

Ad Alignment: **Ten Ways** to Turn Your Ad Spend Into Revenue

Brian Massey, Sr. Conversion Scientist
Conversion Sciences LLC
www.ConversionSciences.com



YOUR CONVERSION SCIENTIST

Brian Massey

Founder of Conversion Sciences (2007)

Author *Your Customer Creation Equation*

Host *Intended Consequences Podcast*

Lab coat model



CHALLENGE

Struggling to Improve a Landing Page



KEY FINDING

The ads were making promises that the landing pages weren't keeping.

We had hit a ceiling set by the ads bringing the traffic.



AI TO THE RESCUE

The Ad Alignment Report

We are now able to mine our clients' ad portfolio for mis-matches between the ad and the landing page.



The Ad Alignment Report

- Number of ads
- Number of landing pages
- Ad types
- Creative themes
- Top landing pages

4.7:1

ads per landing page



META AD LIBRARY PULL · JUNE 8, 2026

Careforth — Meta Ad x Landing Page Alignment

Advertiser: Careforth

Query: careforth.com

56

ACTIVE ADS

94

UNIQUE CREATIVES

39

CREATIVE CONCEPTS

12

LANDING PAGES

How these ads break down by format

Format mix across the 56 active ads, derived from concept metadata.

FORMAT	ADS	SHARE
■ Static image	44	79%
■ Carousel	9	16%
■ Video	3	5%

What the ads are actually pitching

THEME	ADS	SHARE	BREAKDOWN
"We Make Caregiving Easier"	22	39%	15 concepts · 22 ads · format: static
"Support for the Care You Give"	11	20%	4 concepts · 11 ads · format: static
"Real people, real support"	9	16%	7 concepts · 9 ads · format: carousel, static
"Pav & support for caregivers"	5	9%	5 concepts · 5 ads · format: carousel

LANDING PAGES

Most of the ads land on the Homepage

The homepage struggles to keep the promises of any ad.

23

ads arrive on the homepage

Landing page distribution

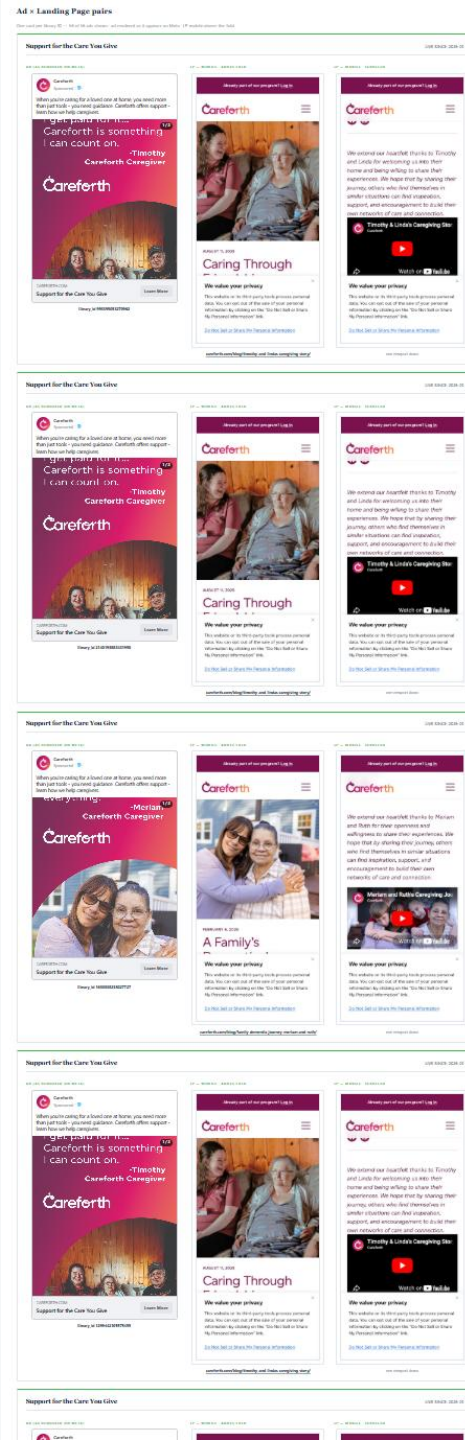
Landing page	Ads pointing here
careforth.com/	23
careforth.com/caregiver-support/	9
careforth.com/blog/timothy-and-lindas-caregiving-story/	5
careforth.com/blog/family-dementia-journey-meriam-and-ruth/	4
join.careforth.com/ga/	4
join.careforth.com/oh/	3
join.careforth.com/ct/	2
join.careforth.com/ma/	2
acapcommunity.org/event/high-and-low-technology-to-keep-your-parents-safe-and-engaged-at-home/	1
join.careforth.com/ri/	1
careforth.com/blog/become-a-caregiver-in-massachusetts/	1
join.careforth.com/es/getpaid/	1

56 ads split across 12 distinct LPs — the campaign intel section below breaks down what differentiates them.

SIDE BY SIDE

The report shows all ads and landing pages side by side

Anyone can see the misalignments.




EYE OPENING

See ads next to their landing pages.

AD (AS RENDERED ON META)

AVE AVE Austin North Lamar
Sponsored · 🌐

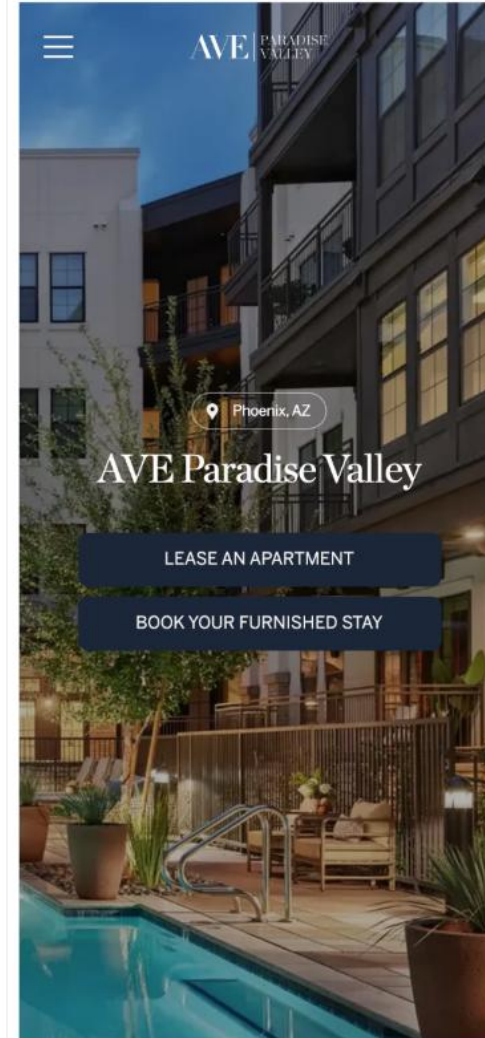
Experience elevated apartment living designed around how you work, relax, and connect. AVE Austin North Lamar brings spacious apartments, award-winning service, on-demand amenities, and a genuine sense of community to one of Austin's most connected neighborhoods.



WWW.AVELIVING.COM
Your Everyday Escape
Unwind, recharge, and enjoy on-demand amenities just steps from home. [Learn More](#)

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LP — MOBILE · ABOVE FOLD



Phoenix, AZ

AVE Paradise Valley

LEASE AN APARTMENT

BOOK YOUR FURNISHED STAY

www.aveliving.com/locations/phoenix-az/paradise-valley

One ad, roughly 9% of spend, but a mismatch that wastes that budget entirely.

ALIGNMENT GAPS

The report flags certain alignment gaps and offers fixes

Specific suggestions for your ad team.

Alignment gaps worth flagging

1. LP fragmentation across 12 destinations

The 56 active ads route to 12 different landing pages — a 4.7:1 ad-to-LP ratio that splinters learning by destination, multiplies QA surface, and dilutes any one LP's pixel data + retargeting pool.

