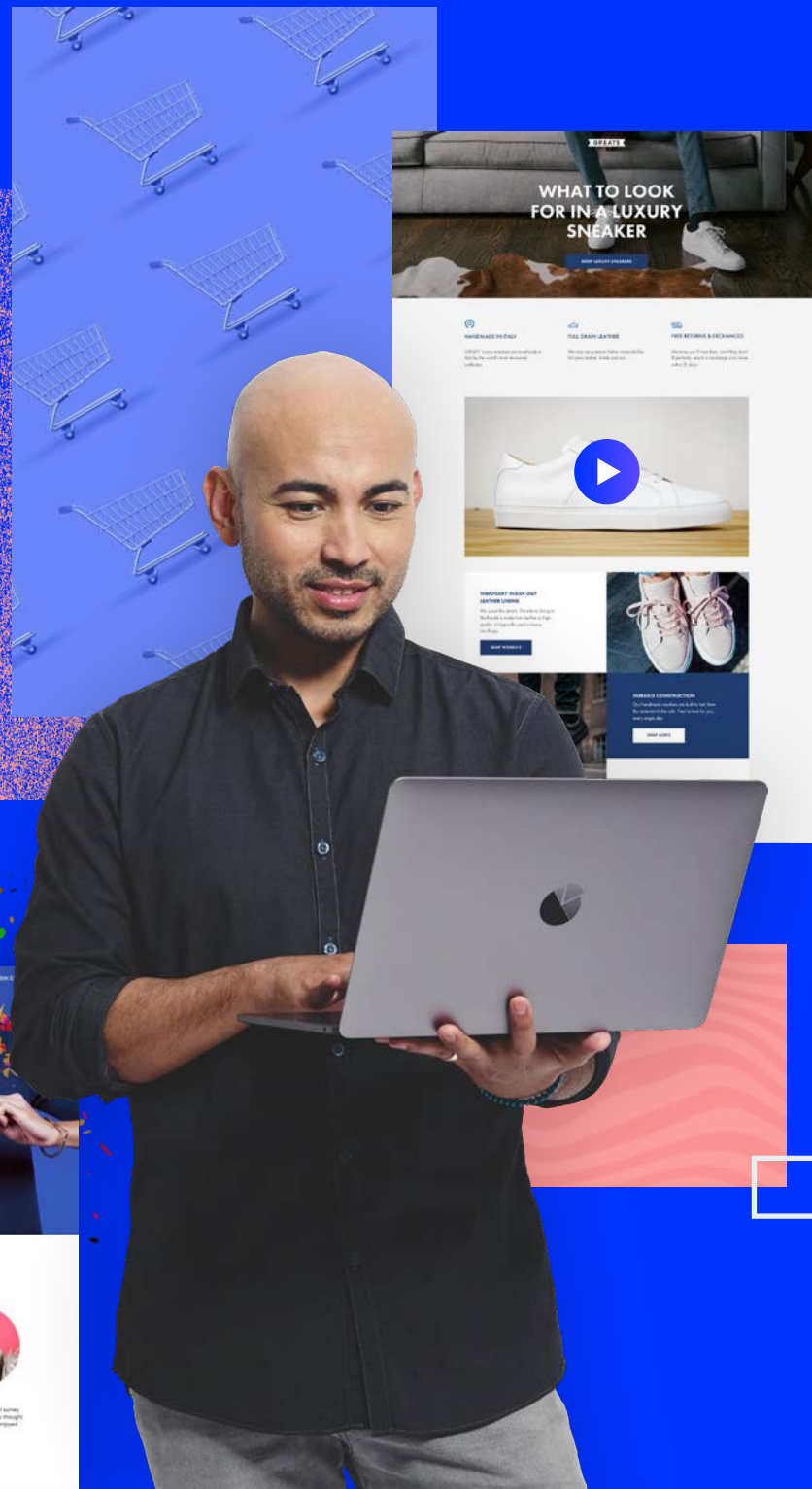


The Ultimate Ecommerce Landing Page Lookbook



Storefront Product Page vs. Landing Page

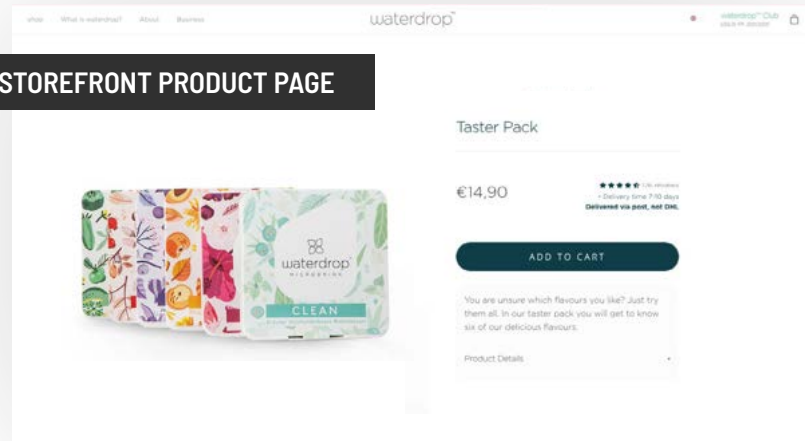
Which Converts Best?

Alright—you've got an online store and you're gearing up to launch a new product. To promote it, you put some money into paid advertising on search and social. You also email your list of prospects and customers about your new offering.

