



A/B Testing Case Study

optimizing your landing pages
for better conversions

What is A/B Testing?

A/B testing is essentially applying the scientific method to business. In A/B testing, two or more versions of a variable (in this case, a landing page being used with Google Ad Campaigns) are shown to different segments of your audience at the same time to determine which version leaves the maximum impact and drives business metrics.

We A/B test everything from the subject lines of your marketing emails to the grade of lumber used in building houses.

This case study will examine steady conversion increases stemming from A/B Testing that we used on landing pages for three different practices.

This case study contains real data taken from actual campaigns that we launched in 2022.

Why use A/B Testing?

You have no idea what your customers want until you give them something to try. It's great to interview your customers and conduct focus groups, but that usually just highlights problems with your product.

A/B testing will pressure test your solutions and tell you what customers actually want.

Our Implementation

We set up landing pages for select clients with these specific changes published. We tracked the performance of these landing pages with changes made, and compared them to the same landing pages with no changes implemented.



A security notice stating “we will not share your information” was added to form submissions.



Altered the text in call to actions to feel more inviting.

The screenshot shows the landing page for Excel Home Rehab LLC. At the top left is the company logo and name. At the top right, there is a call to action: "Questions? Give us a call today! (732) 936-7774". The main headline reads "BEST AT-HOME PHYSICAL THERAPY SERVICE IN MIDDLESEX COUNTY NJ!". Below this is a form titled "Schedule Your At-Home Appointment Today!" with fields for Name, Phone Number, and Email. A security notice is added below the form: "We promise your details are secure with us." To the right of the form is a text box: "We will come to you! No more going into doctors offices where germs are present. Feel safe in the comfort of your own home. Our team is doing everything we can to keep our staff and patients safe while following CDC guidelines. Book Today!". Below the form is a "Give me a call! >>" button. At the bottom, there is a "Join Over 10,000 Happy Patients" section with a "Book My Appointment" button and "Or Call Us Right Now! (732) 936-7774". The bottom of the page features statistics: "10,000 + Patients Seen" and "19 Years Of Experience".



Statistics were added, including the # of patients seen, years in practice, and the average rating.

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Added section that explains the patient experience.



Added a pop-up that asks the viewer why they didn't schedule an appointment.

What to expect after contacting us:

- ✓ After speaking with us, we will take your insurance information and verify on your behalf. We know the right questions to ask, so you don't have to go through the trouble of dealing with your insurance company.
- ✓ We will send you an intake form, asking you some questions.
- ✓ After the insurance and intake form are handles, we will send out a therapist ASAP.



EXCEL HOME REHAB, LLC

[Book My Appointment](#)

Top 3 Reasons Patients Choose Us

01
02
03

Individual Home Based Physical Therapy

We will travel to you or your loved one! We are committed to providing exceptional and compassionate care to our patients maintaining and improving the health of as many people as possible.

Years of Knowledge & Experience

We strive for excellence and only the highest of quality in the services we provide. We take your health seriously which is why we are dedicated to being well-trained and professionals at what we do.

Wide Variety of Services

Our services range from orthopedics, musculoskeletal conditions, neurological disorders, and various geriatric conditions. Services are available 9 am to 5 pm Monday-Saturday every week. **Accepting Medicare and other insurance beneficiaries!**

See What Our Patients Are Saying



"My family member was able to go down the steps in and out of her house so much more easily after working with her Excel Home Rehab therapist for just a few sessions! **So wonderful to have the physical therapy done in the home** for many reasons. My relative does not drive so having therapy come to her was a life saver. The therapist was able to see the layout of my relative's house and suggest easy changes to make the house safer and easier to navigate. **Will definitely recommend Excel Home Rehab to others!**



Elaborated anytime the practice being "Top Rated" or "Award Winning" was mentioned.