The single largest destination is the generic careforth.com homepage (23 ads, 41% of traffic). It carries no caregiver-specific framing above the fold, so every ad that lands there relies on the visitor to self-navigate to the right state funnel or program page.

Four destinations are blog testimonial posts that together absorb 11 ads (20% of traffic) — typically a 3–5× lower conversion floor than a dedicated funnel.

Five state-specific funnels exist (join.careforth.com/{ga,oh,ct,ri,ma}/) but together absorb only 12 ads (21%). If targeting is state-segmented, ad routing should funnel those geos to the matching state LP — not the generic homepage.

Surface	Top variants
Ad headlines (top 3 of multiple)	"We Make Caregiving Easier" (22 ads) / "Support for the Care You Give" (11) / "Real people, real support" (7)
Landing pages (top 4 of 12)	careforth.com/ (23) / careforth.com/caregiver-support/ (9) / blog/timothy-and-lindas-caregiving-story/ (5) / blog/family-dementia-journey-meriam-and-ruth/ (4)
State funnels (5 in market, 12 ads total)	join.careforth.com/{ga,oh,ct,ri,ma}/

Fix → Route every geo-targeted ad to its matching join.careforth.com// funnel and retire the homepage as a paid destination. Use the testimonial blog posts as supporting content (organic, retargeting, email) — not paid funnels.

2. Headline + CTA collapse

Two headlines carry 36 of 56 ads (64%) — "We Make Caregiving Easier" (22, plus 3 with a trailing period), "Support for the Care You Give" (11). The remaining ads spread across handful-each variants without a structured creative test.

CTA usage is essentially monolithic — "Learn More" on 46 of 56 ads (82%). No urgency/qualifier CTAs ("See If You Qualify in ", "Get Paid to Caregive") are tested, even on the state funnels where the offer is concretely "you may qualify to be paid as a caregiver".

The same generic headline + soft CTA gets paired with a blog post, the generic homepage, and a state funnel depending on the concept — visitor experience after the click swings wildly with no creative cue telling them what to expect.

Layer	In market
Headline (top)	"We Make Caregiving Easier" — 22 ads (39%)
"Support for the Care You Give"	11 ads (19%)

The Ten Alignments

The Offer

What the ad promises

The Headline

How the ad grabs attention

Call-to-action

The intent the visitor is given

Product or Service

Specific items or services

Trust & Proof

Why the click is safe

Image

Visual language

Brand

Identifying marks

Tone

Voice of the copy

URL

Destination URL

Color

Primary colors used

- Five primary and five secondary features of an ad that the landing page can match.

ALIGNMENT 1

The Offer

Does the landing page repeat the offer made?



AD INTELLIGENCE

Two kinds of ad traffic



Interrupt-driven

Social ads interrupt the visitor.



Intent-driven

Search ads match the current intent of the visitor

70% OFF

It's the offer. It's the headline. It's not on the landing page.

The landing page offers:

- "Save over 50%" for packs
- "10% Off" your first purchase

Technically, 10% and 50% are "up to 70% off"...

AD (AS RENDERED ON META)

F Filterbuy, Inc.
Sponsored · 🌐

💎 Retail prices sting. Filterbuy packs save 50% & ship free—plus 24/7 size help. Extra 10% off today!



FILTERBUY
Save ^{UP TO}
70% OFF
On Filter Packs

LP.FILTERBUY.COM
Replacement Air Filters [Learn more](#)

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LP — MOBILE · ABOVE FOLD

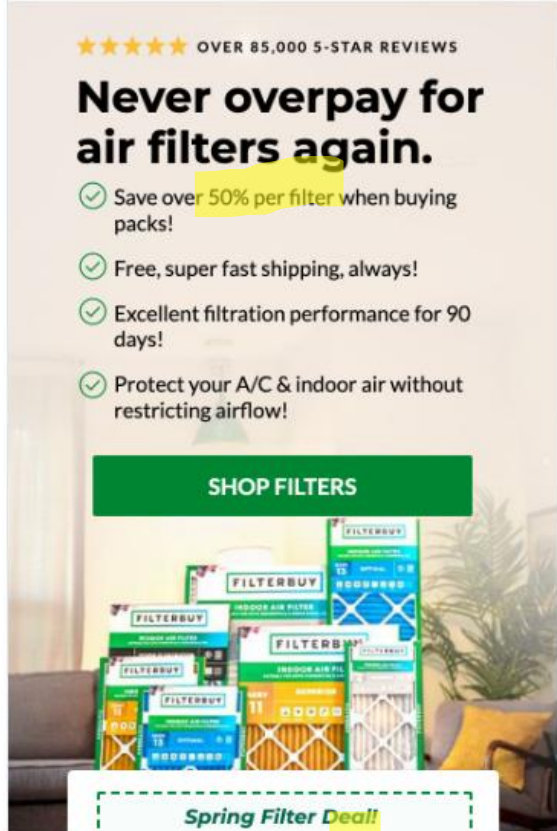
FILTERBUY
BETTER AIR FOR ALL

★★★★★ OVER 85,000 5-STAR REVIEWS

Never overpay for air filters again.

- ✓ Save over **50% per filter** when buying packs!
- ✓ Free, super fast shipping, always!
- ✓ Excellent filtration performance for 90 days!
- ✓ Protect your A/C & indoor air without restricting airflow!

SHOP FILTERS



Spring Filter Deal!
Save An Extra **10%**
Off Your First Purchase

1" FILTERS

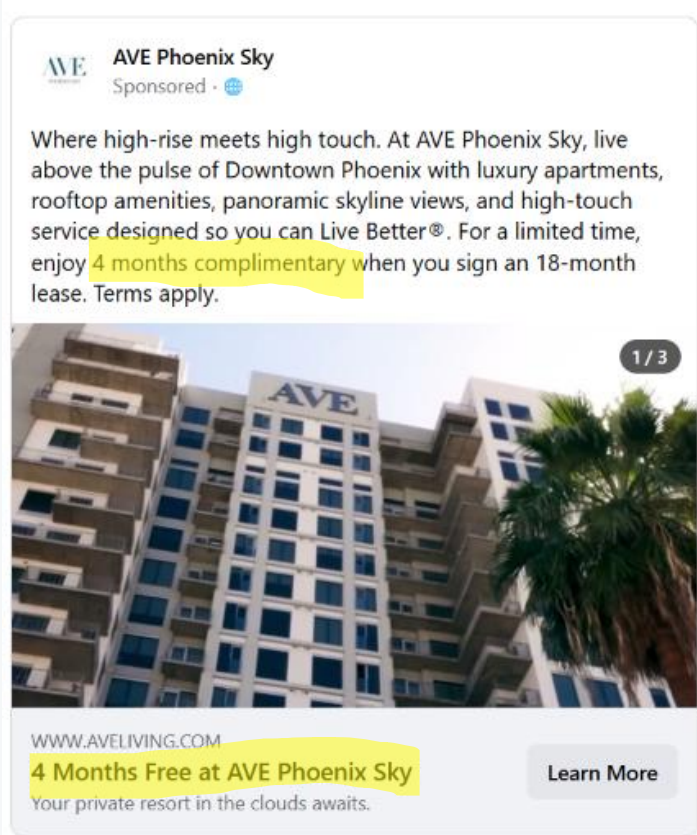
lp.filterbuy.com/campaigns/value/

OFFER MISALIGNMENT

“4 Months Free” – until you arrive

THE AD promises 4 months free

THE PAGE never mentions it



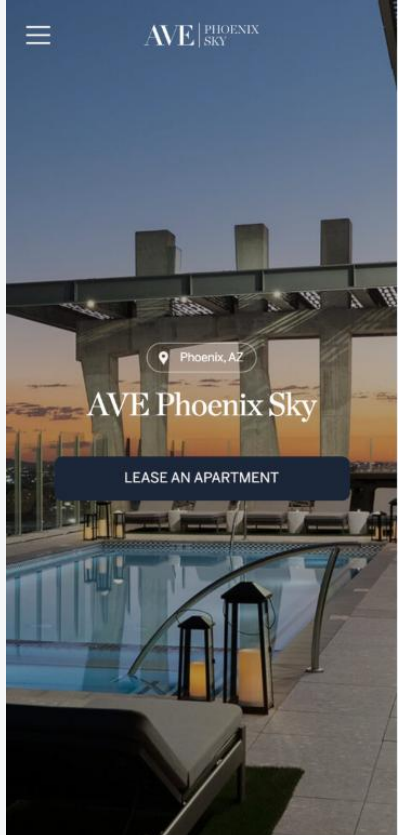
AVE Phoenix Sky
Sponsored · 🌐

Where high-rise meets high touch. At AVE Phoenix Sky, live above the pulse of Downtown Phoenix with luxury apartments, rooftop amenities, panoramic skyline views, and high-touch service designed so you can Live Better®. For a limited time, enjoy 4 months complimentary when you sign an 18-month lease. Terms apply.