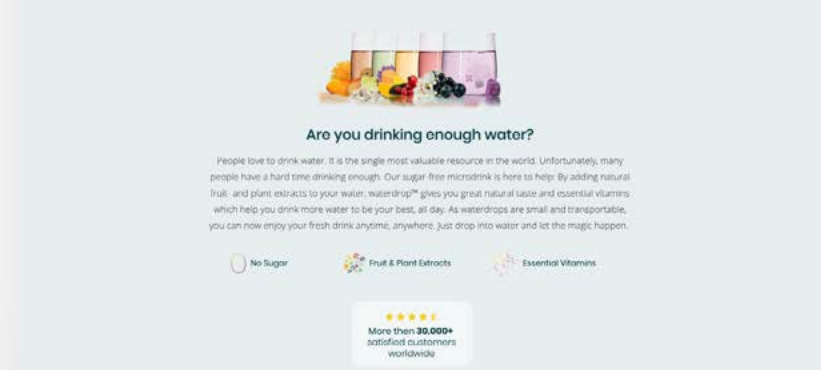
Hey, that's great! **But where are you sending all of this traffic?**

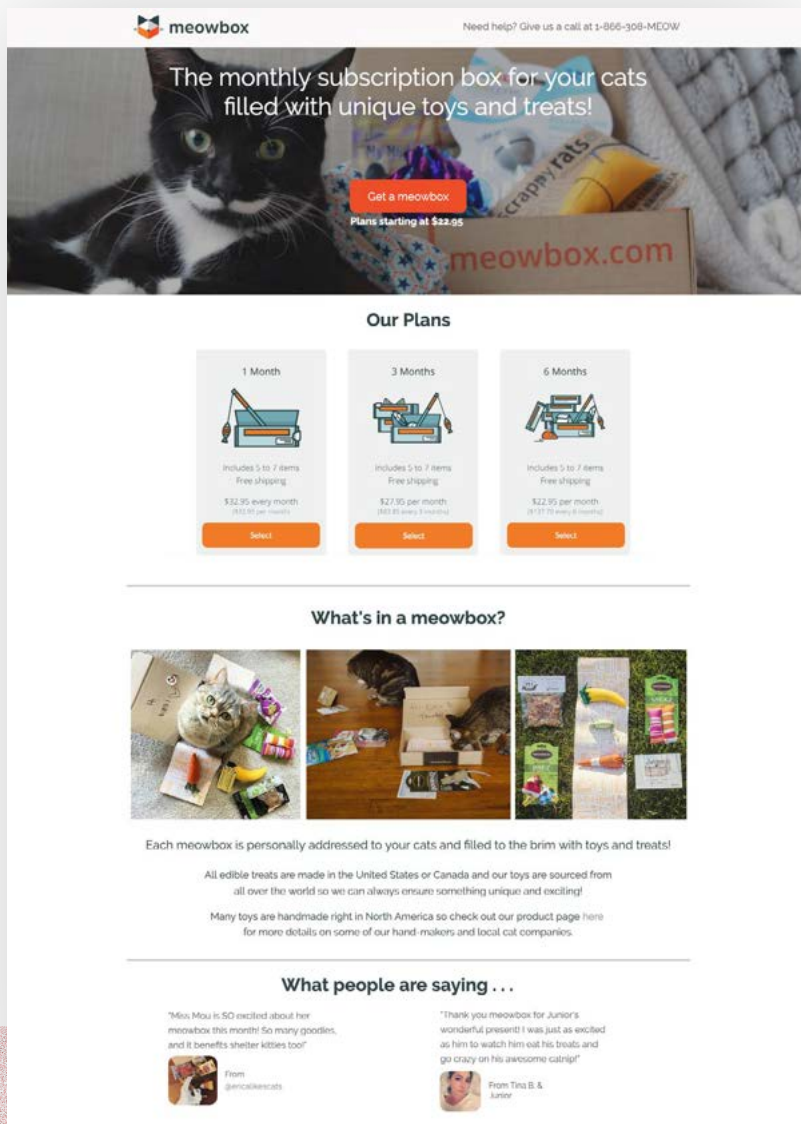
Many ecommerce marketers will be quick to answer: "Duh, the product page on my website. It's got photos, specs, and it's just one click away from purchase." But while that's all true, **product pages aren't always [the best way to convert visitors](#).**

STOREFRONT PRODUCT PAGE



LANDING PAGE





Benefits-oriented copy, vivid customer reviews, and awww-inducing visuals help this landing page from Meowbox convert almost half of all visitors.

Consider that product pages on a typical ecommerce site are usually short, lacking meaningful details that help your prospects make a purchase decision. They're often unfocused, cluttered with site navigation and multiple calls to action. And in terms of persuasion, they're typically generic—they don't speak to different potential buyers, but instead try to speak to every buyer at once with just a single message.

Research shows that online merchants can be better off directing their traffic to landing pages, standalone pages built to deliver relevant messaging to targeted audiences with one clear goal: conversion. Dedicated landing pages prompt more sales by matching visitor search intent and providing clear pathways to purchase. They also let you launch new campaigns and test products quickly—without making changes to your storefront.

SO, HOW DO YOU CREATE ESPECIALLY PERSUASIVE LANDING PAGES?

This lookbook features some of our favorite Unbounce-built landing pages from ecommerce brands doing it right. Follow their lead and you'll be converting more browsers into buyers in no time.

Let's get to it.

