Justuno AGENCY PARTNER

How Justuno can help you get more bang for your buck with Paid Ads

**Your clients pay you to improve their conversions from paid ads.**

Paid advertising may get them more traffic to their website, but CRO is what makes those visitors convert. Here are three ways Justuno can dramatically improve return on ad spend (ROAS), engagement, and conversions across the board.

1

Ad spend is wasted if visitors don't convert

Create an omnichannel marketing experience for your paid advertising from any channel by mirroring your language, offer and even imagery on-site with dynamic promotions to drive engagement and conversions.

- Match and mirror paid ad campaigns *(see $10 off in ad→ see $10 off on-site after clicking ad)*

- Optimize from the start with ongoing A/B testing for rapid testing and editing

- Remove generic landing pages and send visitors to personalized pages with no coding involved
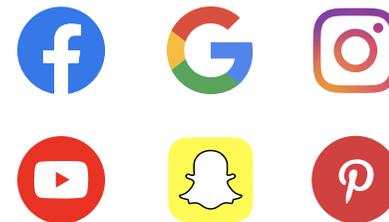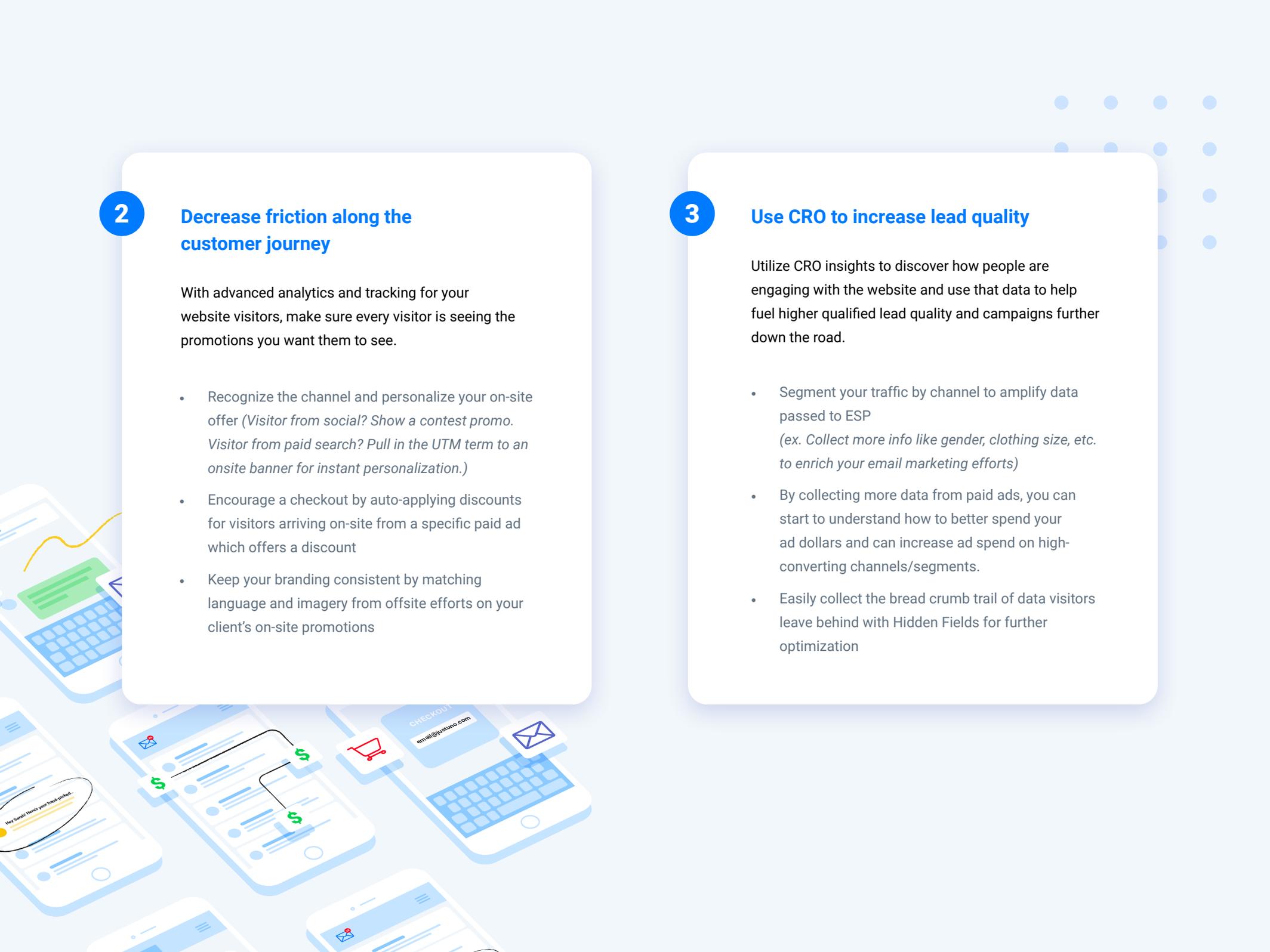
2 Decrease friction along the customer journey

With advanced analytics and tracking for your website visitors, make sure every visitor is seeing the promotions you want them to see.

- Recognize the channel and personalize your on-site offer *(Visitor from social? Show a contest promo. Visitor from paid search? Pull in the UTM term to an onsite banner for instant personalization.)*

- Encourage a checkout by auto-applying discounts for visitors arriving on-site from a specific paid ad which offers a discount

- Keep your branding consistent by matching language and imagery from offsite efforts on your client's on-site promotions

3 Use CRO to increase lead quality

Utilize CRO insights to discover how people are engaging with the website and use that data to help fuel higher qualified lead quality and campaigns further down the road.

- Segment your traffic by channel to amplify data passed to ESP
  (ex. Collect more info like gender, clothing size, etc. to enrich your email marketing efforts)

- By collecting more data from paid ads, you can start to understand how to better spend your ad dollars and can increase ad spend on high-converting channels/segments.

- Easily collect the bread crumb trail of data visitors leave behind with Hidden Fields for further optimization