1 / 3

WWW.AVELIVING.COM
4 Months Free at AVE Phoenix Sky
Your private resort in the clouds awaits.

Learn More



☰ AVE PHOENIX SKY

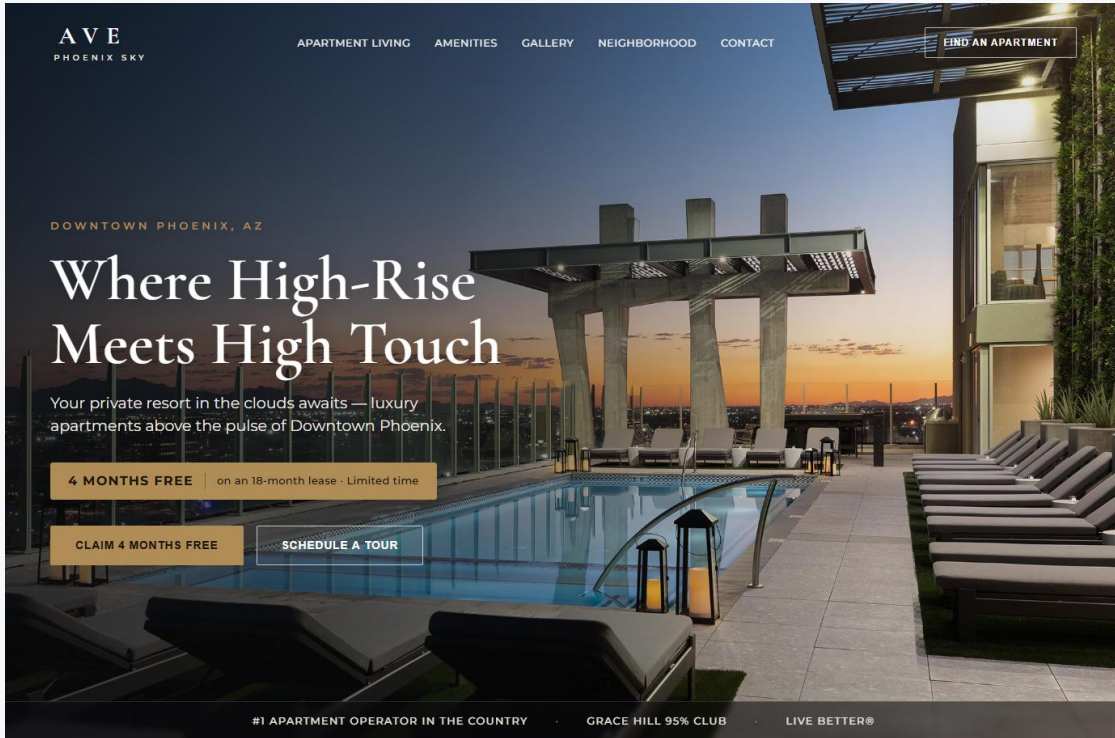
Phoenix, AZ

AVE Phoenix Sky

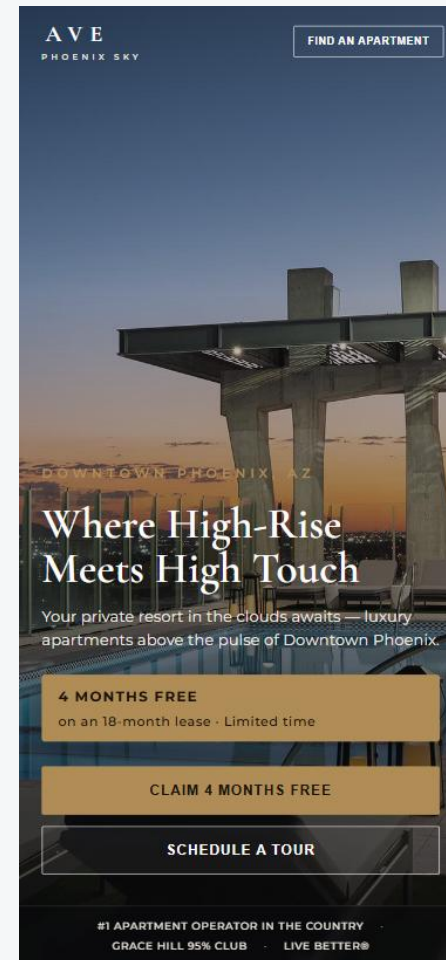
LEASE AN APARTMENT

ALIGNING THE OFFER

Same property. Now the page keeps the promise.



This landing page was generated using an LLM trained landing page best practices.



- ✓ The **“4 Months Free” offer** is front and center — visible and claimable.
- ✓ The ad's **“Where High-Rise Meets High Touch”** line becomes the headline.
- ✓ The **call-to-action matches the offer** — “Claim 4 Months Free.”
- ✓ AVE's real **proof** — #1-ranked operator, Grace Hill 95% Club — moves up top.



ALIGNMENT 2

The Headline

Does the landing page support the hook of the ad?

02



OFFER MISALIGNMENT

**“55% Less Time” vs.
“Coordinate your
work in one place”**

AD (AS RENDERED ON META)

 **Asana**
Sponsored · 

Asana users spend less time searching for info across apps and more time focusing on strategic work. Start saving time today.




55%
less time spent searching
for info per week

IDC Business Value White Paper, sponsored by Asana, The Business Value of 7 in Asana Platform, Doc. #D85064023, June 2023

ASANA.COM
Centralize work with Asana Sign Up


library_id 906977335221979

LP — MOBILE · ABOVE FOLD

 **asana** Get started

Coordinate your work in one place

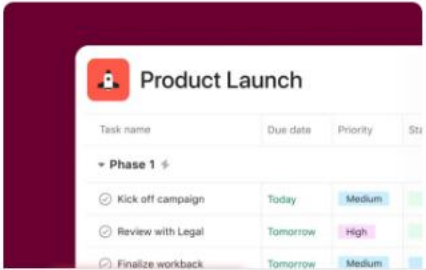
Asana brings everyone's work together, automates processes with AI, and helps teams stay on track—without all the emails and meetings.

 Continue with your Google work account

or

Continue

By signing up, I agree to Asana's [Terms of Service](#) and acknowledge the [Privacy Statement](#).



Task name	Due date	Priority	St
- Phase 1 -			
<input checked="" type="checkbox"/> Kick off campaign	Today	Medium	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Review with Legal	Tomorrow	High	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Finalize workback	Tomorrow	Medium	<input checked="" type="checkbox"/>

asana.com/campaign/try-now



OFFER MISALIGNMENT

Fulfill Dreams vs. Standard of Care

Pinnacle Fertility
Sponsored · 🌐

At Pinnacle Fertility, helping families grow isn't just what we do, it's why we exist. Get the fertility care you need, when you need it.

PINNACLE FERTILITY
Network

We fulfill dreams by building families
Get fertility care you need now.

