

# HOUSE OF KAIZEN

## Case Study / Landing Pages: Nuffield Health



## LANDING PAGE OPTIMISATION

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Nuffield Health recently launched a significant membership drive (offline and online) offering a free day pass to their new members. House of Kaizen was tasked to increase click-through rates and lead generation conversion rates. We used highly tuned banners and emails that drove traffic to bespoke and optimised landing pages, where traffic was funneled through to conversion. We successfully increased the online campaign conversion rate by over 928%.

### THE CHALLENGE

The aim of the campaign was to generate leads for Nuffield's Health Clubs, and generate new membership subscriptions. House of Kaizen's challenge was to optimize the efficacy of the online campaign and turn a maximum number of new visitors into leads.

### THE SOLUTION

House of Kaizen (HOK) worked jointly with media planning agency Web Liquid to engage visitors and channel them to dedicated landing pages, designed to meet the specific expectations of visitors from each traffic source (targeted and tailored emails and affiliate banner ads). Our strategic objectives included:

- 1 Higher ad and email click-through rates with optimized messaging, directed design and a hard-hitting call to action.
- 2 Develop tuned landing pages specifically targeting the banner ad promise, using a sequential value proposition, in a linear design, tested and optimized to drive engagement and boost registration rates.

The continuity between the traffic sources and the landing pages was essential to achieve a +928% increase in lead conversion rate increase.

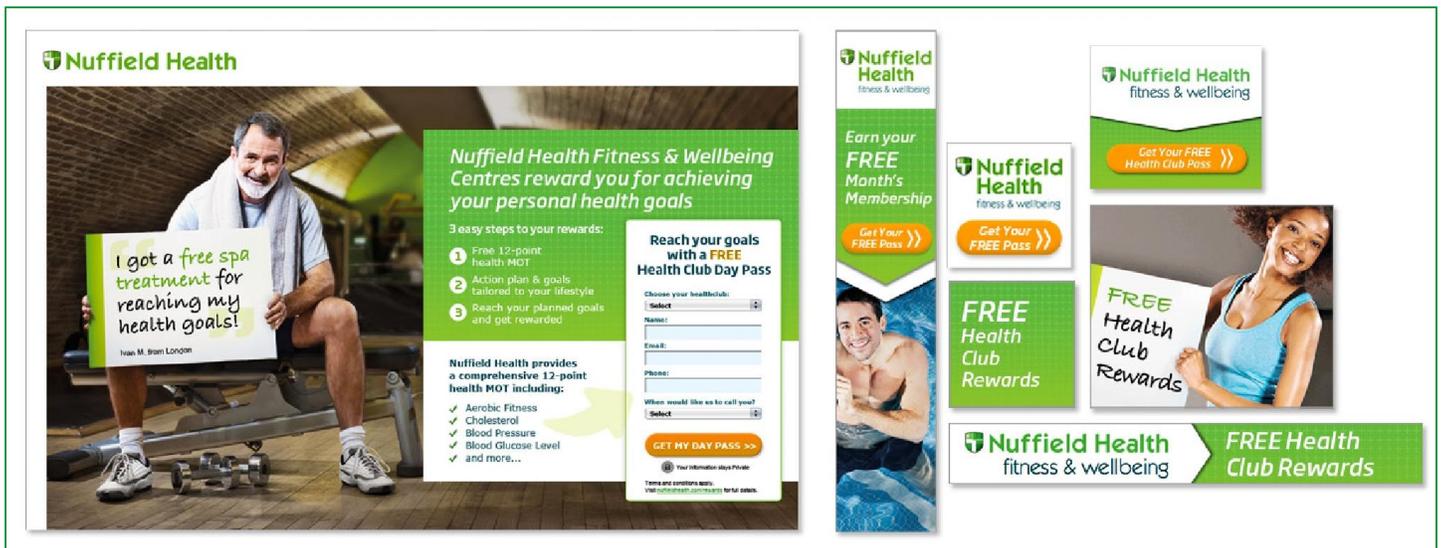
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## HOW HOUSE OF KAIZEN OPTIMISED ONLINE CAMPAIGN CONVERSION RATES

### INCREASING CREATIVE CLICK-THROUGH RATES

House of Kaizen created dedicated online banners and bespoke emails including designs and content to power the online marketing campaign:

- **Emails:** custom made for each traffic segment.
- **Banner ads:** tuned to each affiliate network.
- **Relevant content strategy:** formulated to increase engagement, convert leads, complete goals, lower exit rates and reduce Cost per Lead.



