SHOPLANDING AI
BY BAOTRIS

Boosted New Customer Acquisition for Espin

Espin, an e-bike company, turned to ShopLandingAI to support their audience expansion efforts. ShopLandingAI helped them find and connect with an untapped audience—seniors.

Problem

- Espin needed to find new audiences to differentiate them in the market.

- Seniors were clicking on the ad and visiting the site but not converting.

- Their site was aimed at young professionals, which alienated potential senior audiences.

Diagnosis

- The bikes are ideal for seniors, so the issue isn't product fit.

- Seniors found the website alienating and confusing.

- Addressing the seniors better will increase sales.

Solution

- Continuous testing and improvement allowed Espin to better differentiate the message.

- The ideal landing page met the audiences needs from text to images.

- Messaging targeted at segmented audience streamlined purchase funnel.

The Final Landing Page

Images that feature seniors
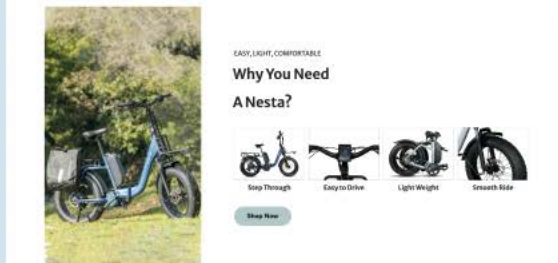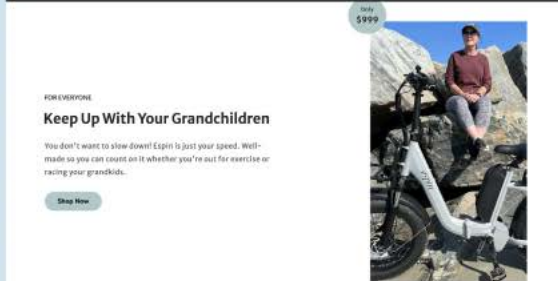
Large Clear Text

Empowering Language

Simple Value Proposition

Testimonials from seniors

- Analyzed competitor approach

- Capitalized on social proof and influencer assets

- Removed header and footer to remove distractions

- Tested multiple heros

- Tested many different layouts

- Repeat creatives and messaging from FB Ad

20 versions tested in 5 weeks with one click resulted in 120% ROI