Raising the Standard of Fertility Care in Chicago.
Thousands trust Pinnacle Fertility to help build their families. Meet your local team and discover the treatments available to you. With offices throughout the greater Chicago area, our clinics have been serving the community since 2004, assisting individuals and families achieve their parenthood dreams.

Contact Us

First Name*

Last Name*



Date of Birth

www.pinnaclefertility.com/pinnacle-chicago/


WWW.PINNACLEFERTILITY.COM
Building Families, Every Day **Book Now**

AD (AS RENDERED ON META)

Mother's Day Delivery not mentioned on Product Page

 **Riomar Shoes**
Sponsored · 




Mother's Day is around the corner. Get limited edition shoes before they sell out.
Order by May 6th for Mother's Day Delivery




RIOMARSHOES.COM
The Biscayne - Women's Deck Driver [See Details](#)



[EXPLORE THE NEW WOMEN'S COLLECTION HERE](#)


  




THE BISCAYNE - WOMEN'S DECK DRIVER 5.0 ★

\$219.00

★★★★★ 3 Reviews


DESCRIPTION 

SIZE | 5.5


 6 6.5 7


riomarshoes.com/products/womens-biscayne-deck-driver

Headline:
"for Cigar Smokers"
Landing Page:
"Clean Air Defined"

 **Rabbit Air**
Sponsored

Life is full of worries; clean air shouldn't be one of them.
Shop rabbit air purifiers.





WWW.RABBITAIR.COM
Refresh Your Air Quality!
Shop now.

Shop Now



Clean Air Defined


#1
AIR PURIFIER FOR HOME AND COMMERCIAL USE
CIGAR & SPIRITS
MAGAZINE




Buy now




Auto-generated landing page

 **Rabbit Air**
Sponsored

Life is full of worries; clean air shouldn't be one of them.
Shop rabbit air purifiers.

 **The #1 Air Purifier**
For Cigar Smokers



WWW.RABBITAIR.COM
Refresh Your Air Quality!
Shop now.

Shop Now



✓ Free shipping & returns within 90 days ✓ 5-Year Warranty
✓ Certified Zero Ozone ✓ 24/7 Customer Service





 **THE #1 AIR PURIFIER FOR CIGAR SMOKERS**

RABBIT AIR · MINUSA2

The #1 air purifier for **cigar smoke**.

Six-stage filtration with an activated-carbon filter
clears cigar smoke, VOCs, and stubborn odor from
up to 815 sq. ft. — whisper quiet, day and night.

\$599.95

Free shipping · 5-year warranty

[Shop Now](#) [Why it's #1 for smoke](#)

2021 Prevention Healthy Home Award •
Certified Zero Ozone (UL 2998) • Bizrate Platinum

ALIGNMENT 3

The Call to Action

Does the landing page satisfy the **visitor's intent** as set in the ad?

03

“Learn more?”
or
“Shop Now”
or
“See Details”

AD (AS RENDERED ON META)

Four Sigmatic
Sponsored · 🌐

Try
Original
Mushroom
Coffee
for ~~\$50.00~~
Free



US.FOURSIGMATIC.COM
Mushroom Coffee Fb3

Learn more


library_id 1189728366413259

LP — MOBILE · ABOVE FOLD




LIMITED TIME SALE: GET ONE BAG FREE (JUST PAY SHIPPING)

FOUR SIGMATIC®



Get 30 Servings of
Original Mushroom Coffee for
~~\$50.00~~ FREE
(just pay shipping!)



Get 30 Servings of Original Mushroom Coffee for \$50.00 FREE (just pay shipping!)

97% Customer Satisfaction

9/10 Taste (Superior to Specialty Coffee)

94% of Customers Recommend

30 Science-Backed Claims

Get One 30-Serving Bag of
Original Mushroom Coffee for
FREE
(Just pay shipping)

★★★★★ 67,127

The coffee that started the movement 10 years ago. This delicious organic Arabica instant coffee infused with Lion's Mane, Chaga, Cordyceps, Reishi, and Turkey Tail mushrooms—plus Vitamin B12 and probiotics—for focus, energy, stress relief, and gut health. Delicious, effective, and easy to use, it's the #1 mushroom coffee for a reason.

Get one 30-serving bag of Original Mushroom Coffee today for \$50.00 FREE (just pay \$9.99 shipping)



us.foursigmatic.com/pages/mushroom-coffee-fb3

Two calls to action



Read the case study

Learn more

AD (AS RENDERED ON META)

 Amplitude
Sponsored · 

Struggling with high CAC? See how NTT Docomo drives ROI across 400+ employees.

 Amplitude × 

8x conversion rates
87.5% lower CAC



Docomo grows faster with self-serve insights.

[Read the case study](#)

AMPLITUDE.COM
Find What Drives Growth [Learn more](#)

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 Amplitude 

Blog

[Insights](#) [Product](#) [Company](#)


[Customers](#) [Topics](#) ▾


Search 


NTT Docomo Achieves 60% Onboarding Success Rates With Deep Insights

Japan's top mobile carrier studies millions of users to improve their experiences and prompt actions across multiple services.

Customers

 Oct 14, 2024

 7 min read

 **Takashi Suzuki**
Managing Director of Data Department, NTT Docomo

[f](#) [in](#) [X](#) [✉](#)

AHA MOMENT

amplitude.com/blog/aha-moment-ntt-docomo

ALIGNMENT 4

Trust

Does the landing page reinforce trust established in the ad?

04

Safe at Home

AD (AS RENDERED ON META)



Careforth Sponsored

At Careforth, we believe every family caregiver deserves a team behind them to help them keep their loved ones safe at home.

1 / 6

Careforth
Safe at HOME

Every **Family Caregiver** Deserves a Team Behind Them

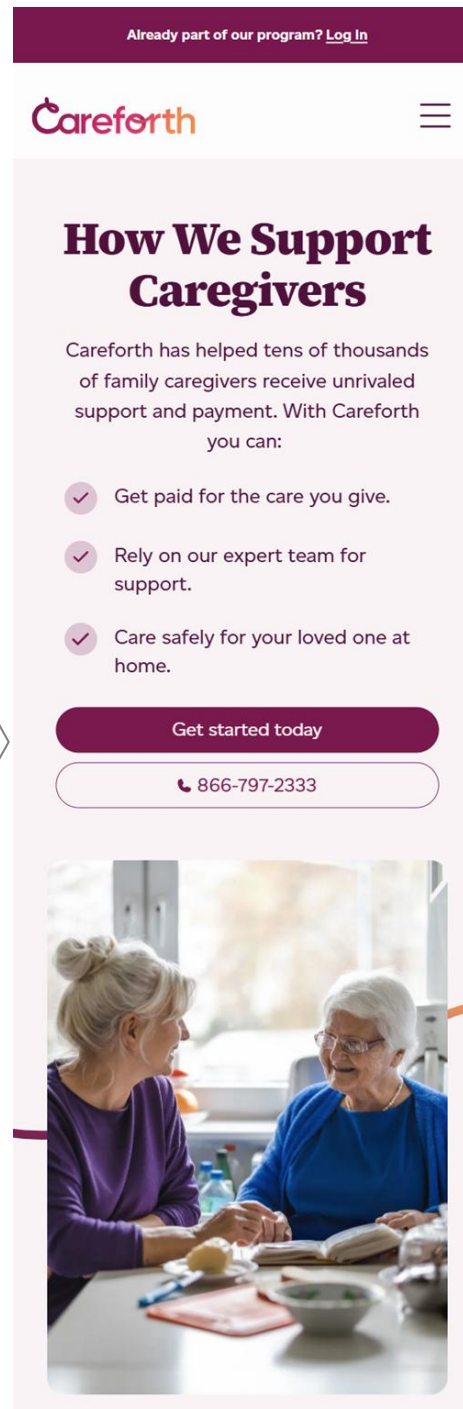
LEARN MORE

Careforth

CAREFORTH.COM
Real people, real support

Learn More

library_id 830185726789814



Already part of our program? [Log In](#)

Careforth


How We Support Caregivers

Careforth has helped tens of thousands of family caregivers receive unrivaled support and payment. With Careforth you can:

- ✓ Get paid for the care you give.
- ✓ Rely on our expert team for support.
- ✓ Care safely for your loved one at home.