The Pages

APPAREL

Twillory	5
Alps & Meters	6
Greats	7
LIV	8
Ascent Footwear	9

FOOD & BEVERAGE

SnackNation	10
Drizzle Honey	11
Trade Coffee	12
Doves Farm	13
Love Child Organics	14
waterdrop	15

17

KLIENTBOOST:
4 QUICK LANDING PAGE
TIPS FOR ECOMMERCE
SUCCESS

HOME

Alchemy Fine Home	20
Country Chic Paint	21
InfiniteMoon	22

SPORT

United Sports Brands	23
Awayco	24

WELLNESS

Nebula Genomics	25
Perfect Keto	26
Tespo	27
Pranin Organic	28
Samuraw	29

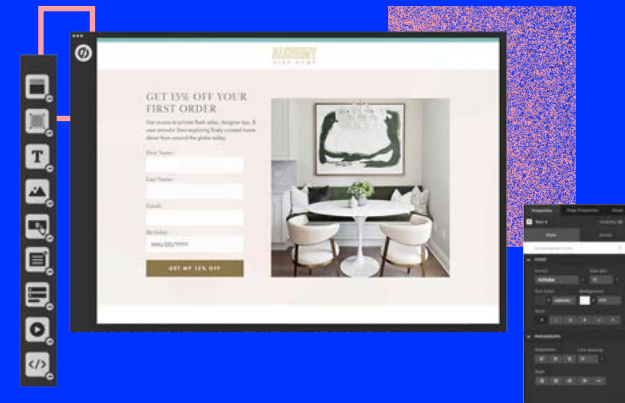
ODDS & ENDS

Grubbly Farms	31
Meowbox	32
Sourcebooks	33
Packlane	34
BoxyCharm	35
Zola	36



Yep, That's a Drag-and-Drop

All of the incredible landing pages
you're about to see were built using
Unbounce's drag-and-drop builder.



See for yourself how easy it is to build
something beautiful.

[Learn More](#)

Twillory

Industry: Apparel

Model: Storefront

Page Type: Click-Through

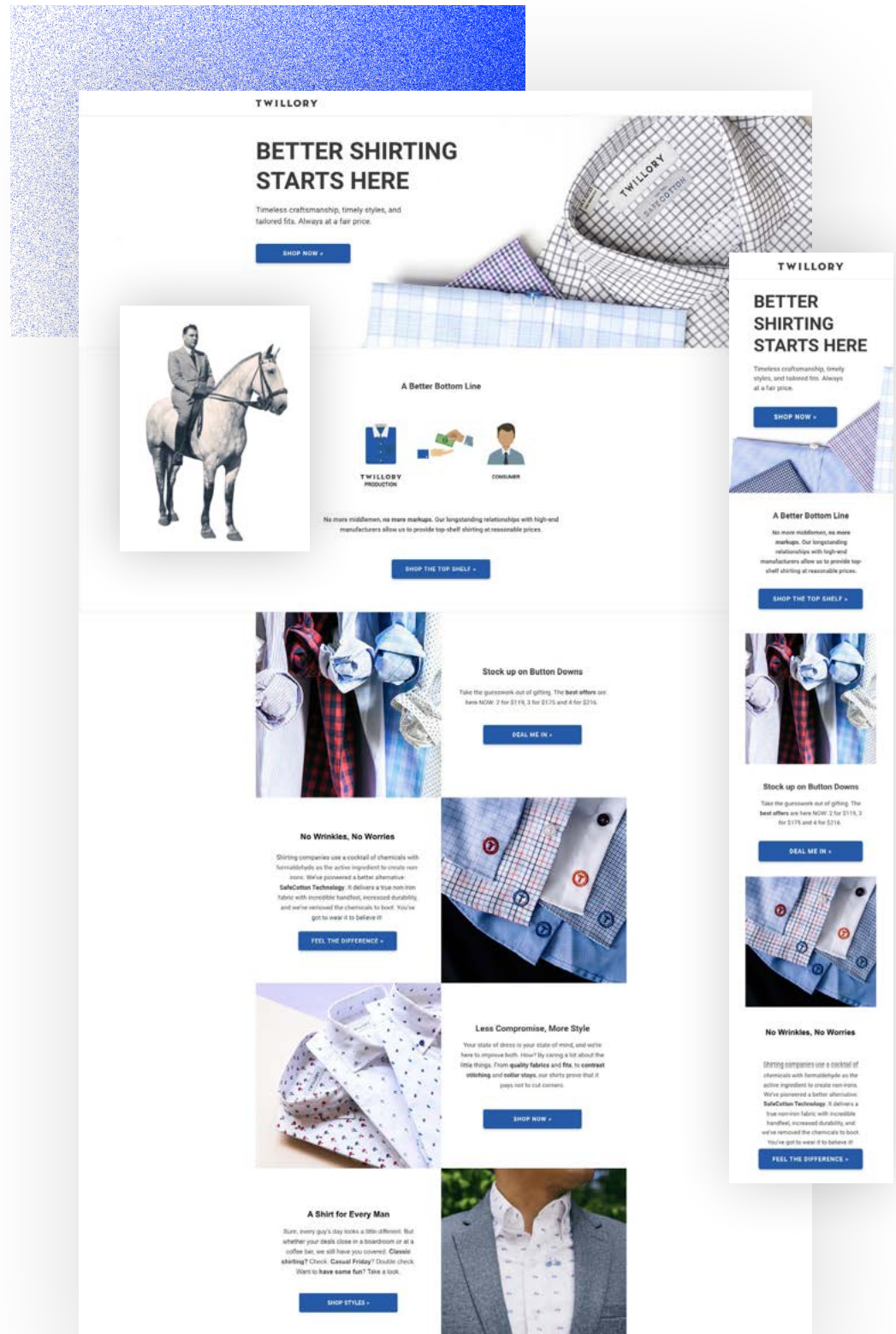
If you need inspiration for your next ecomm landing page, this one from [Twillory](#)—built by [Agency Within](#)—oughta do the trick. Punchy copy, awesome photography, and stylish animation take this example to the next level. **View the landing page →**

CONVERTS AT
51%

Whoa. Twillory's landing page converts half of all visitors.

WHAT WE LOVE

- The tight copy speaks to Twillory's core differentiators—namely, inexpensive dress shirts that don't skimp on quality.
- Loads of photography shows Twillory clothing in the context of use, plus eye-catching animations and a sleek video keep visitor attention.
- The mobile version of this page cuts some of the weightier elements, ensuring that on-the-go load times stay super fast.



