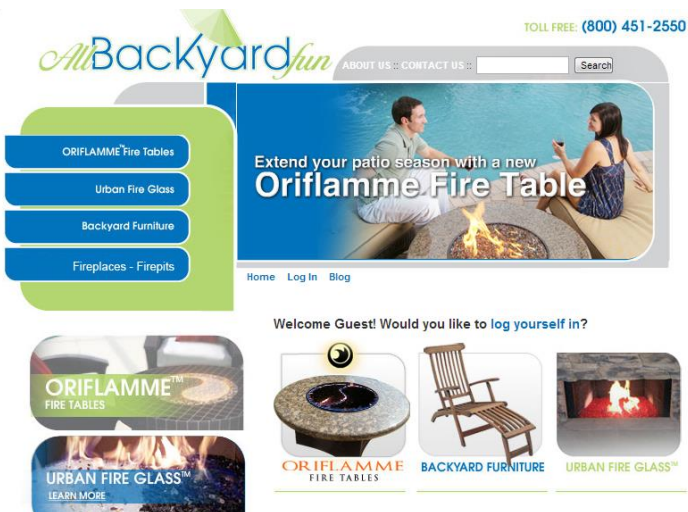
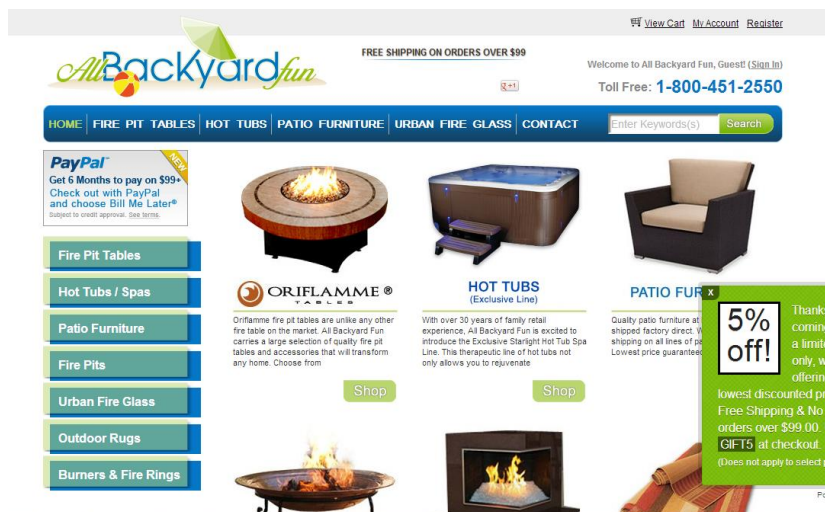


THE CLIENT: [All Backyard Fun](#)

BEFORE



AFTER



The Results: After 4 months of optimizing and testing, we increased the landing page's conversion rate **333%!**

How We Did It

The Client: All Backyard Fun retails custom fire-pits and fire-tablets at a very competitive price point.

The Challenge: The site's original design didn't explain the custom nature of the products, the cheap pricing, nor the fact that consumers receive free shipping on every purchase.

The Solution: We recommended our National Conversion Booster program, a 4-month campaign in which we do A/B testing on a crucial page in their sales funnel. We measure results against newly designed pages and recommend site changes based on findings.

We tested price points vs. customization. In the end, we discovered that All Backyard's visitors convert more quickly when the site prominently promotes the affordable prices.

The Results: After 4 months: conversion increased from .3% to 1% to boost the conversion rate by 333% without spending more on advertising.