Get started today

866-797-2333



- ≠ **Headline:** No mention of "Family Caregivers" or "Team"
- ≠ **Trust and Proof:** No Safe at Home Logo
- ≠ **Offer name:** "Safe at Home" not on landing page
- ≠ **Call to action:** "Learn More" vs. "Get started today"
- ≠ **Brand:** No Careforth uniform
- ≠ **Image:** Hugging vs. sitting at a table

Safe at Home: Auto-generated Landing Page

AD (AS RENDERED ON META)



Careforth
Sponsored · 🌐

At Careforth, we believe every family caregiver deserves a team behind them to help them keep their loved ones safe at home.

1 / 6



Every **Family Caregiver** Deserves a Team Behind Them

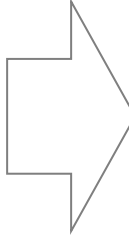
[LEARN MORE](#)

Careforth

CAREFORTH.COM
Real people, real support

[Learn More](#)

library_id 830185726789814



Already part of our program? [Log In](#)

Careforth

- 💰 Up to \$2,000/month — Structured Family Caregiving
- 👤 Free to join — Medicaid or health plan covered
- ★ NCQA-accredited · 25+ years



Every **Family Caregiver** Deserves a Team Behind Them

Get paid up to \$2,000/month.
Expert team by your side. Care safely at home.

- ✔ Get paid up to \$2,000/month
- ✔ No out-of-pocket costs
- ✔ Personalized support every step of the way

[Check Your Eligibility](#)

866-797-2333



Helping caregivers for 25+ years

- ✔ **Headline:** Matches
- ✔ **Offer Name:** Safe at Home
- ✔ **Image:** Worker in branded vest
- ✔ **Branding:** Safe at Home Logo
- ✔ **Call-to-Action:** "Check your Eligibility"

ALIGNMENT 5


Product or Service

Does the landing page feature the product or service highlighted in the ad?


05

Where's the Chair?

AD (AS RENDERED ON META)

A. Article
Sponsored · 

Great style is easy. "The entire Article experience was everything I hoped furniture buying could be." Discover timeless designs today.



WWW.ARTICLE.COM
Zola Leather Dining Chair - Black [Shop Now](#)



LP — MOBILE · ABOVE FOLD

Get financing as low as 0% APR for up to 12 months. [Learn more.](#) ×


ARTICLE. ? ⊗ ♥ 🛒

Search products & help ... 🔍


Home > Best Sellers

Best Sellers


Often imitated, never duplicated —
Timeless, refined, best-in-class furniture.



Sven Collection [EXPLORE](#)




Living Room



Bedroom

[FILTERS](#) >



www.article.com/c/best-sellers

ALIGNMENT 6

Images

Does the landing page have the same visual language as the ad?

06

Imagery
misses on all
points

 **AG1 by Athletic Greens**
Sponsored · 

Good morning, athletes everywhere.
Routine wins in the long run. Set your day in motion with a routine that rises to meet it.





AG1


“Focusing on my health helps me be a better athlete and AG1 is part of that routine.”

Sloane S.
US Open Winner
Real AG1 Member

DRINKAG1.COM
Make AG1 Your Morning Routine [Learn more](#)

library_id 2320562558408213

AG1  




★★★★★ 50,000+ verified 5-star reviews for AG1 products


The #1 Daily Health Drink

One scoop of AG1 Next Gen delivers 75+ ingredients, covering your multivitamin, pre- and probiotics, superfoods and greens, and more in one clinically-studied Daily Health Drink.*

[Shop AG1](#)

[See Our Studies](#)

 Backed by 4 clinical trials¹⁻⁴

 SF Certified for Sport®

drinkag1.com/learn/ag1

Auto-generated Landing Page

 **AG1 by Athletic Greens**
Sponsored · 

Good morning, athletes everywhere.
Routine wins in the long run. Set your day in motion with a routine that rises to meet it.




"Focusing on my health helps me be a better athlete and AG1 is part of that routine."


Sloane S.
US Open Winner · Real AG1 Member

DRINKAG1.COM
Make AG1 Your Morning Routine

[Learn more](#)

library_id 2320562558408213

AG1 



Focusing on my health helps me be a better athlete and AG1 is part of that routine."

Sloane S.
US Open Winner · Real AG1 Member

Make AG1 Your Morning Routine

Support your energy, immunity, gut health, and recovery with one simple daily habit. AG1 gives you the foundational nutrition your body needs to perform at its best.

[Try AG1 Today](#)

Free Travel Pack with first order · Free shipping · Cancel anytime

ALIGNMENT 7



Brand

Does the landing page support the branding in the ad?

07

Affirm? Zales?

AD (AS RENDERED ON META)


 **Affirm**
Sponsored · 

This Mother's Day, you can spoil mom responsibly with jewelry from Zales and as low as 0% APR from Affirm. Subject to eligibility. See lending terms at affirm.com/disclosures.

The perfect thank you for mom 1/3

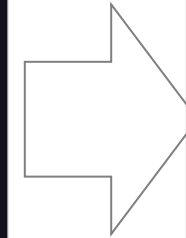
As low as
0% APR

Subject to eligibility.
See lending terms at affirm.com/disclosures.







[WWW.ZALES.COM](https://www.zales.com)
Mother's Day gifts
Get 0% APR at Zales


[Shop Now](#)




LP — MOBILE · ABOVE FOLD


Get It By Mother's Day! | **Order within**
1 DAY : 23 HRS : 43 MINS 

 **ZALES**  

 What can we help you find?



MOTHER'S DAY SALE

UP TO 50% OFF 

select gifts



[SHOP NOW](#)

*Exclusions Apply


www.zales.com/

The Landing Page Doesn't Say "Riomar"

AD (AS RENDERED ON META)

 **Riomar Shoes**
Sponsored · 



Mother's Day is around the corner. Get limited edition shoes before they sell out.
Order by May 6th for Mother's Day Delivery



RIOMARSHOES.COM
The Biscayne - Women's Deck Driver [See Details](#)

LP — MOBILE — ABOVE FOLD

[EXPLORE THE NEW WOMEN'S COLLECTION HERE](#)




**THE BISCAYNE -
WOMEN'S DECK
DRIVER** 5.0 ★

\$219.00

★★★★★ 3 Reviews

DESCRIPTION ▾

SIZE | 5.5

	6	6.5	7
---	---	-----	---

riomarshoes.com/products/womens-biscayne-deck-driver

ALIGNMENT 8

Tone

Does the landing page match the tone of the copy in the ad?

08

Compassion to gameshow host

 **Pinnacle Fertility**
Sponsored · 🌐

Fertility decisions can feel overwhelming, but you don't have to navigate them alone.

Pinnacle Fertility offers 1:1 concierge support whenever you need it.

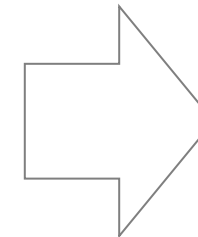
 **Pinnacle Fertility**
Network 1/2

Don't face your fertility journey alone.

Concierge 1:1 service at any time

WWW.PINNACLEFERTILITY.COM [Book Now](#)

Support, Anytime You Need It



Get Started with Pinnacle Fertility Today

First Name*

Last Name*

Date of Birth:

Email Address*

Mobile*

What are you interested in?:

Call Us

Schedule 

AI-generated Landing Page

 **Pinnacle Fertility**
Sponsored · 

Fertility decisions can feel overwhelming, but you don't have to navigate them alone.

Pinnacle Fertility offers 1:1 concierge support whenever you need it.


 **PINNACLE FERTILITY**
Network 1/2


Don't face your fertility journey alone.