Alps & Meters

Industry: Apparel

Model: Storefront

Page Type: Click-Through

Clothes aren't just clothes—they say something about how we see ourselves and how we want to be seen by others. [Alps & Meters](#) recognizes the importance of identity in fashion, and they use it for maximum impact on this landing page. **View the landing page →**

WHAT WE LOVE

- The story. Alps & Meters imbues their clothing with emotional meaning by tying their brand to the history of women in sport.
- The gorgeous hero shot and accompanying photography show off Alps & Meters apparel in its intended environment. Retro pictures evoke a sense of authenticity and old-school cool.
- Stamping your landing page with the Vogue logo? There might not be a better way to build credibility as a stylish clothing brand.

Put it to the test! This landing page already has a sky-high conversion rate, but including a call to action above the fold might push it into the stratosphere.



INSPIRED BY PIONEERING FEMALE SKI RACERS

Alps & Meters' women's knitwear capsule is inspired by skiing's first sportswear garments, which discarded high street embellishment and exaggerated femininity in favor of cuts and fabrics dedicated to on-mountain performance. This collection, which marries rich fabrics such as cashmere and leather with contemporary technologies and sophisticated fits, provides the Refined Racer with a capsule of essential winter knitwear that are as beautiful on the slopes as they are in the village.



THE CLASSIC CABLE KNIT

A luxe sweater evoking the simplicity and romance of European sportswear in mountain villages such as Chamonix and St. Moritz. Woven with luxurious Cashmere yarns, a high-torque neck, and a timeless cable knit, this piece provides sophistication and warmth both on snow and off.

[SHOP NOW](#)



THE SKI RACE KNIT

With a point of origin dated from proper European ski race sweaters worn by pioneering female skiers, the Women's Ski Race Knit is knit in a traditional silhouette featuring a graphic that recalls the 19th Olympic Winter Games, where the first female downhill and slalom champions were awarded gold.

Containing a soft cashmere-micro blend and a traditional graphic treatment, this piece represents the pure essence of all racing from both the past and present.

[SHOP NOW](#)



AS SEEN IN
VOGUE

DESIGNED BY TRADITION

Combining natural materials, classic garment construction techniques and contemporary technologies, Alps & Meters creates luxury alpine sportswear that is tailored, technical and timeless.



Greats

Industry: Apparel

Model: Storefront

Page Type: Click-Through

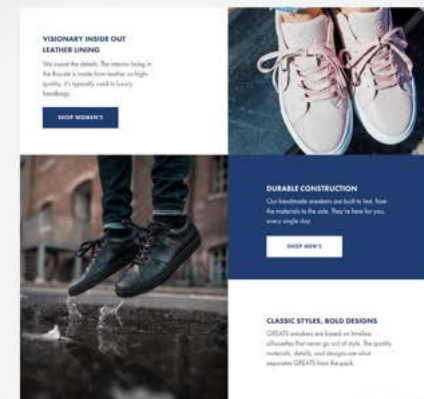
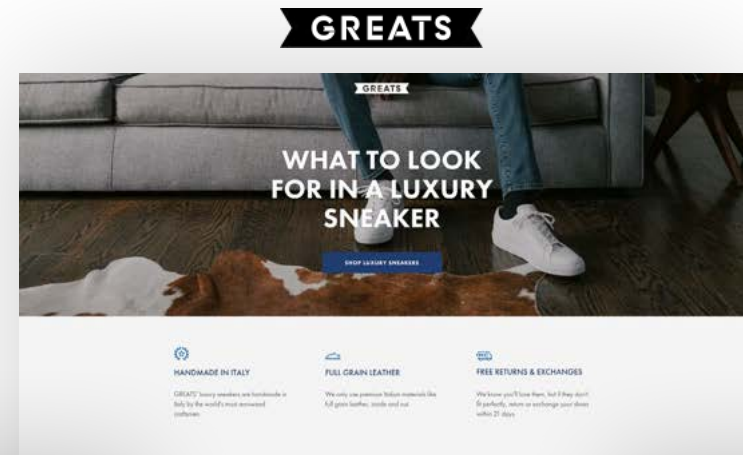
This landing page from sneaker brand [Greats](#) (another designed by [Agency Within](#)) might set the bar for video on a landing page. Not only is it effective in communicating some of the product's key differentiators—it's also just insanely cool. **View the landing page** →

WHAT WE LOVE

- [The video.](#) (Oh, lordy, the video.) Greats drives home the craftsmanship of its shoes with a stop-motion clip that's tough to look away from.
- Greats effectively speaks to both male and female visitors, including testimonials from each audience and splitting traffic with separate calls to action.
- The rule-of-three layout makes it easy to scan the landing page content and absorb the product's primary benefits and differentiators.

"Unbounce makes it easy to build landing pages with loads of performance-oriented templates, which is why this page was so successful from a conversion perspective."