### Targeted Marketing Landing Pages

House of Kaizen designed and built targeted marketing landing pages tuned to each specific marketing message and specific traffic channel.

The landing pages focused on key conversion optimisation principles:

- Controlled eye flow leading to the “Get my day pass” button
- Clear proposition with quantifiable added value
- Reduced friction (easy to read thanks to images, bullet points, etc.)

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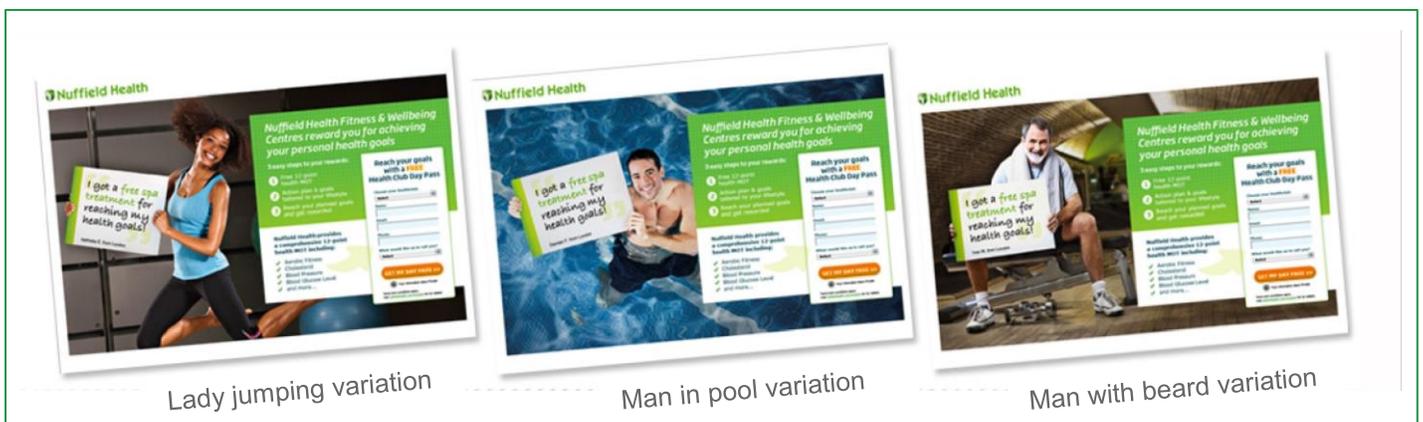
- Sequenced thoughts, tuned copy and a well-crafted pitch with numbered steps
- Strong incentive designed to boost conversion rate of hesitant subscribers



## A/B/C Split Testing

We then used A/B/C split testing to validate the optimization strategy. We tested multiple email/ad and landing page combinations by channel (email, affiliates). The objective was to determine the impact of images on conversion rates for each traffic source.

These are the 3 landing page variations we tested:

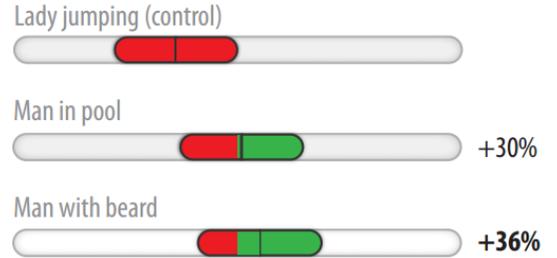


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## THE OUTCOME

### 1<sup>st</sup> period:

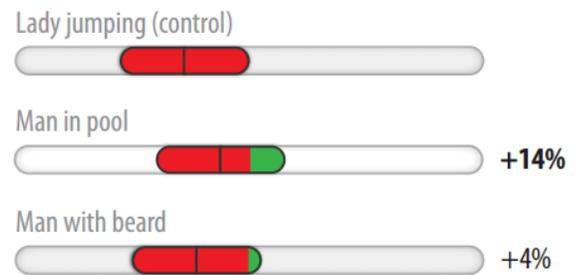
**Single traffic source:** email traffic  
**Best performing page variation:** man with beard  
**Optimising on a single traffic source:** the “Man with beard” background image page variation performed better than “Man in pool” and “Lady jumping.”