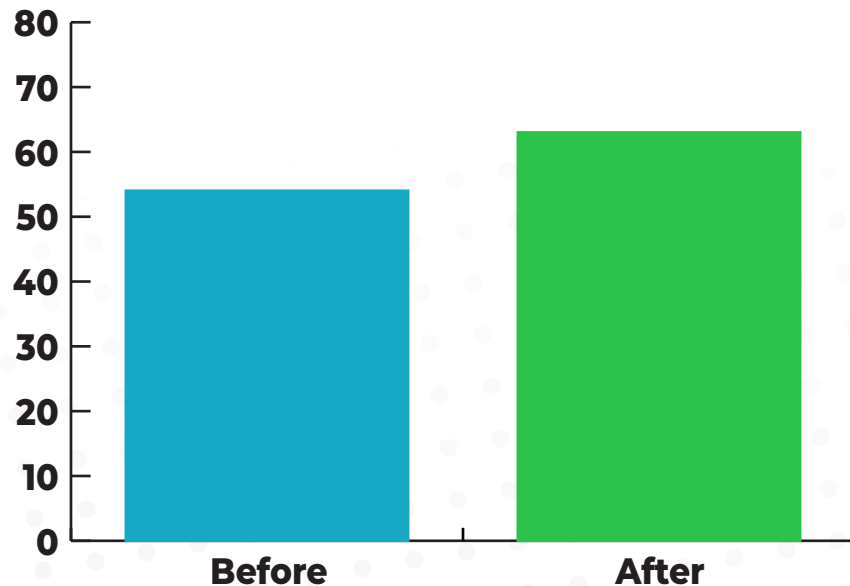
Emphasized key points of customer testimonials using bold text.

Our Results

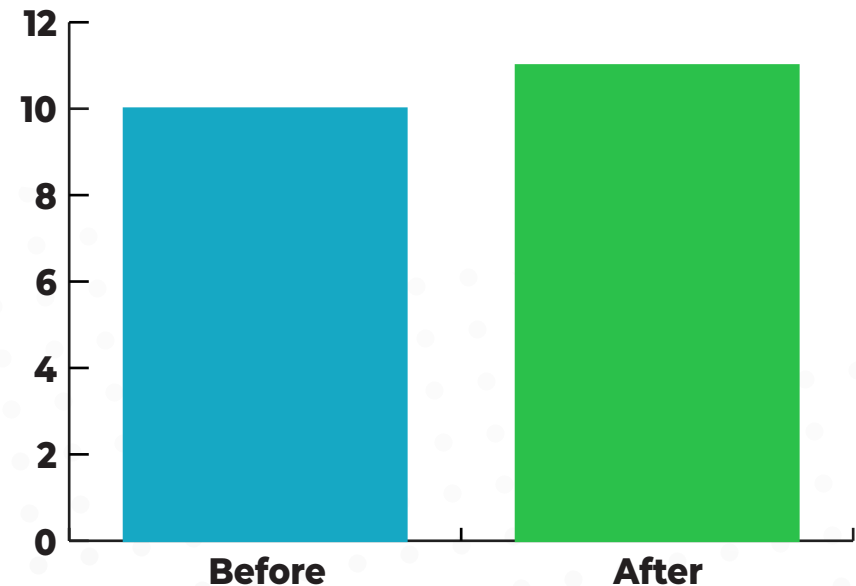
We evaluated the performance of three separate landing pages & implemented the changes that our team of marketing experts recommended.

Below is a look at some of the engagements that resulted in a conversion rate increase of **13.2%** for Excel Home Rehab.

Calls Recieved



Leads Generated

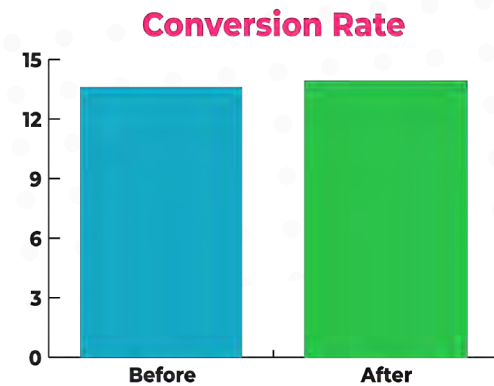
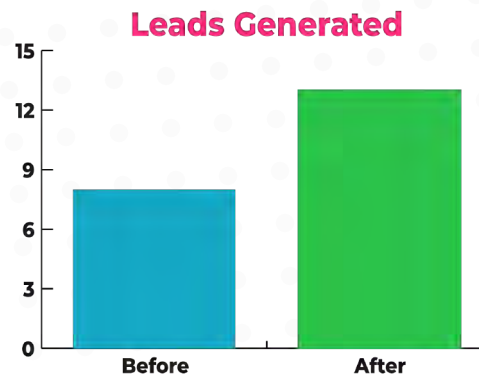
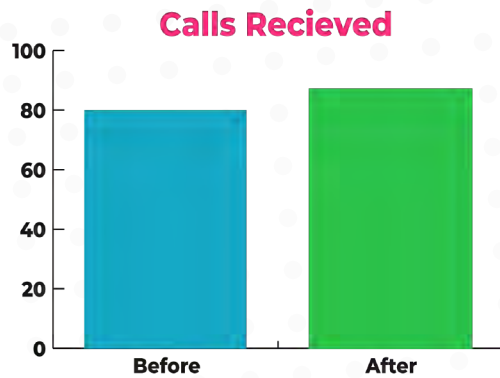