- Aditya Bagri, Digital Automation Manager, Agency Within



LIV

Industry: Apparel

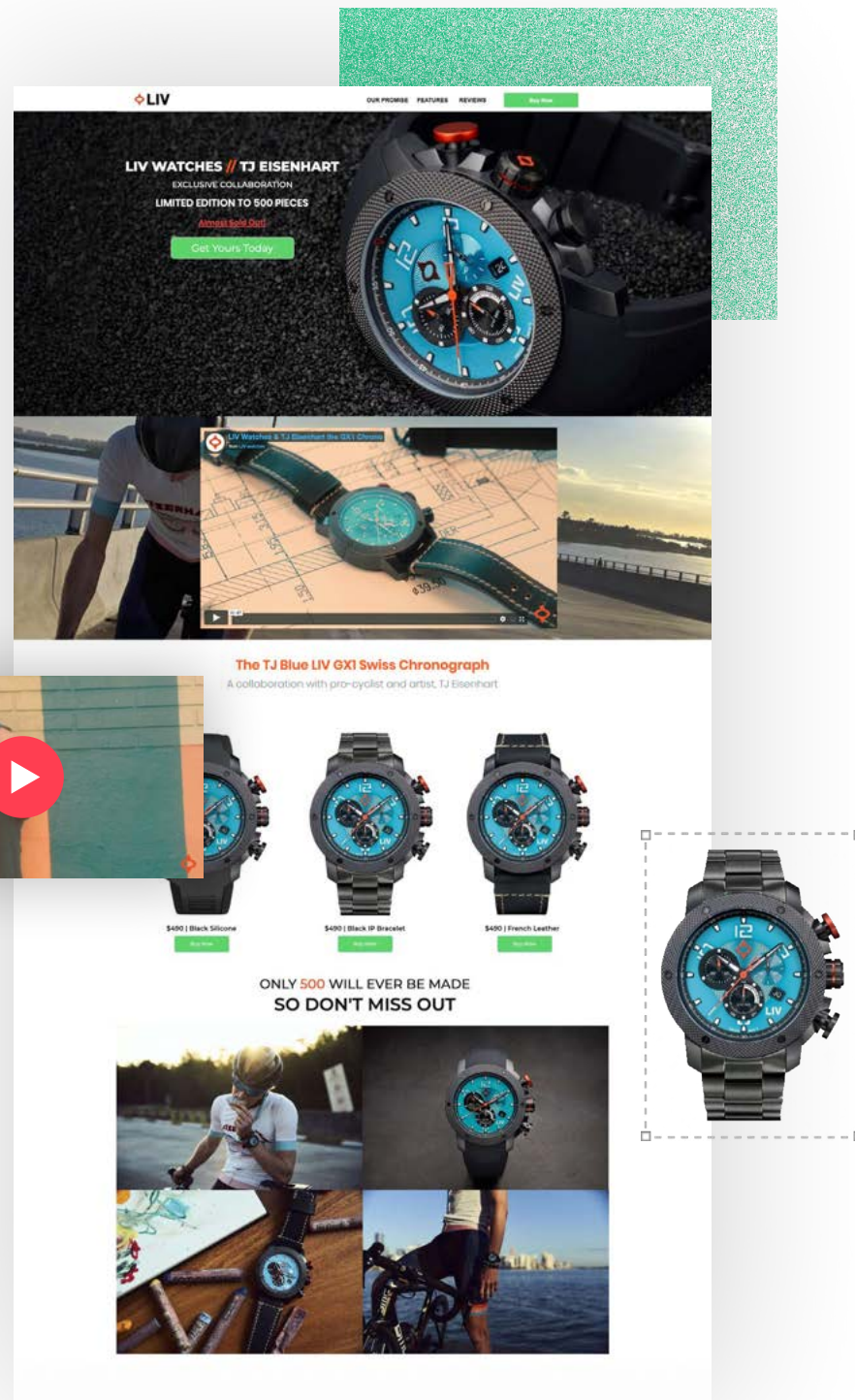
Model: Storefront

Page Type: Click-Through

Celebrity endorsements are a quick way to build affinity with consumers. [LIV](#) takes it a step further, partnering with pro cyclist TJ Eisenhart to market a special edition wristwatch and motivate sales through scarcity. **View the landing page →**

WHAT WE LOVE

- LIV creates a sense of urgency with this limited edition product. If you want this particular wristwatch, you know that you need to make a purchase decision fast. (Tick, tock.)
- This brand is—in part—about lifestyle. That really comes through in the video, which explores idealistic sentiments like passion, aspiration, and truth to oneself.
- All of the photography (along with the video and additional animations) really gives customers an up-close look at the craftsmanship, so they know exactly what they're buying.



Ascent Footwear

Industry: Apparel

Model: Storefront

Page Type: Click-Through

If you're selling apparel that's more function than fashion (like a shoe that's designed to correct your walking stride), it's important to put emphasis on the mechanics of how your product works. Case in point: this example from [Ascent Footwear](#). **View the landing page →**

WHAT WE LOVE

- Ascent uses an expanded view of its shoe to showcase the technical components that contribute to its comfort and durability.
- By including an explainer video, Ascent is able to elaborate on the value propositions of the product without taking up much space on the page.
- The clean, single-column layout and short length mean that visitors aren't being overloaded with information. That way, they can focus on Ascent's core message.

Get more conversions with your next campaign.
Check out our full collection of [landing page](#), [popup](#),
and [sticky bar templates](#).

THE VISION

BUY NOW
\$199⁹⁸
LEATHER

The **VISION** provides the medial support of a motion control shoe, as well as ample lateral stability. With forefoot flexibility and the durability of a trainer, the **VISION** is a high-performance men's shoe.

- 1 'Bungee' cushioned arch support insole
- 2 Combination board and Polimax insole
- 3 Nylon shank
- 4 Bungee responsive cushioning
- 5 Sculpted EVA stability cradle
- 6 Thermoplastic heel stabiliser wrap
- 7 Durable rubber outsole

BUY NOW
\$179⁹⁸
MESH

BUY NOW
\$199⁹⁸
LEATHER

WHAT IS THE VISION

ASCENT WORKS ASCENT

LOCATE A STORE

WHAT IS IFIT

Over 80% of the world's population has a difference between their left & right foot. IFIT allows customers to purchase shoes in different sizes between left & right foot at no extra cost, no waiting time. You can also purchase either just a left or right shoe at half the retail price.

AUSTRALASIAN FOOTWEAR COUNCIL (AFC) ENDORSEMENT

Ascent Footwear is proud to be endorsed by the Australasian Footwear Council (AFC) for our safety and fit range.

ascent

SnackNation

Industry: Food & Beverage

Model: Subscription

Page Type: Lead Generation

Subscription food delivery is a fast-growing ecomm segment where success means standing out from the competition and driving new leads like crazy. With this energetic landing page, [SnackNation](#) does both. **View the landing page** →

DID YOU KNOW?