Concierge 1:1 service at any time

WWW.PINNACLEFERTILITY.COM
Support, Anytime You Need It [Book Now](#)






 **PINNACLE FERTILITY**



PINNACLE FERTILITY
Network

You don't have to face this alone.

Your patient navigator is one call away.

 1,500+ Babies Born ·  15 Locations ·  1:1 Concierge

First Name

Email or Mobile

[Connect With My Navigator](#)

ALIGNMENT 9

URL

Does the URL of the landing page match the expectation of the visitor?

09

URL

Acorns to Apple

While the call to action "Install Now" matches the landing page, taking the visitor right to the Apple store may be jarring.

AD (AS RENDERED ON META)



Acorns
Sponsored · 🌐

Investing made easy — Acorns has all the tools you need to start giving your money a chance to grow.

\$60k Salary
Invests **\$5/Day**
Future's Potential: **\$491,394**

\$120k Salary
Invests **\$0/Day**
Future's Potential: **\$0**

taptaptap

ITUNES.APPLE.COM

Acorns makes investing easy

Install Now

library_id 1403681841526608

LP — MOBILE · ABOVE FOLD



App Store



Acorns: Save & Invest Money
ETF, Stock Investing & Savings
Only for iPhone
Free

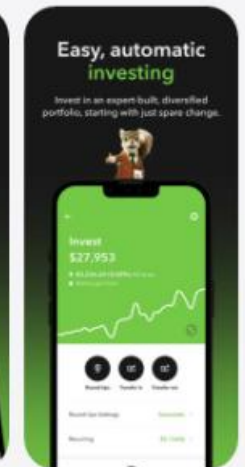
950K RATINGS

4.7
★★★★★

AGE RATING

4+

In-App Controls



iPhone

Acorns helps you save, invest, and grow for your future. Our automated saving, investing, and spending tools help you grow your money and financial wellness.

At Acorns, we believe that financial wellness is for [more](#)

itunes.apple.com/app/id883324671

ALIGNMENT 10

Colors

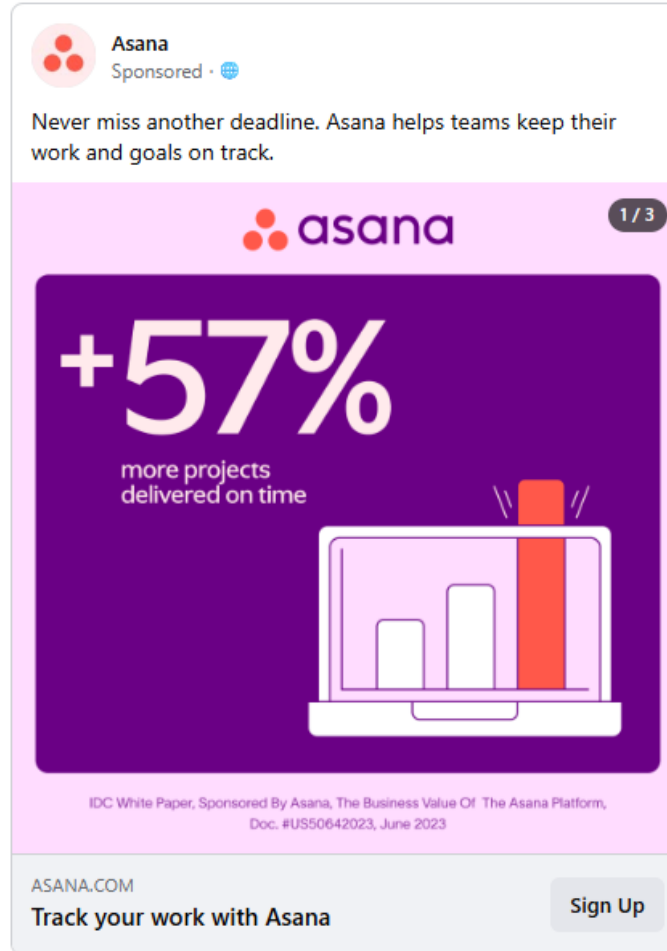
Does the color scheme of the landing page match the ad?

10

COLORS

Pink and Purple anyone?

AD (AS RENDERED ON META)



Asana
Sponsored · 🌐

Never miss another deadline. Asana helps teams keep their work and goals on track.

asana 1/3

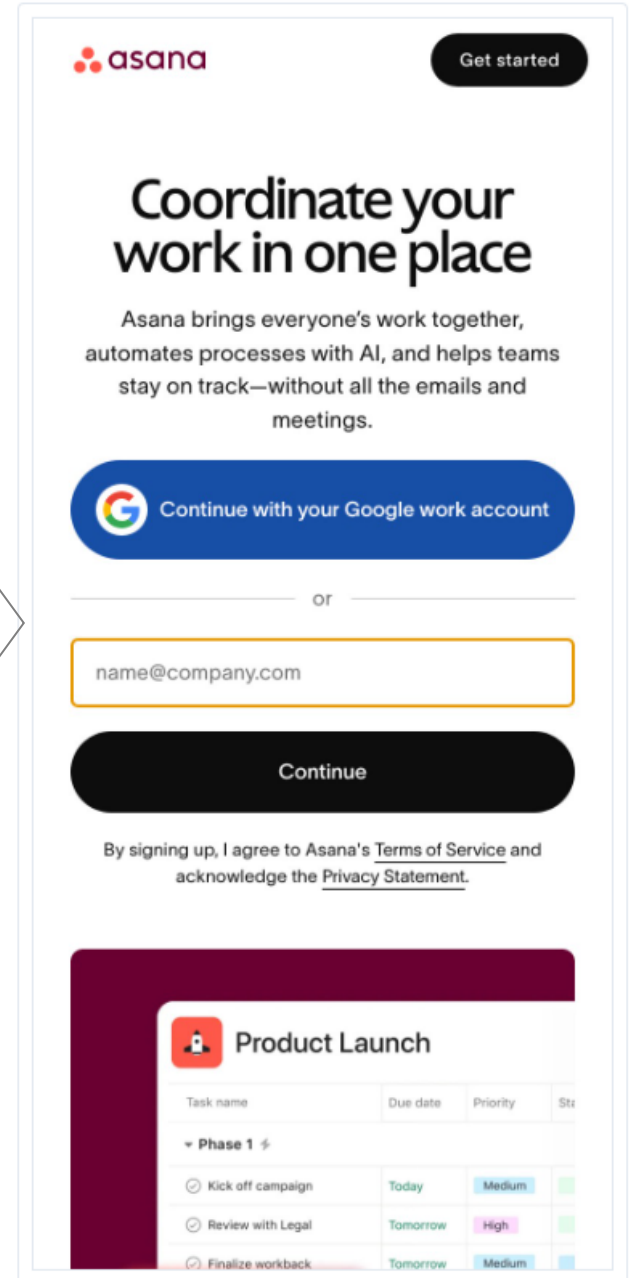
+57%
more projects delivered on time

IDC White Paper, Sponsored By Asana, The Business Value Of The Asana Platform, Doc. #US50642023, June 2023

ASANA.COM
Track your work with Asana Sign Up

library_id 897192356010415


LP — MOBILE · ABOVE FOLD



asana Get started

Coordinate your work in one place

Asana brings everyone's work together, automates processes with AI, and helps teams stay on track—without all the emails and meetings.

 Continue with your Google work account

or

Continue

By signing up, I agree to Asana's [Terms of Service](#) and acknowledge the [Privacy Statement](#).

