

Website Conversion Case Study:

76% Landing Page Conversion
Rate with a 337% Increase in
Sales Qualified Prospects



HubSpot

SOLUTIONS PARTNER PROGRAM

Project Background & Objectives:

This global manufacturing client serves various industrial test, measurement, inspection, and assembly markets. Tasked with driving innovation in leak testing, in-process testing, and data management, this manufacturing company serves industries ranging from automotive and off-highway to medical devices, consumer electronics, and industrial process control. They have extensive leak testing experience and are an industry leader. As an annual program to drive lead generation, prospect engagement, and customer conversion, they host a series of webinars called “Leak Week” in the first quarter of every year. During this week, they offer a variety of live webinars, and then we leverage that content to promote the on-demand content through their blog, email, social media, and more.

Strategy, Tactics & Results:

To promote Leak Week, we needed a main microsite page to drive overall traffic and individual landing pages for each live and on-demand webinar. From there, we needed to use many forms of media to reach a broad audience, educate existing prospects and customers, and provide helpful content for the sales team to drive revenue from this program. The promotion drives individuals to a microsite to select the webinar of their choice. Each of the webinars has landing pages for tracking. We direct traffic to the specific landing pages for more targeted promotion to increase conversion.

Campaign Page Optimization:

To ensure the landing pages were optimized for conversions, we shortened the page content, optimized the form on mobile to reduce form fields, and added related imagery so prospects knew precisely what to expect on conversion. This campaign, which had 18 landing pages associated with it, generated **915 leads** with a combination of email marketing, organic social, paid social, and organic search. This is a **337% increase in new sales-qualified prospects** from the 2023 Leak Week campaign that did not include a dedicated microsite page.

The main microsite page allowed everyone to see all the webinars and had CTAs linked to the individual webinar landing pages. This gave us data on who viewed the main page, which webinars they were interested in, and who left the page without submitting it, which gave us further information for remarketing. The following is an example of the microsite page and a webinar page. The pages combined had an **average conversion rate of 76%. (Sample below)**

PAGE	VIEWS	TOTAL SUBMISSIONS	NEW CONTACTS	PAGE VIEW TO SUBMISSION RATE	PAGE VIEW TO CONTACT RATE	BOUNCE RATE	PUBLISH DATE
<input type="checkbox"/> Leak Week 2024 - Leak Test Fundamentals Webinar (Live) https://www.cincinnati-test.com/lea...	991	621	217	62.66%	21.9%	41.38%	2/13/2024
<input type="checkbox"/> Leak Week 2024 - Pressure Decay Webinar (Live) https://www.cincinnati-test.com/pre...	743	581	54	78.2%	7.27%	58.47%	2/13/2024
<input type="checkbox"/> Leak Week 2024 - Large Volume Parts Webinar (Live) https://www.cincinnati-test.com/lar...	576	471	17	81.77%	2.95%	53.91%	2/13/2024
<input type="checkbox"/> Leak Week 2024 - Water Ingress/IPXX Webinar (Live) https://www.cincinnati-test.com/wat...	454	356	15	78.41%	3.3%	60.91%	2/13/2024
<input type="checkbox"/> Leak Week 2024 - Trace Gas Leak Testing Webinar (Live) https://www.cincinnati-test.com/tra...	406	339	4	83.5%	0.99%	72.13%	2/13/2024

The pages generated **8,901 views, with 4,282 new visitor sessions. The activity from email and organic driving the most significant engagement is clear.**

SOURCE	VIEWS	NEW VISITOR SESSIONS
Email marketing	5,452	1,853
Organic social	3,442	2,427
Other campaigns	7	2
Report Total	8,901	4,282

Microsite Page (with CTAs to individual webinar landing pages):

Access the Leak Week On-Demand Webinar Recordings

QUICK CONTACT

Leak Test 101: Learn the Fundamentals of Leak Testing

Get an introduction to leak test technologies, why leak testing is necessary and tips for successful leak testing.