Data was gathered in 3-month periods

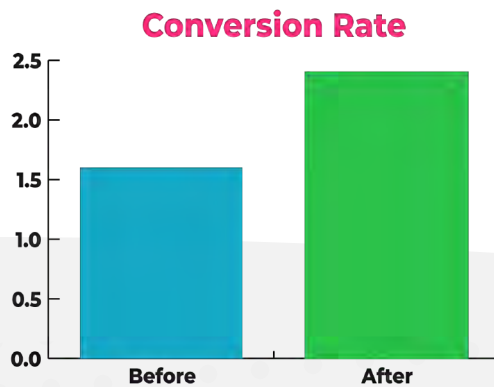
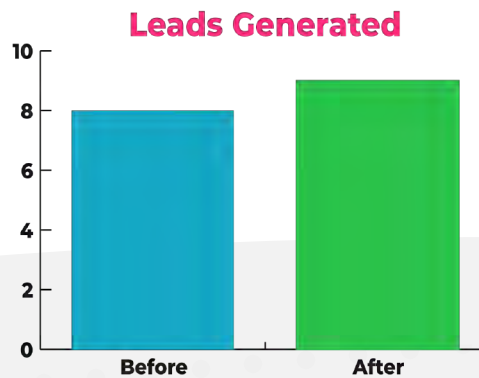
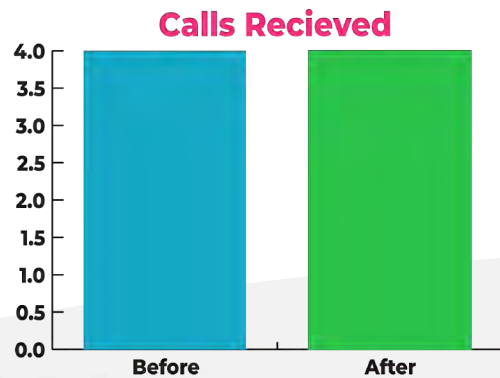
Our Results

Similar results can be found across all three landing pages that we implemented these changes on.

Subject #2



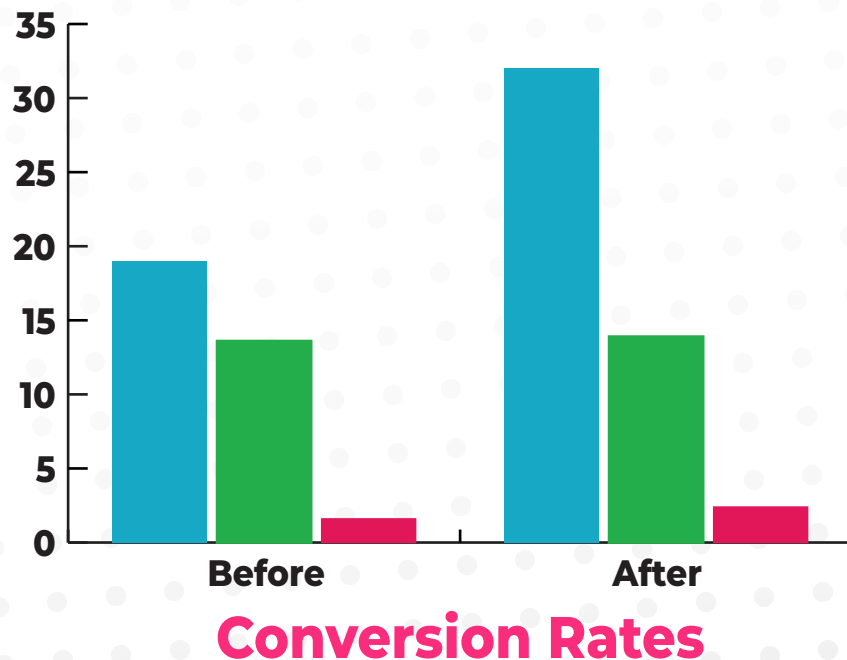
Subject #3



In Closing

Using A/B testing made it clear that the changes we made to our clients landing pages resulted in a positive impact across the board.

All three subjects recieved an increase in conversions within the three months of testing that we performed the A/B test.



**Want to speak
to the **experts?****

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