Product Launch

Task name	Due date	Priority	Str
▼ Phase 1 ▾			
🕒 Kick off campaign	Today	Medium	🟢
🕒 Review with Legal	Tomorrow	High	🟢
🕒 Finalize workback	Tomorrow	Medium	🟢



LANDING PAGE STRATEGIES

How to improve well-aligned landing pages

Two examples

The top of the landing page is critical

Especially for social ads. Dopamine, dopamine, dopamine...
cognitive load



STRATEGY 01

Emphasize the Differentiators

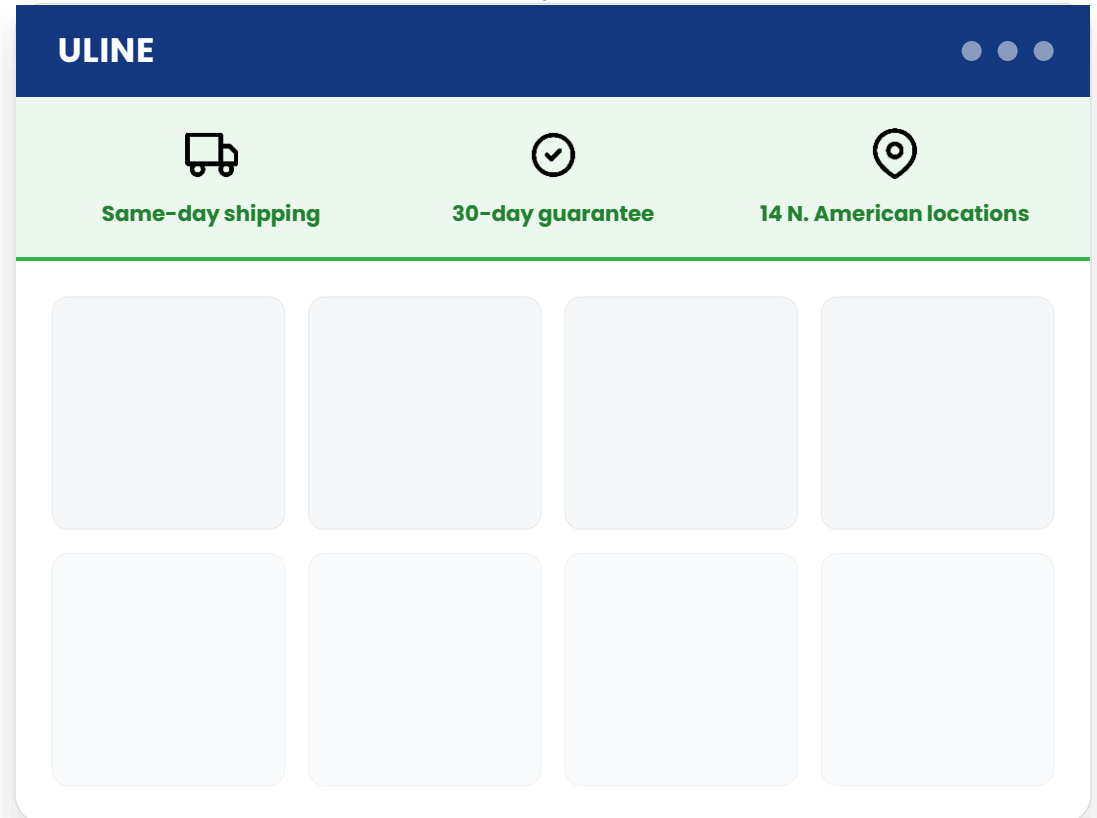
New visitors arrive from a search page crowded with competitors.

They don't yet know why Uline is different.

So we surface the differentiators at the very top of the landing page.

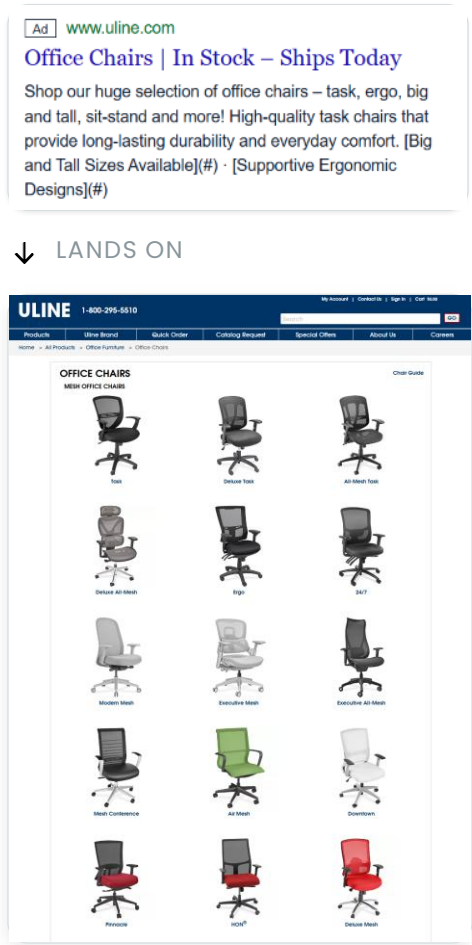
The page still offers a list of products. It also highlights reasons to buy from Uline.

Differentiators surfaced at the top



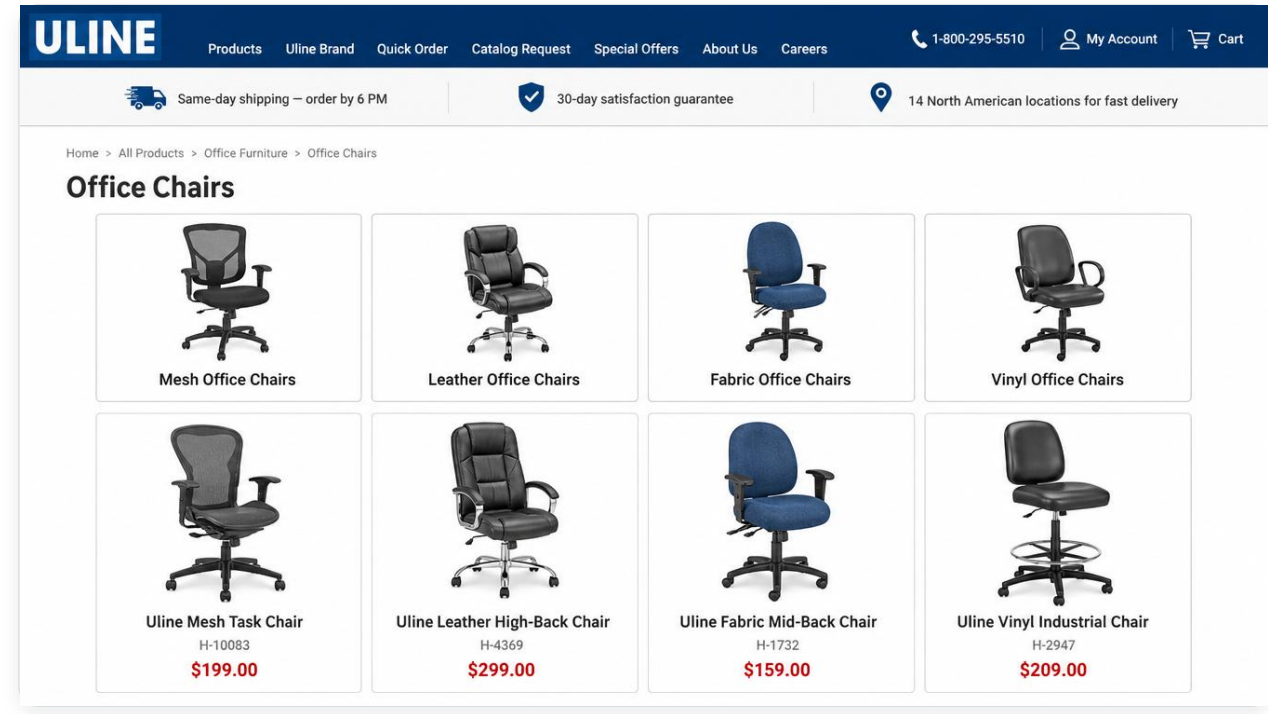
Office chairs — differentiators surfaced

BEFORE

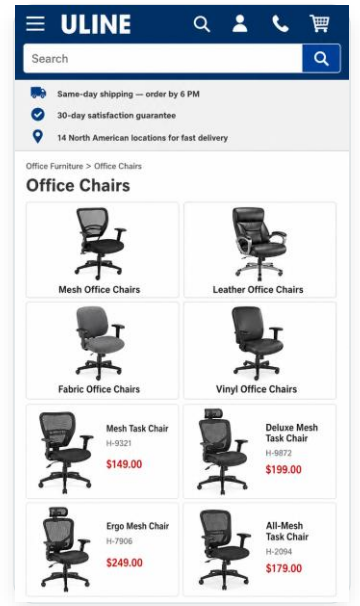


Original page – straight to the product grid.