Access the Webinar >>

Pressure Decay vs Differential Pressure Decay: Which to Use?

Learn about pressure decay and differential pressure decay and how best to use them for accurate leak testing.

Access the Webinar >>

How to Successfully Test Large Volume Parts

Learn how large part manufacturers can successfully apply reliable leak testing on their production line.

Access the Webinar >>

Water Ingress Leak Testing and How IPXX Ratings Convert to Measurable Leak Rates

Learn how to bridge the gap from IPXX rating to a reliable, successful leak test.

Access the Webinar >>

Trace Gas Leak Testing as a Last Resort

Get a comprehensive overview of the basics of trace gas leak testing, how it works and the various methods.

Access the Webinar >>

Contact CTS

To Discuss Your Leak Detection System Requirements

Contact CTS

Contact Cincinnati Test Systems to learn more about our leak detection equipment

CONTACT US →

Customer Login

An account is needed to view restricted documents such as user manuals and to submit RFQ requests.

SIGN IN →

Individual Webinar Landing Page:

Access the On-Demand Webinar

Pressure Decay vs Differential Pressure Decay: Which to Use?

Pressure testing technologies can be very cost-effective and supply highly repeatable and accurate leak test results. Choosing which is the right one to use for a particular application can be challenging.

In this webinar from Leak Week 2024, Gordon Splete of CTS explains both pressure decay and differential pressure decay and how best to use them for accurate leak testing, including:

- » The similarities and differences between the two technologies
- » Performance factors of each
- » Calibration routines
- » Application examples showing where each method works best
- » Setting leak rate criteria

Complete the form to access the webinar.

Access the Webinar

First name*

Last name*

Email*

Company name*

City*

Country*

Please Select

Tell us about yourself*

Please Select

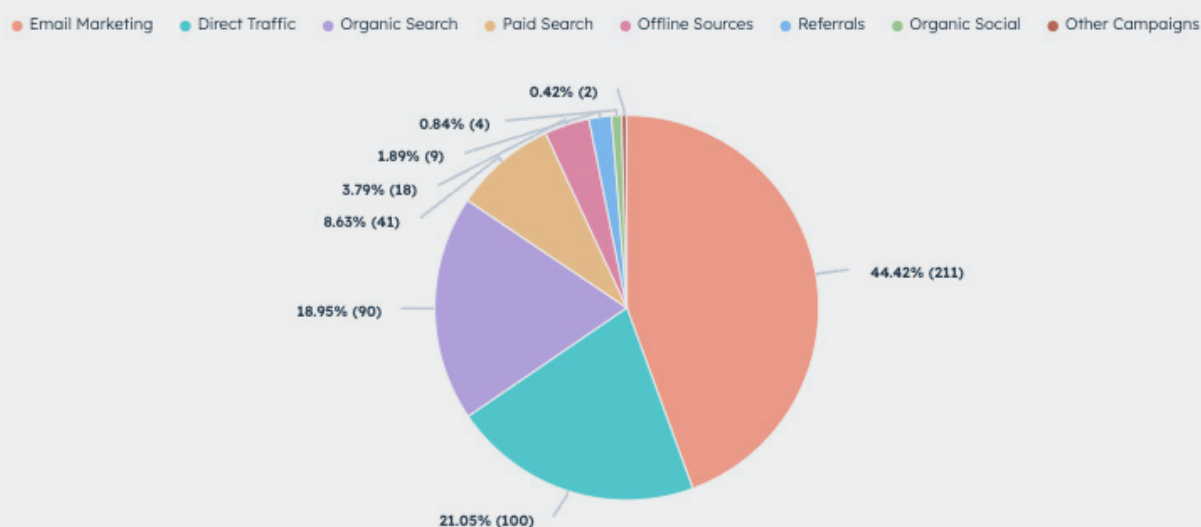
Access

4

prism global
MARKETING SOLUTIONS

Total Lead Engagement:

