



Convert More on Every Page

With Unbounce Convertables

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You're Missing Out on Conversions

Conversions trump all else.

No matter what product or service you market online, the pursuit of conversion dominates your working hours. The word just *sounds* good. For us it conjures Willy Wonka-like imagery — vats of goop being converted to chocolatey goodness.

That delicious conversion rate varies by industry and how “conversion” is defined. Roughly 3% of unique visitors to an ecommerce store will convert to paying customers. But in professional services (e.g. accounting) — where the definition of “conversion” is broadened to include lead capture — the rate is closer to 10%. [1]

Regardless of industry, 90-97% of website visitors don't convert.

This sets up a tantalizing opportunity for performance marketers: how can we take a bite of that 90% without increasing spend? Marketers usually tackle this in one of two ways:

- 1 A/B testing their web pages.
- 2 Redesigning their websites.

If you have the time and skill set, A/B testing is your best bet. But few of us get the chance to do it properly. Fewer will succeed.

Redesigning a site for performance (not branding) also poses problems — especially when you don't have time for thorough research. Rarely is it the magic bullet we're looking for.

In this guide, we'll discuss a third strategy for increasing ROI from your existing traffic: **using targeted overlays and sticky bars to drive more conversions.**

An **overlay** is a type of lightbox designed to focus attention on a single offer.

A **sticky bar** is a horizontal bar that goes across the top or bottom of your page, also designed to focus attention on a single offer.

You'll never convert all the window shoppers, rubberneckers and looky-loos that cross your website.

But with targeted Convertables, you will convert more visitors into leads, sales and signups — without performing major surgery or increasing spend.

You just need the right tools.



**Meet
Unbounce
Convertables**



Unbounce Convertables help you convert more on every page by showing relevant offers to specific visitors.

Since each visitor has different motivations for being on your site, each will also experience different friction points in your funnel.

Friction:

The resistance visitors experience when trying to complete an action on a website — usually caused by unclear messaging, lack of information or poor layout.

So if your page focuses on a whitepaper download, someone who's ready to 'Buy Now' won't be interested. But if you focus your page on a 'Buy Now' offer, it probably won't appeal to someone seeing your product for the first time.

And what about visitors who are rushed, distracted, confused, or just not quite ready to purchase your product or service?

With Convertables, you can address all of these scenarios by grabbing your visitors' attention at the perfect moment with a targeted offer.

Convertables allow you to grab attention at the perfect moment with a targeted offer.





**What You
Can Achieve**

Generating Revenue

Driving revenue with overlays usually requires offering a discount or giveaway in exchange for a last-second purchase.

Since these offers require a monetary ask, conversion rates are typically lower (compared to lead gen) — but the value of each conversion is higher.

★ Pro Tips

- Works well on product pages, pricing pages and checkout/cart pages
- Try it on your paid traffic (e.g. AdWords)

Expected Conversion Rates

Too Low (Cancel It): 0.75%

Average: 1.75%

Strong : 2.5% to 5.0%

Excellent : 7.0% +

[2]

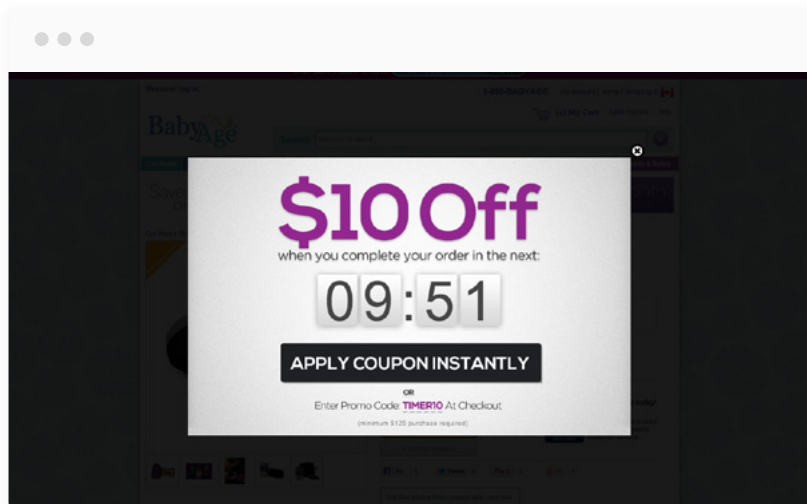


1 A discount, giveaway or resource is offered to specific visitors.

2 Visitors are incentivized to make an additional purchase, or complete a pending purchase.

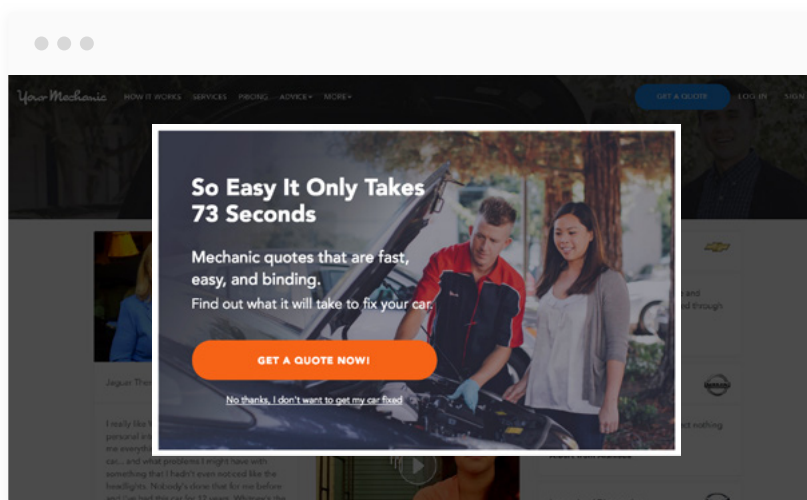
3 The marketer gets an additional conversion.