15% of online shoppers have signed up for at least one ecommerce subscription service as of 2018—and that number is growing fast.

WHAT WE LOVE

- Everything above the fold is terrific. The concise and compelling offer. The eye-catching call to action. The clever hero shot. (Take notes.)
- Bold color choices and gripping visuals make the entire landing page feel like a celebration.
- The price alone is enticing: one month free, then \$1/month* ongoing? People, we're losing money if we don't buy these snacks.

*Yeah, yeah, we need to complete a survey. Trust us—we've done more for less.



How It Works



1. Get It

Receive six new and better-for-you snacks delivered right to your doorstep at the beginning of each month.



2. Eat It

Discover and enjoy new flavors and exciting brands that provide healthier snacking options.



3. Rate It

Complete a quick 2-min survey online telling us what you thought about the snacks you enjoyed that month.

SPECIAL OFFER CLICK HERE

What's in the Box

Each box is packed with love and contains 6 of the healthiest, tastiest, full-size snacks. Get bars, chips, jerky, granola, trail mix, dried fruit, and more!



Bars

Come in early? Slay hunger with an organic GoMacro Peanut Butter protein bar or a Caveman Dark Chocolate Nutrition Bar.



Chips

Satisfy salty cravings with brands like Oogies' Popcorn, Garden Veggie Crisps, and Hawaiian Kettle Style Chips.



Healthier Indulgences

For those of you with a sweet tooth, we give you a mix of fruit, healthier cookies, gummies, and more.

Drizzle Honey

Industry: Food & Beverage

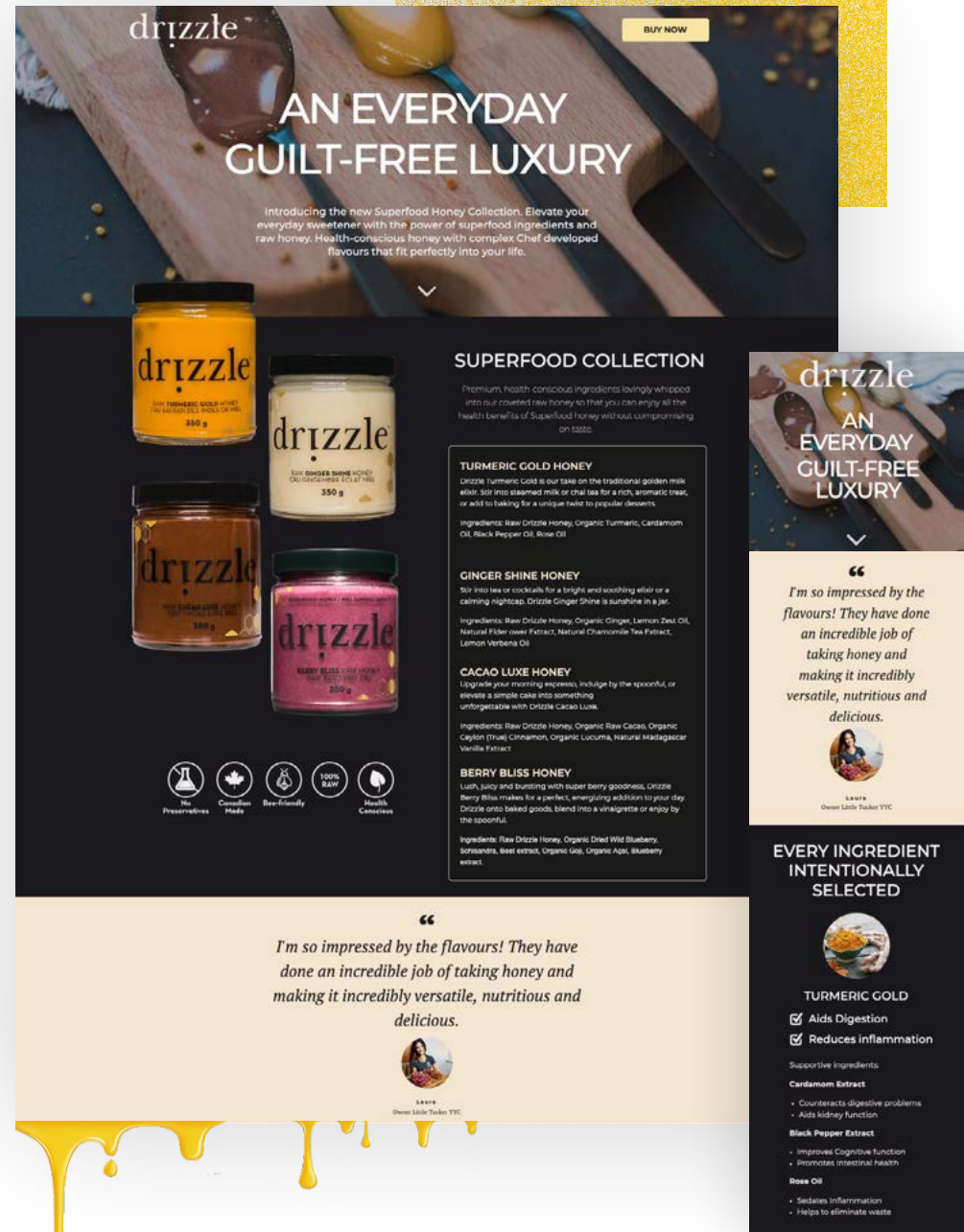
Model: Storefront

Page Type: Click-Through

When you think of honey, you're probably picturing a crusty, bear-shaped bottle at the back of your cupboard. [Drizzle Honey](#)—marketed as an upscale alternative with added health benefits—built a landing page that's sure to scrub that ursine image from your brain. [View the landing page](#) →

WHAT WE LOVE

- This is a gorgeous landing page that uses intimate photography, eye-catching product shots, and an attractive layout to keep visitors stuck (because honey) to the page.
- Part of Drizzle's pitch is its nutritional value, and the company drives that home with loads of information on the health benefits of its ingredients.
- The mission statement from Drizzle's founder—along with a logo spread highlighting past media coverage—goes a long way in establishing brand credibility.