AFTER



Desktop – trust differentiators run across the top, above the grid. This mockup was generated by an LLM trained on our landing page strategies.



Mobile – same three points, stacked.

STRATEGY 02

Good-Better-Best

We feature three products at the top, above the collection grid.

Ordered most expensive to least, with prices shown.

The high first price is an anchor.

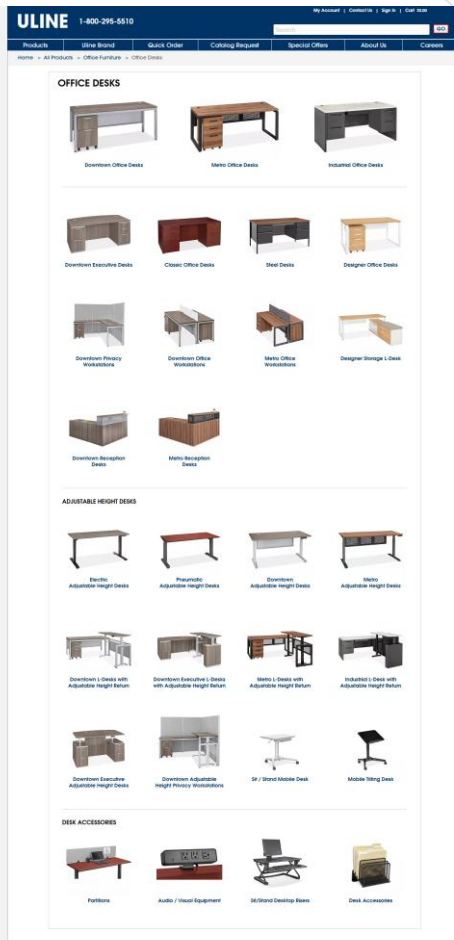
Price anchoring raises the visitor's sense of value as they scan down the page.

BEST	Executive U-Desk FULL FEATURED	\$2,765
BETTER	Classic Office Desk MOST POPULAR	\$740
GOOD	Downtown Office Desk BEST VALUE	\$425

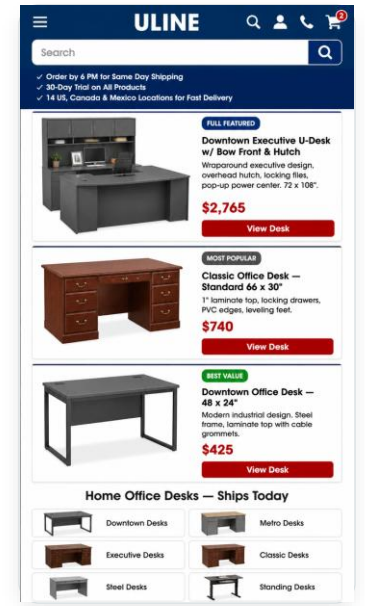
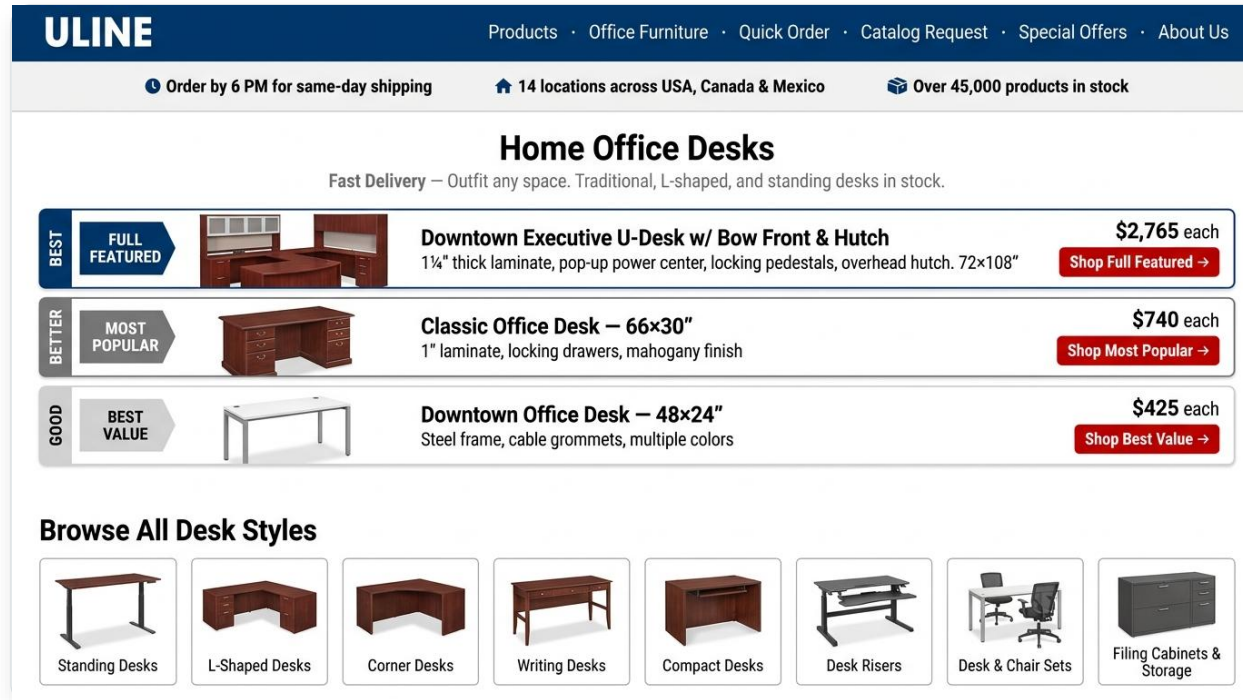
↓ The first price sets the scale — everything below it reads as a better deal.

STRATEGY 02 · BEFORE & AFTER Home office desks — anchored Good-Better-Best

BEFORE



AFTER



Mobile — the same three, stacked above the grid.

Desktop — three priced desks anchor the top, high to low. **This mockup was generated by an LLM trained on our landing page strategies.**

Original page — a long grid of desk categories, no featured products or prices.



Ten Winning Ad Landing Page Strategies

- Differentiators Band
- Good, Better, Best Products
- Quiz-style Sign Up
- Mobile Navigation Menu
- Call-to-action in Hero
- Form in Hero
- Lead Magnet Offer
- Exit-intent Popup
- Sticky Elements
- AI Agent Content

MANAGING LANDING PAGES

This sounds like a lot of work

Developing the skills of managing a portfolio of landing pages.



MANAGING LANDING PAGES

Two strategies

01 Personalization and AB Testing Tools

Change the landing page at the time of visit

Works with small landing page portfolios.

02 Managed with AI

Create aligned landing pages and route visitors using AI

Best for large landing page portfolios.

KEY POINTS

Four ideas at a glance



Discover

Misaligned
ad/landing page
pairs.



Diagnose

Too few landing pages?
Misaligned offer,
headline, etc.



Generate pages

AI can generate
matching landing
pages for most ads.



Route

Route ad traffic
automatically to the
right landing page.

LANDING PAGES DRIVE ADS

New Reality with Google AI and Performance Max

It used to be that you could have a mediocre website and great ads.

Now your website influences the ads and other visiting agents.



FREE OFFER

Get your free Ad Alignment Report

- ✓ Ad-to landing page ratios
- ✓ Landing page load
- ✓ Ad-to-landing pages side by side

conversion.science/ad+lp

Or scan the QR code →





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