Revenue Generation Examples



Try an Expiring Discount

BabyAge used this overlay with two triggers — “on exit” and “after delay” — to offer visitors a time-sensitive discount.



Try a Free Quote

YourMechanic used this exit overlay on the majority of its product (service) pages and campaign landing pages.

Capturing Leads & Signups

Generating leads and signups with Convertables helps you get value from visitors who aren't yet ready to make a purchase.

Since there is no monetary ask, this type of Convertable typically has a higher conversion rate.

★ Pro Tips

- Works well on homepages, features pages, blogs and resource pages
- Try not to include more than two form fields

Expected Conversion Rates

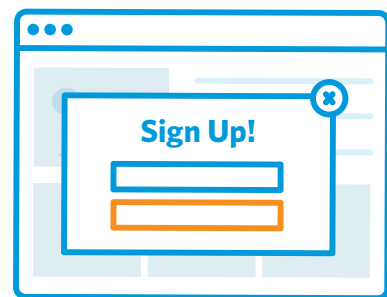
Too Low (Cancel It) : 1.0%

Average : 2.5%

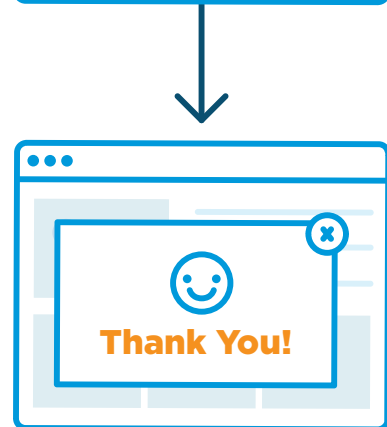
Strong : 5.0% to 10%

Excellent: 11.0 % +

[2]



1 A deal, resource or opportunity is offered in exchange for contact details.

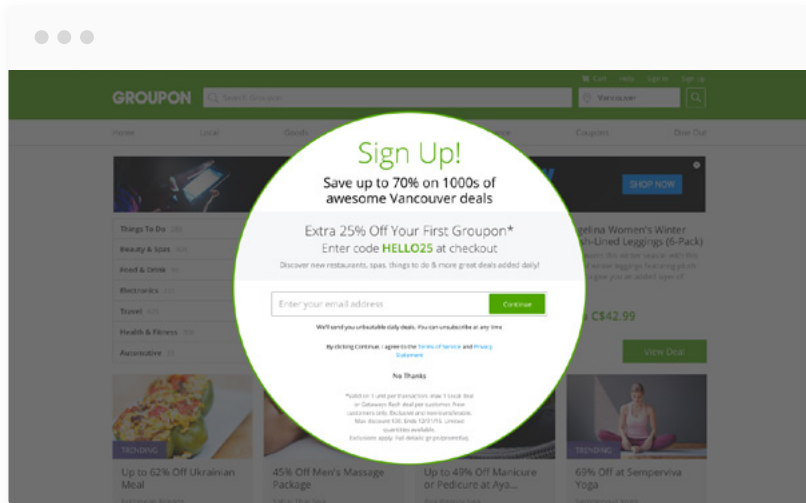


2 When visitors convert, a confirmation screen is shown.



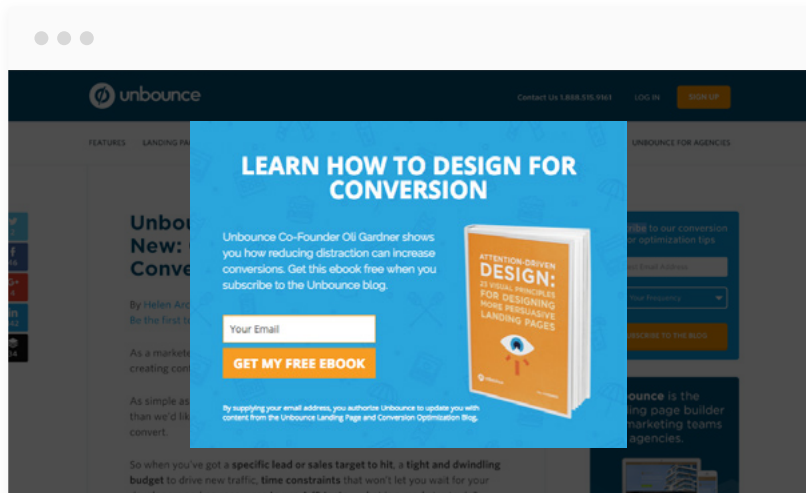
3 Leads are automatically sent to any email marketing tool, and stored within Unbounce (CSV).

Lead Generation Examples



Offer a Discount

This overlay by Groupon was used to capture subscribers (leads) for its mailing list using an “after delay” trigger.”



