

Case Study: Pathfinder's Landing Page Campaign

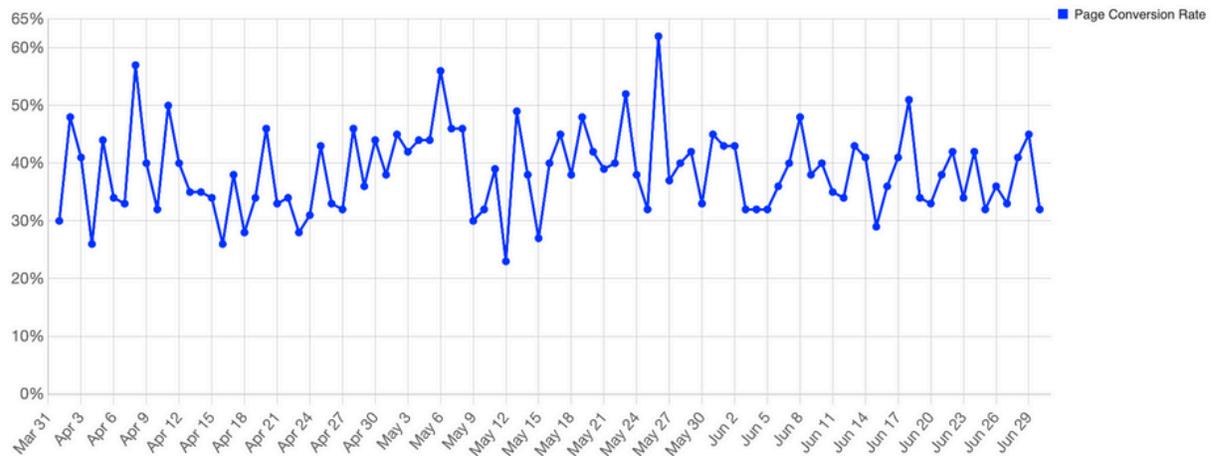
Quick Overview

In Q2 of 2023, Pathfinder launched a targeted landing page campaign for potential homebuyers. The primary objective was to drive traffic to a dedicated landing page highlighting the features and benefits of the Pathfinder app, which assists users in the home-buying process. This case study examines the campaign's execution, results, and key takeaways.

Suited Connector - Mobile

Daily Conversion Rate

4/1/2023 - 6/30/2023



Campaign Goals	Key Results	Conclusion
 <ul style="list-style-type: none"> • Increase awareness of Pathfinder's app features and benefits. • Drive traffic to the landing page. • Convert visitors into app users. 	 <p>The landing page campaign ran for three months and delivered outstanding results:</p> <ul style="list-style-type: none"> • Total Visitors: 6,380 • Total Views: 8,362 • Total Conversions: 2,662 • Conversion Rate: 42% 	 <p>The Pathfinder landing page campaign drove traffic and conversions, highlighting app benefits for homebuyers. Success was due to targeted advertising, user experience, and ongoing optimization.</p>