG SHOES

40,000 Paws Protected

10,000 Happy Customers

1 Million Walks Enjoyed

"They'll prevent your pup's paws from freezing."

"The rubber tread... protect paws from mud, snow, and"

Chat with us

Capture attention to double your add to carts



The Original Page

Dog shoe company with great product and very poor conversions from ads

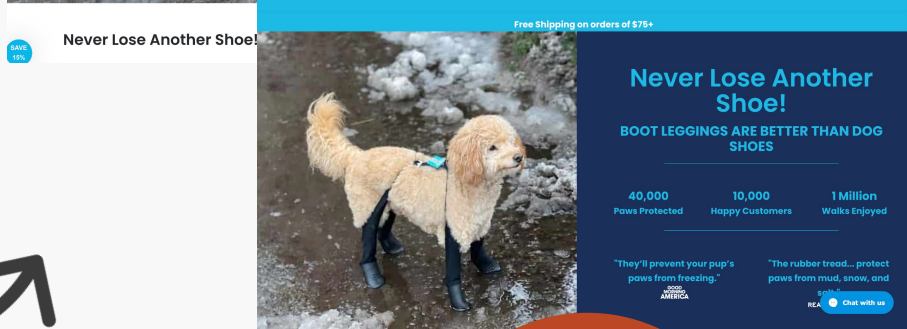
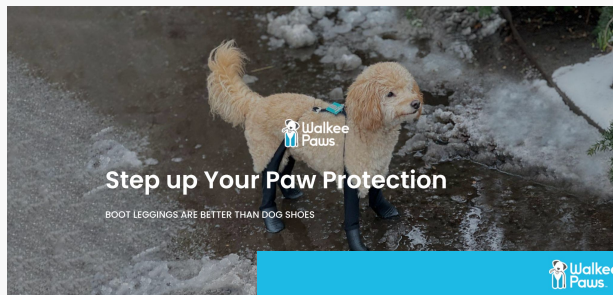
- ✓ **Low ROAS** from campaigns despite high click through rates
- ✓ Product page **had a low engagement rate** and products had a high return rate
- ✓ Ads linked to a product page **shows product but doesn't tell a story**



The screenshot shows a product page for 'Deluxe Easy-On Dog Boot Leggings'. At the top, there is a blue navigation bar with icons for a user profile and a shopping cart. Below this is a dark grey banner with the text 'FF - CLEARANCE SALE' and 'REVIEWS ★★★★★'. The product title is 'Deluxe Easy-On Dog Boot Leggings' with a price of '\$54.99 USD'. It has a 5-star rating from 1,317 reviews. The color is 'Classic Plaid' and there are four color swatches shown. The size options are 'XS Short', 'XS Tall', 'S', 'S/M', 'M', and 'L'. There is a 'Size Chart' link and the text 'Never lose dog boots again!'. Below the product information are two 'ADD TO CART' buttons: a red one and a blue one with the 'Buy with prime' logo. At the bottom, it says 'FREE Delivery as soon as Tomorrow Mar 6' and has a 'Chat with us' button. The footer text is 'All-Season Paw Gear'.

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



**3 VARIANTS
TESTED IN
5 WEEKS**

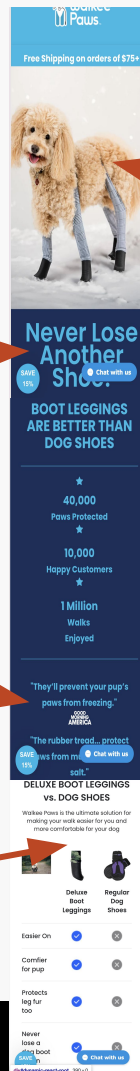
WITH ONE CLICK RESULTED
IN 2X ADD TO CARTS

The Final Landing Page

Headline that highlights the chief **benefit**
"Never Lose Another Shoe"

Use **quotes and review logos** near CTA to add validity

Comparison table to highlight why this product is better than others



Adorable user in the hero to show the product in action & match hero to ad asset for seamless experience

Lead with **social proof** to add validity.

[Check out the full LP](#)

The ShopLandingAI Optimized Customer Journey

25%

Decrease in
Bounce
Rates

2X

Increase in
Add to Carts

Walkee Paws with Walkee Paws
Sponsored

@walkeepaws are so great on my paws . Keeps my paw safe and also let's me walk comfortably . Unlock your 15% discount by using my code Dukedood15

WALKEEPAWS.COM Shop Now

WALKEEPAWS.COM Shop N

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

Walkee Paws

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"The rubber tread... protect paws from melting snow."

DELUXE BOOT LEGGINGS vs. DOG SHOES

Feature	Deluxe Boot Leggings	Regular Dog Shoes
Easier On	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Comfort for pup	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Protects leg fur too	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Newer level	<input checked="" type="checkbox"/>	<input type="checkbox"/>

200% Increase in Add to Carts for WalkeePaws

[Book a Meeting Today](#)

SHOPLANDINGAI BY BAOTRIS

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

PROBLEM



WalkeePaws wanted ad to convert better



WalkeePaws was having click through but not conversions



The competition meant education was required.

DIAGNOSIS



The product page did not communicate how this product was better than competition



The product page was hard to navigate

SOLUTION



Compare the product with competition clearly and succinctly



Increase the amount and types of social proof

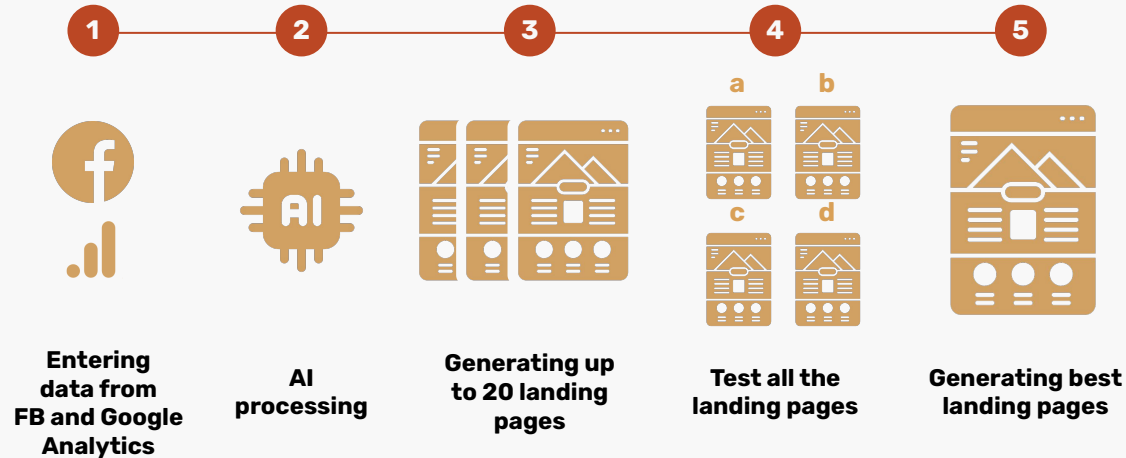
"I love working with ShopLandingAI for their exceptional data expertise. Their strategic insights led to a 200% increase in "Add to Cart" rates for us, significantly boosting our sales!"



Lisa
Baronoff
Founder/CEO |
WalkeePaws

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