Offer a Resource

Unbounce used this overlay “on exit” to convert abandoning visitors into blog subscribers.

Traffic Shaping

Traffic shaping basically means directing visitors from low-converting to high-converting pages.

For example, a marketer could place a sticky bar on a high-traffic blog post that talks about do-it-yourself car maintenance, and prompt visitors to click through to a page where they can purchase auto parts.

★ Pro Tips

- Use it to recommend complementary products, services and content
- Do not include form fields

Expected Conversion Rates

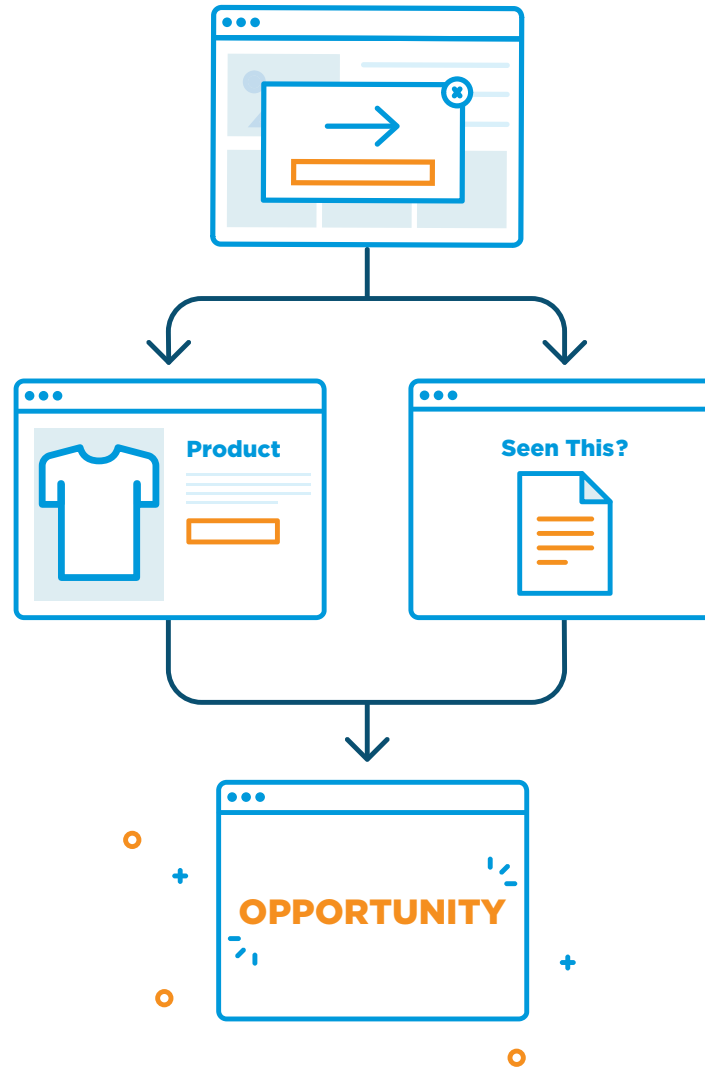
Too Low (Cancel It) : 1.0%

Average: 2.0%

Strong: 3.0% to 6.0%

Excellent : 8.0% +

[2]