Trade Coffee

Industry: Food & Beverage

Model: Storefront & Subscription

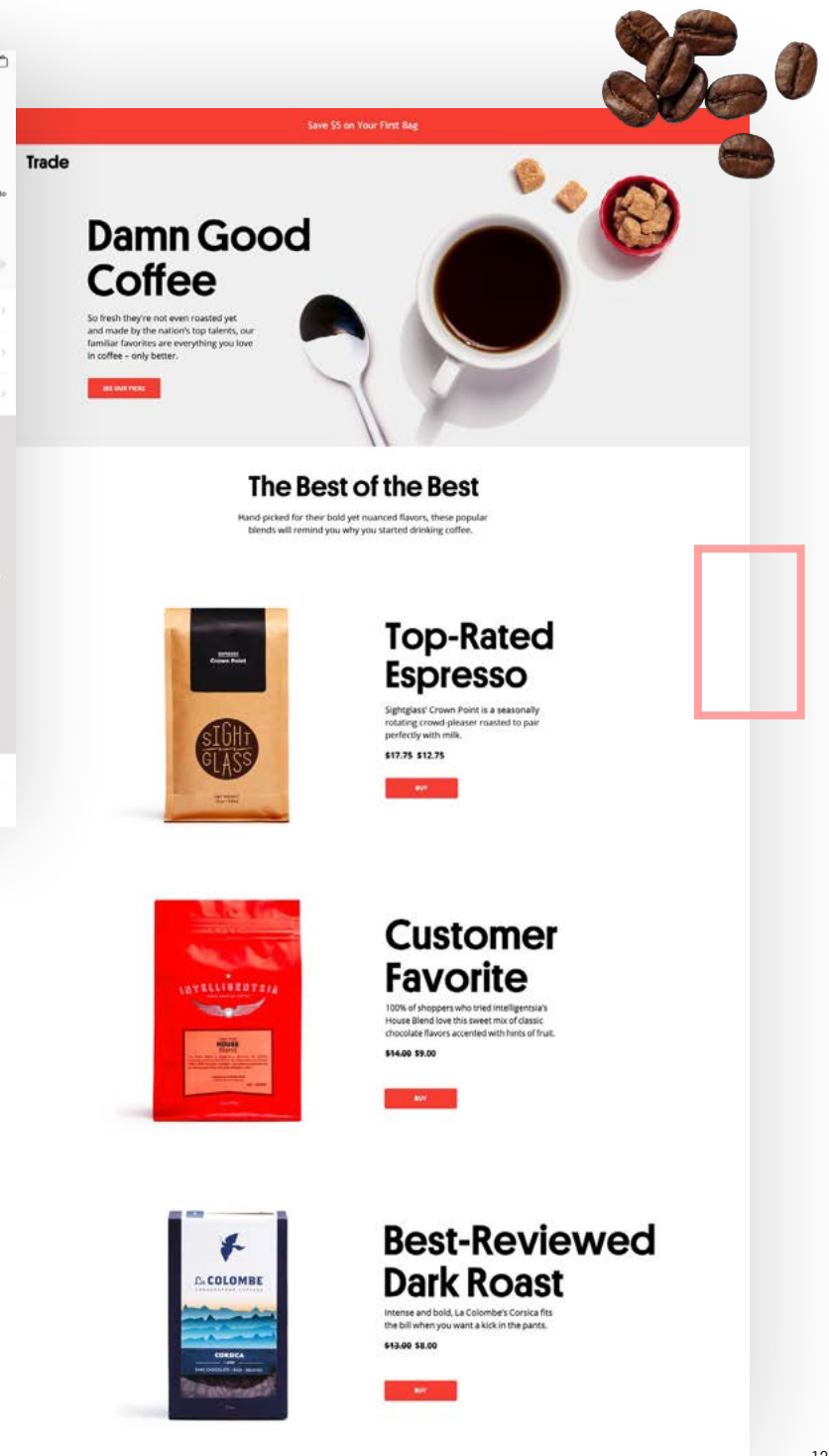
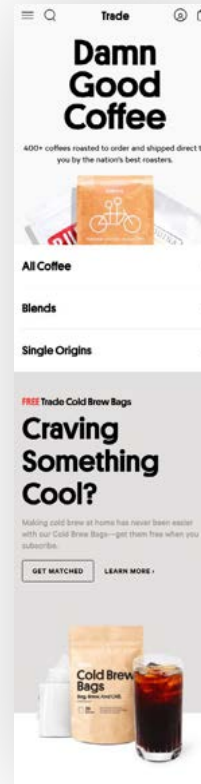
Page Type: Click-Through

If you don't think landing pages are an ideal place to show off your brand personality, this example from [Trade Coffee](#) oughta set you straight. With just a handful of words, Trade demonstrates what makes them—and their product—different. [View the landing page](#) →

WHAT WE LOVE

- Charming copy highlights Trade's adventurous voice while concisely communicating the brand's main selling points. "Intense and bold, La Colombe's Corsica fits the bill when you want a kick in the pants." We'll pass on that last bit, but the coffee sounds great.
- The clean layout and use of white space put the product front-and-center. Here, less is most definitely more.
- The landing page's final call to action redirects to a nifty onboarding quiz that suggests a Trade Coffee blend based on visitors' answers. (Bonus: Quizzes like this let you learn more about your visitors while adding value.)

Put it to the test! Trade uses a top banner to highlight its discount for first-time buyers. If they turned that into an [Unbounce-built sticky bar](#), it would follow visitors as they scroll and keep the offer top-of-mind.