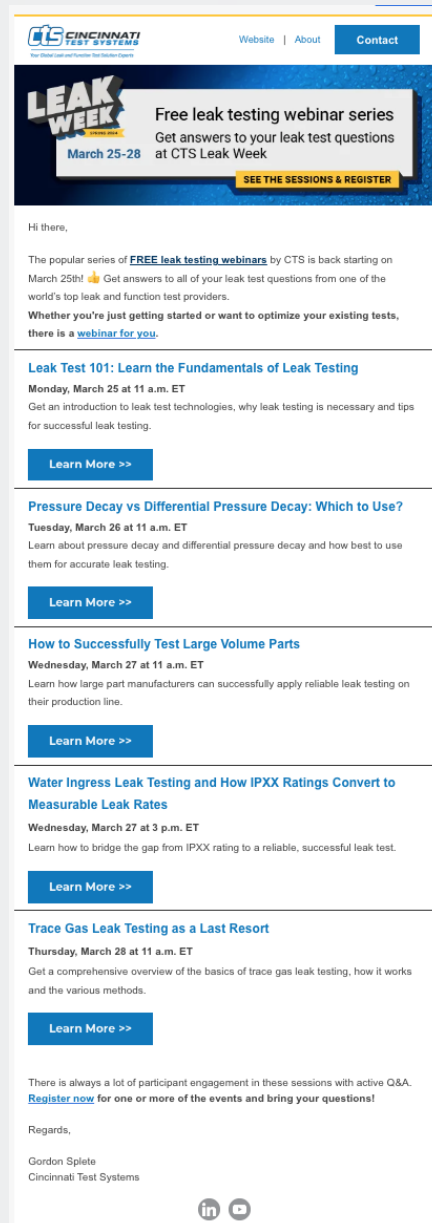
This campaign drove **915 new sales-qualified prospects and re-engaged over 1,700 contacts** through organic search, email marketing, paid social, organic social, and referral leads. Each of these new and re-engaged prospects converted on the individual event landing pages, which linked directly from the central campaign microsite, both live and on-demand. Here is a breakdown of the lead sources for these contacts.



Email Marketing:

Email marketing was critical to promoting the webinar series because they have a highly engaged database. To leverage email, we focused on the data we had related to the industries people were a part of, the webinars that would resonate with them, and the pages these individuals had viewed to help indicate the content that would be most relevant to them.

These emails had an average **28% open rate and a 6.2% click rate**. Here is an example of one of the emails, and each CTA and header link took an individual to the dedicated landing page to increase conversion by decreasing the additional clicks to the central microsite.



Social Media:

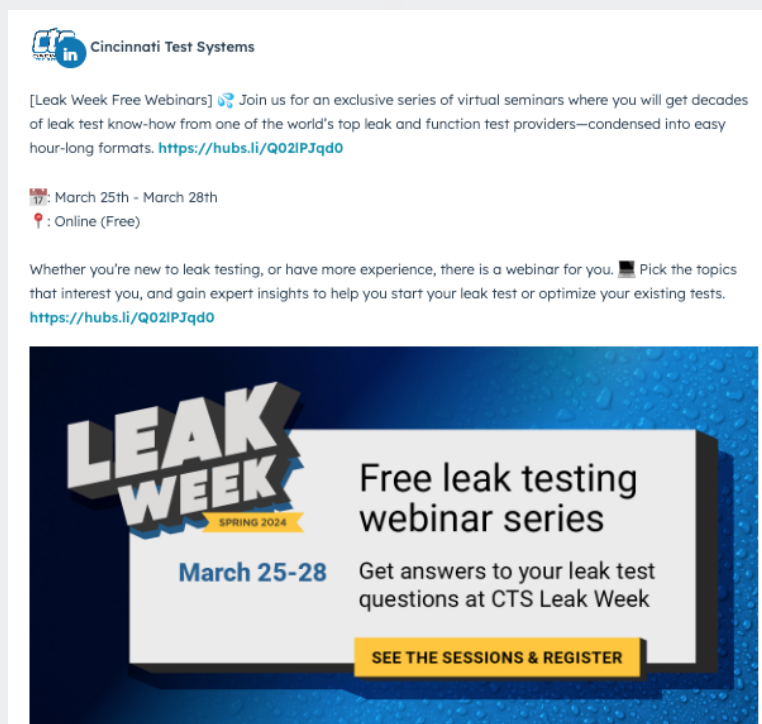
Paid and Organic Social are essential to driving brand engagement and new lead generation. They have a very engaged following on their social channels, particularly on LinkedIn, so we wanted to leverage this as much as possible to promote the events. We had a series of posts promoting the entire series and individual posts promoting the unique webinars. We did this for both the live and on-demand versions, resulting in 19 posts.