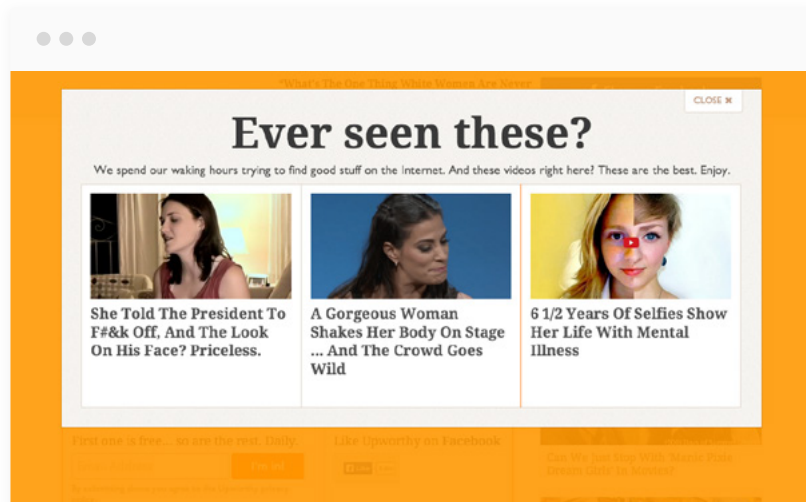


1 A clickthrough overlay (no form) is placed on a high-traffic page.

2 Visitors are incentivized to visit a relevant page.

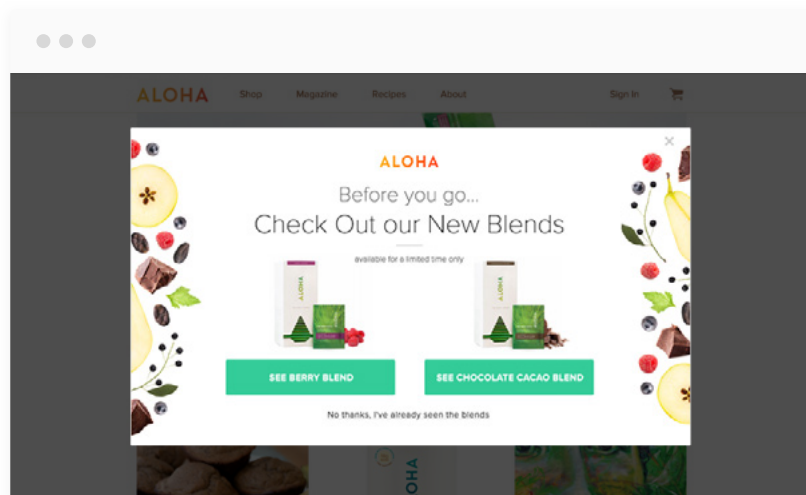
3 When visitors click, the chance of conversion increases.

Traffic Shaping Examples



Suggest Related Content

Upworthy kept readers engaged by using a timed overlay to suggest relevant content.



Offer Complementary Goods

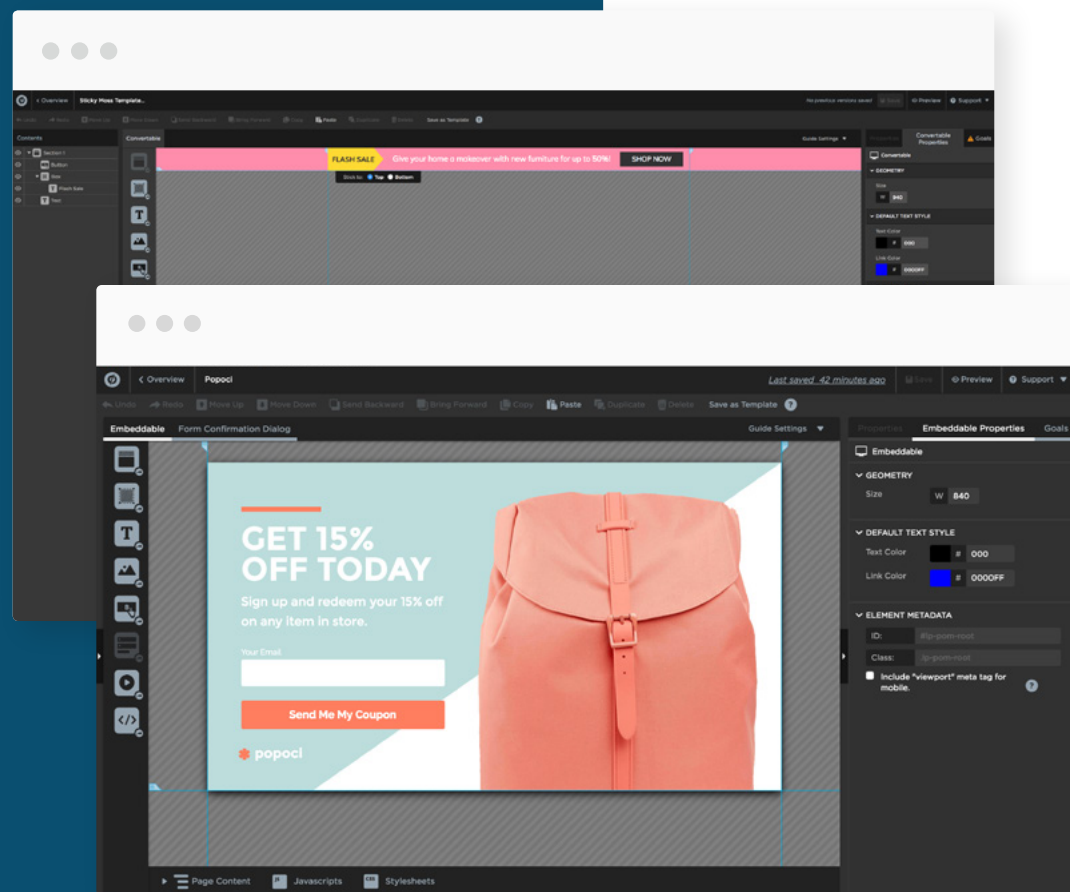
Aloha served this overlay on exit to suggest blends of tea that pair well with pastries shown on the web page.



