

## CONVERSION CASE STUDY

# Leadferno triples website leads

Fox Pest Control lifts their website conversion rate 201%

	TRAFFIC	LEADS
Base landing page	2,373 users	99
Page with Leadferno	2,379 users	298 💰

201%  
CONVERSION RATE LIFT

The base landing page featured a "Call now" CTA button with the other landing page using Leadferno's Leadbox, with a "Text with us" CTA, and the call CTA. With no difference in call volume between the two, Leadferno drove significant additional leads.

This test easily reached statistical significance over a 36-day period with 4,750 users and was conducted independently by Experiment Led, a leading conversion optimization agency.



## READY TO INCREASE LEADS FOR YOUR CLIENTS?

Don't just drive website traffic for your clients, convert it. Capture more leads with Leadferno's Partner Program offering your agency a full suite of conversion tools, reporting, and revenue share.

[leadferno.com/partner](https://leadferno.com/partner)



leadferno