The social posts (organic and paid) generated the following results:

📊 118,823 Impressions

📊 2,967 Clicks

Here is an example of one of the ads for a live webinar series driving traffic to the central microsite.



Website Calls-to-Action and Pop-Ups:





We wanted to leverage their website's existing assets, which already had a great deal of traffic, to amplify the webinar series' exposure. To do this, we placed call-to-action buttons and exit-intent pop-ups throughout the website on relevant pages to provide visitors with a quick way to access the live and on-demand webinars by linking to the microsite or the individual landing pages based on webpage targeting.

These buttons were placed on over 180 assets throughout the website, including product pages and blogs. This generated:

 **16,152 call-to-action views**

 **3,461 call-to-action clicks**

The following is an example of the call-to-action buttons and data.

PREVIEW	NAME 	VIEWS 	CLICK RATE 	CLICKS 	
Access the Webinar >>	Leak Week 2024 Access the Webinar: Leak Test Fundamentals (Non-Registrants) Simple	487	27.93%	136	
Watch the Webinar >>	Leak Week 2024 Access the Webinar: Leak Test Fundamentals (Registrants) Simple	190	22.11%	42	
Access the Webinar >>	Leak Week 2024 Access the Webinar: Pressure Decay (Non-Registrants) Simple	482	13.9%	67	
Access the Webinar >>	Leak Week 2024 Access the Webinar: Large Volume Parts (Non-Registrants) Simple	482	12.45%	60	
Watch the Webinar >>	Leak Week 2024 Access the Webinar: Pressure Decay (Registrants) Simple	189	11.64%	22	
Watch the Webinar >>	Leak Week 2024 Access the Webinar: Large Volume Parts (Registrants) Simple	190	11.05%	21	
Access the Webinar >>	Leak Week 2024 Access the Webinar: Trace Gas (...) Simple	<div>Preview</div> <div>Actions ▾</div>	482	4.98%	24
Learn More >>	Leak Week 2024 - Leak Test Fundamentals Webinar (Secure Your Spot) Simple	21,452	4.77%	1,024	

Business Impact:

 **915 new sales qualified prospects and re-engaged over 1,700 existing contacts**

 **337% increase in new sales-qualified prospects from the 2023 Leak Week campaign that did not include a dedicated microsite**

 **762% increase in re-engagement of existing prospects from the 2023 Leak Week campaign**

- 📌 **\$308,685 in new revenue from 22 contacts who participated in Leak Week.**
This is a 385% increase in new revenue from the same event held in 2023.

SUM TOTAL REVENUE
\$308,685.27

COUNT OF CONTACTS
22

- 📌 **\$330,440 in open opportunities from 78 contacts who participated in Leak Week.** This is a 112% increase in revenue in open opportunities from the same event held in 2023.

ASSOCIATED DEAL VALUE ⓘ
\$330,440.82

CONTACTS WITH REVENUE ⓘ
78

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