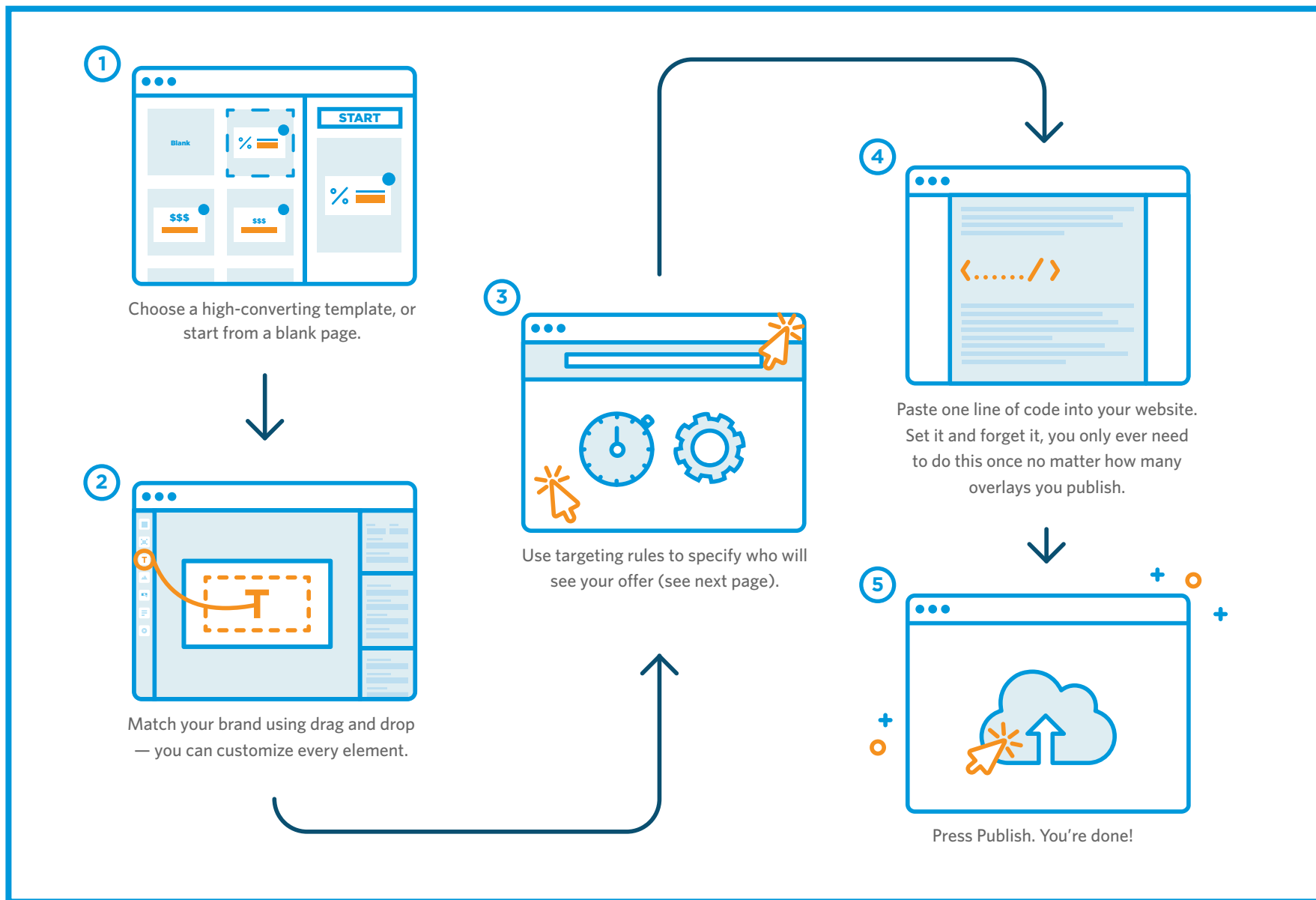
**Build
Your First
Convertible**

It's easy to build Convertables and publish them live on your site — without any help from developers.

In the Unbounce Builder, you can customize each Convertable to perfectly match your branding, and use targeting rules to specify when, where and by whom it will be viewed.



Your Workflow



Want more details? [Get the full tutorial.](#)



Triggers & Targeting



Triggers

Triggers allow you to grab your visitors' attention at the perfect moment.



On exit

Convert abandoning visitors before they leave your page.



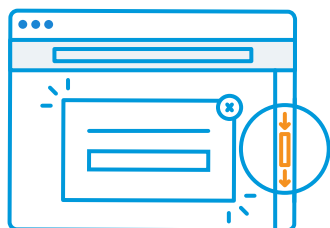
On arrival

Grab attention within the first few moments a visitor is browsing your site.



After delay

Make a relevant offer "x" seconds after a user arrives on your page.



On scroll

Show an Convertable after visitors scroll "x" percentage of your page.



On scroll up

Show a Convertable after visitors scroll up "x" percentage of your page (mobile-friendly alternative to the on-exit Convertable).



On click

Let visitors opt in anywhere on your page by clicking a linked element.

Basic Targeting

Show Convertables on certain URLs at custom frequencies.



URL Targeting

Place Convertables on any single page (or group of pages) within a domain.

Target by conditions like "URL must start/end with" or "URL must contain."



Frequency

Determine how often each visitor will view a Convertable, e.g. "Once per visitor" or "Every second visit."

Advanced Targeting

Get strategic by setting rules around traffic source, browsing history and location.



Referrer Targeting

Show different Convertables to visitors from different traffic sources (e.g. Facebook, AdWords).



Location Targeting

Show or hide Convertables to visitors in specific countries and regions.



Cookie Targeting

Show or hide Convertables based on each visitor's browsing history and behavior.

