


CONVERSION CASE STUDY

Leadferno triples website leads

Fox Pest Control lifts their website conversion rate 201%

201%
CONVERSION RATE LIFT

	TRAFFIC	LEADS	CONVERSION
Base landing page	2,373 users	99	4.17%
Page with Leadferno	2,379 users	298	12.58% 

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

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