### 2<sup>nd</sup> period:

**Offline campaign:** all online traffic  
**Best performing page variation:** “Man in pool”

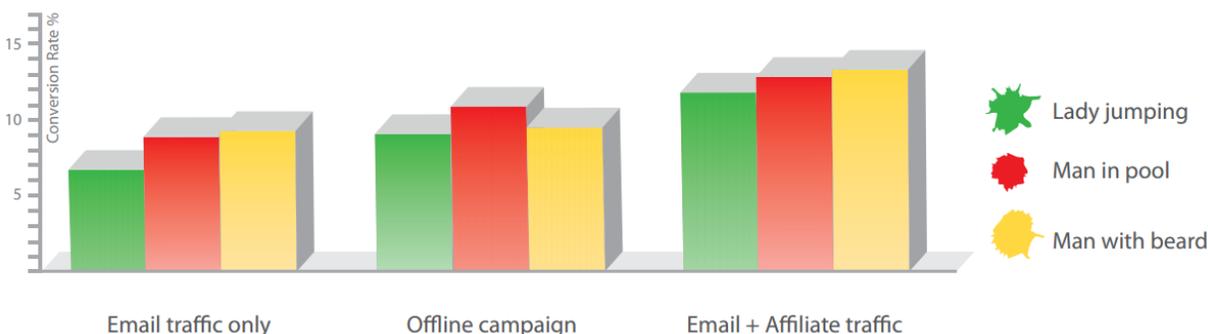
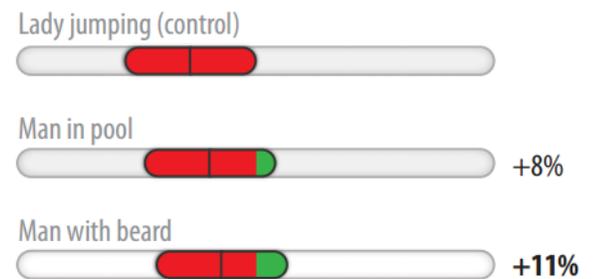
With the launch of an intensive offline campaign seen in public transportation ads, newspapers and magazines (the offline ad creative predominantly used the “Man in pool” photo), we measured a significant impact of the offline imagery on the online conversion rates from visitors coming from the online ads. Conclusively the impact of offline pushed the “Man in pool” to outperform the 2 other split test combinations.



### 3<sup>rd</sup> period:

**End of the offline campaign:** all online traffic  
**Best performing page variation:** “Man with beard”

With the end of the offline campaign, online conversion rates returned to the previous pattern across all campaign online traffic channels. The “Man with beard” test page treatment had a higher conversion rate than the 2 other split test treatments.



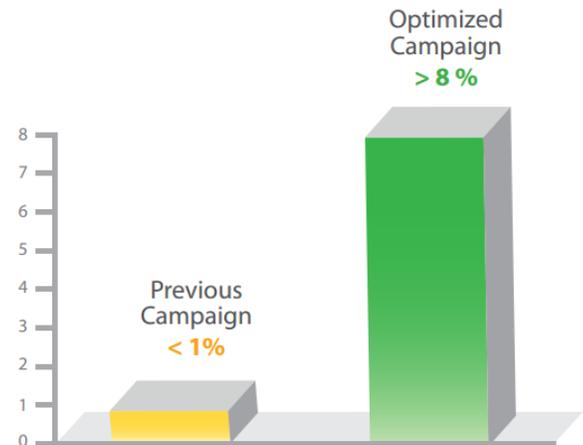
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## THE RESULTS: +60.3% ROI

HOK Targeted Landing Pages consistently delivered an increase in conversion rate from previous campaigns, significantly lowering the number of clicks per lead.

- Previous campaign conversion rate: **< 1%**
- Optimised conversion rate: **over > 8%**

Targeted landing pages provide a seamless user experience and ensure message continuity from traffic source to conversion, enabling House of Kaizen to **increase online conversion rates by 928%!**



## GET THE MOST OUT OF YOUR VISITORS

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