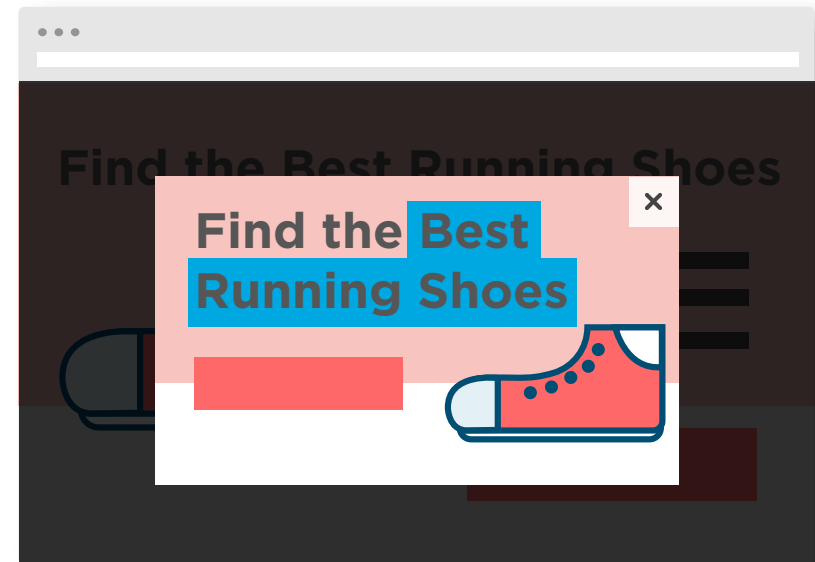


Other Nifty Features



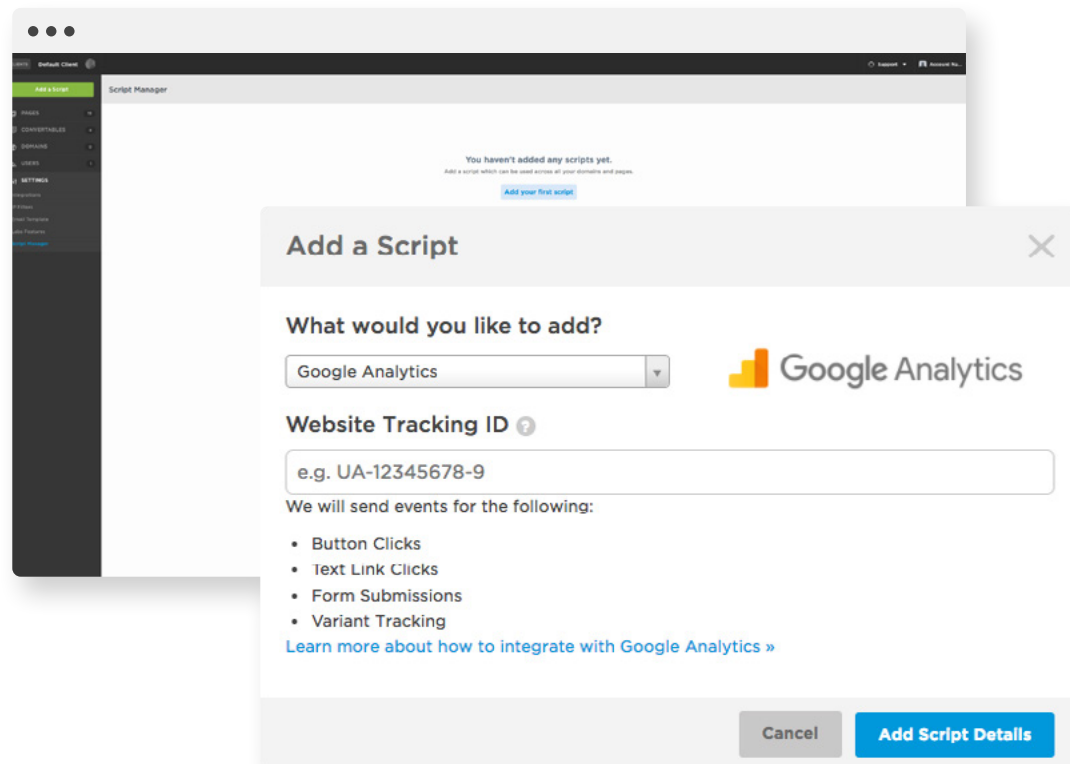
Dynamic Text Replacement

Increase relevance (and conversions!) by making your Convertable copy adapt to what visitors are searching and clicking.



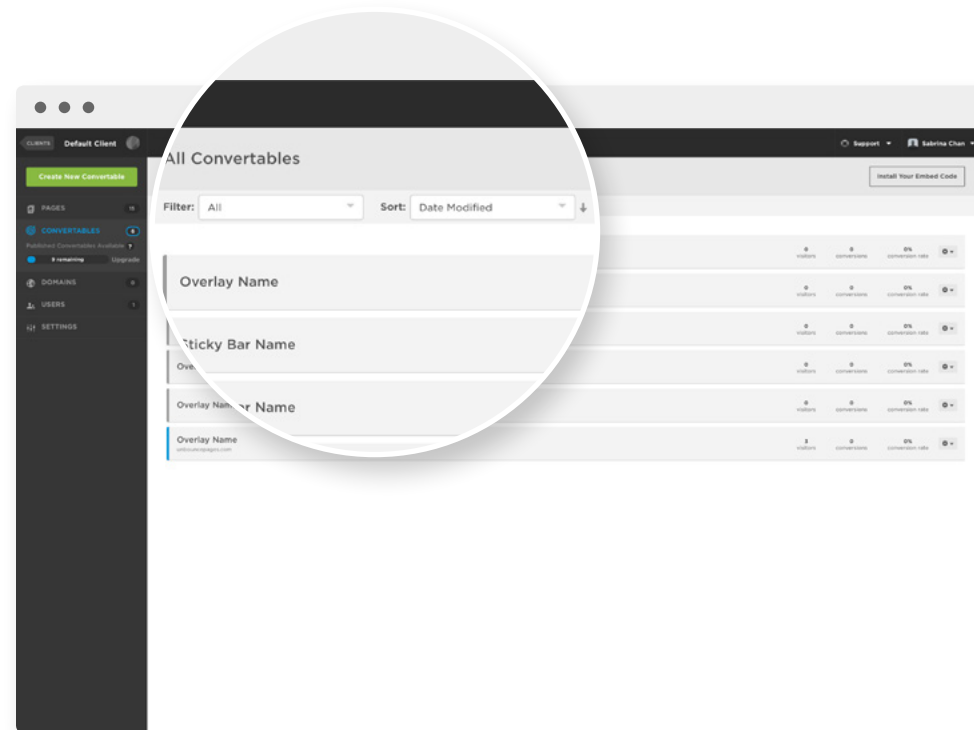
Google Analytics Integration

It's easy to sync your stats with your campaign tracking — without having to embed your GA code on the host page, the Convertable, and the form confirmation dialog.



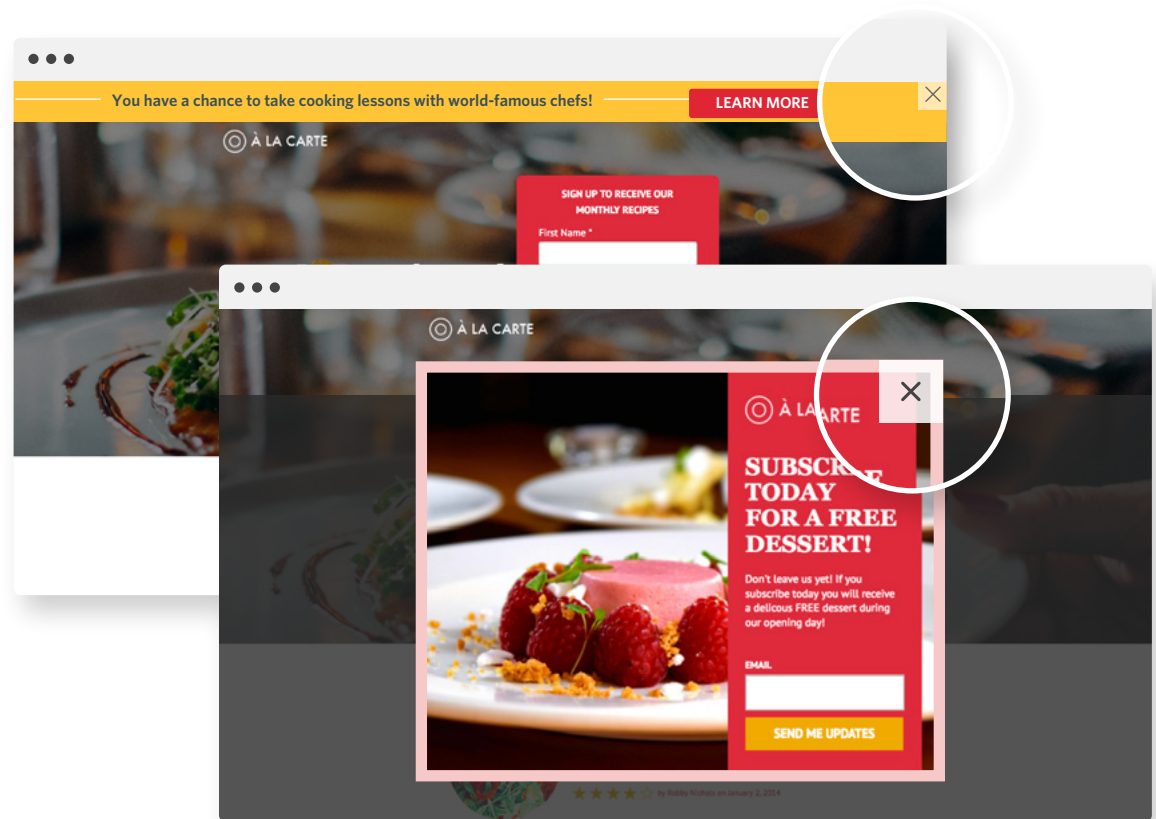
Sort and Filter

A better way to manage your workflow: easily search and organize landing pages, Convertables and Convertable types.



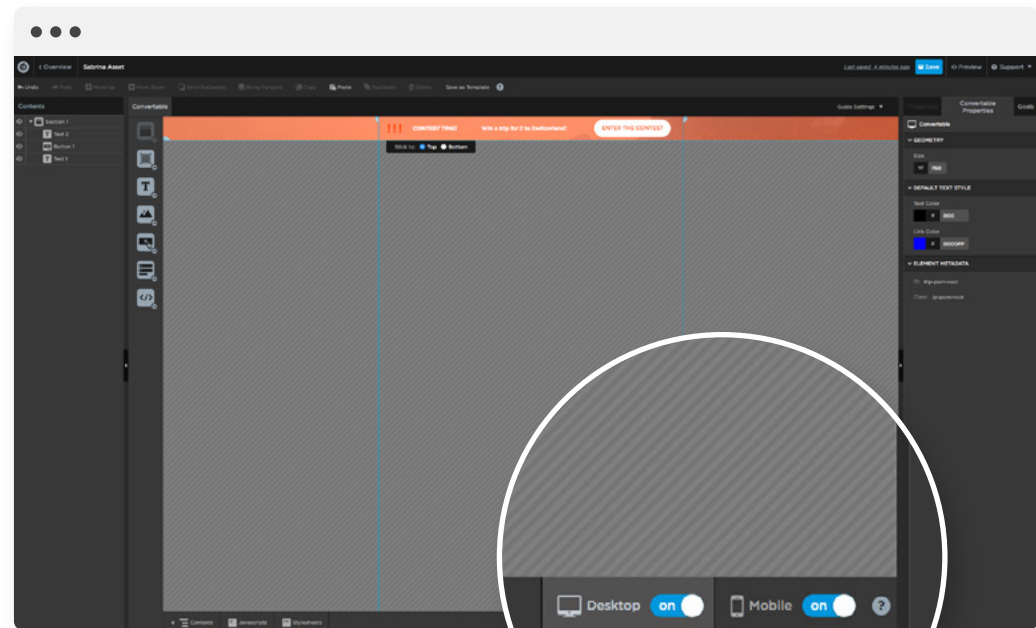
Custom Dismiss Buttons

Provide a better experience for your visitors by adding a second button to Convertable that closes it. (Previously, only clicking the 'X' would close it.)



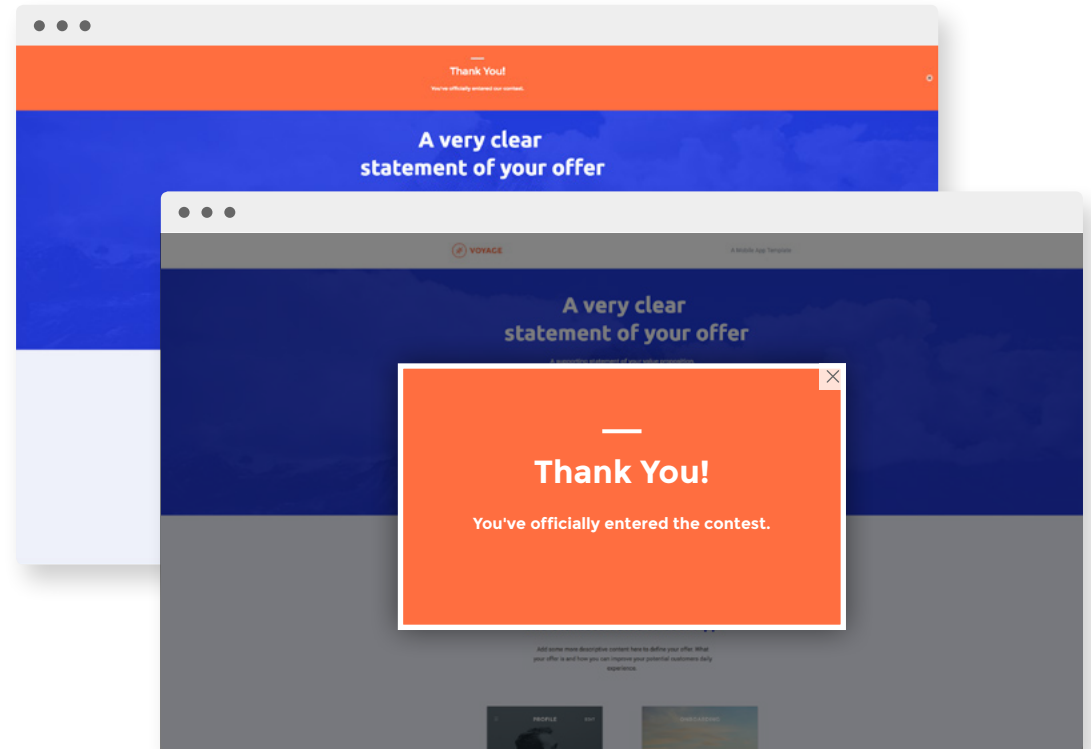
Device Toggle

Create custom experiences for different devices: desktop-only, mobile-only, or both.



Auto-close Form Confirmation Dialogs

Set the form success message (that your visitors see when they complete a form) to automatically close after X seconds.



Getting Started

Convertables are part of every Unbounce plan.

The Unbounce landing page and conversion marketing platform helps businesses get more leads, sales and signups from their marketing campaigns and website traffic. With the Unbounce drag and drop builder, marketers can quickly create, launch and test high-converting landing pages and Convertables — without developers.

[TRY UNBOUNCE FREE FOR 30 DAYS](#)

- + Need a more detailed setup guide?
[Check out this tutorial.](#)
- + Want to learn more about using Convertables?
[Download our best practices guide.](#)
- + Need some creative inspiration?
[Read our Case Studies.](#)

References

1. [Marketing Sherpa. "Average website conversion rates, by industry." MarketingSherpa, LLC. October, 2012. Web page.](#)
2. [Rooster Data Repository](#)