Doves Farm

Industry: Food & Beverage

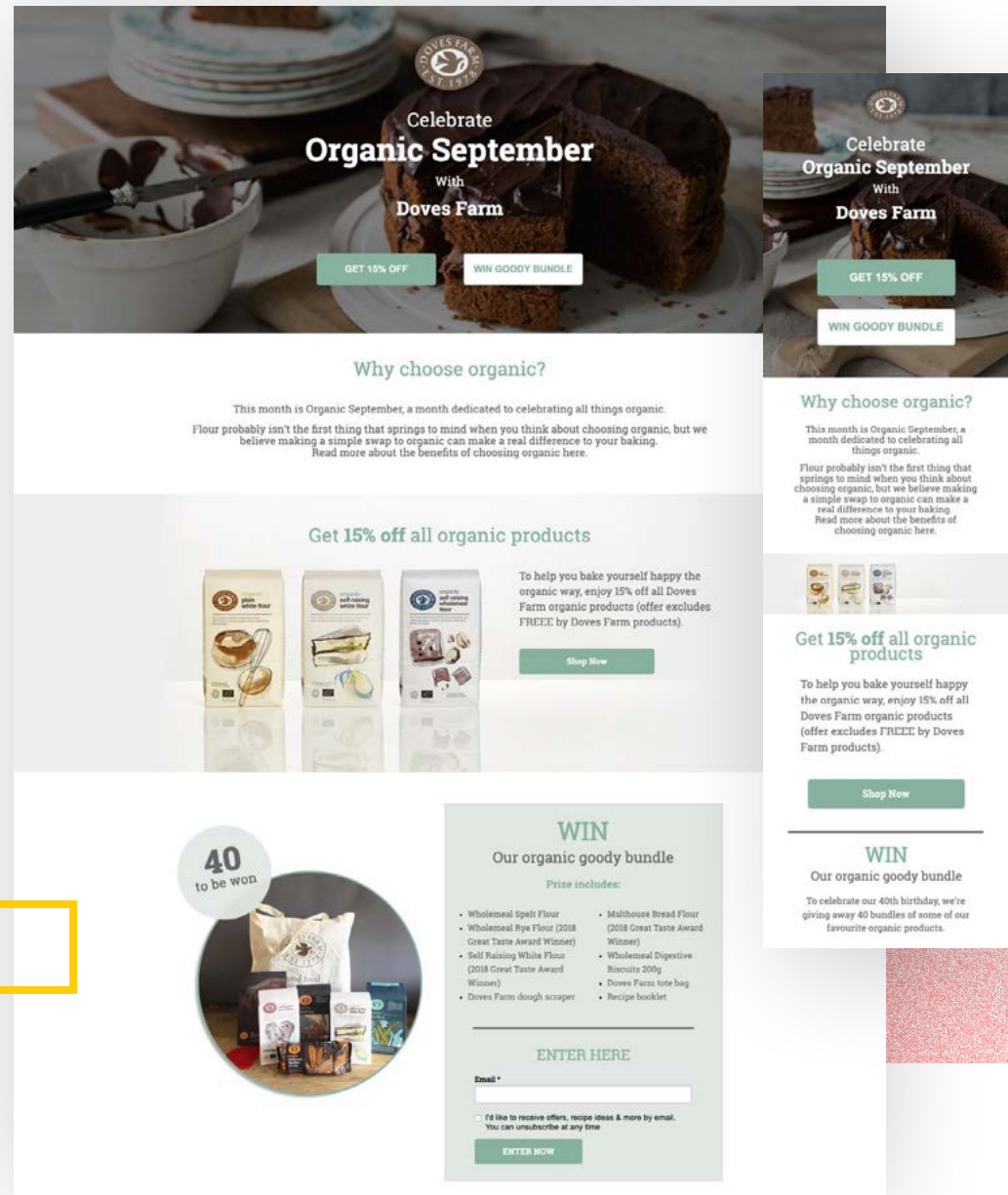
Model: Storefront

Page Type: Click-Through

Aligning your brand with something bigger—a popular event or a charitable cause—can help boost your reputation with consumers just through association. Check out this brilliant example from [Doves Farm](#) and [9xb](#). [View the landing page →](#)

WHAT WE LOVE

- This landing page corresponds with a particular event (Organic September in the United Kingdom), helping Doves Farm align itself with a broader social issue.
- Flour is all about the delicious things you can make with it. Doves Farm recognizes that and appetizes our imagination with a hero shot of a glorious chocolate cake.
- The goal of this landing page is getting visitors to take advantage of the discount and buy some flour, but Doves Farm also uses a giveaway contest to generate leads.



Love Child Organics

Industry: Food & Beverage

Model: Storefront

Page Type: Click-Through

People take the health and safety of their children pretty seriously (who knew?), which means products for toddlers usually face an extra level of scrutiny. [Love Child Organics](#) shows us how to build consumer trust fast by keeping their brand values front-and-center. [View the landing page →](#)

WHAT WE LOVE

- Instead of focusing on the product (like they do on their website), Love Child here gives a ton of real estate to its core values, reassuring parents that the brand stands for all that's good.
- The landing page's adorable art style makes it feel like a children's book, and we love the illustrations of the fruit and vegetable families. Very cute.
- The logo spread not only shows visitors where they can buy Love Child in person, but also acts as a seal of approval from other trusted brands.



new superblends meet the line up



our values

1 The Love Child Promise

All of our yummy products are nutritionally-focused, organic and contain no unnecessary ingredients. That means you will never find refined sugars, additives, preservatives or fillers in any of our products.

2 100% Organic

Our ingredients can be more difficult and expensive to source, but we are unwavering on this. We passionately believe that chemical fertilizers, synthetic pesticides and GM foods have no place in tiny, growing

3 Non-GMO

We do not use any genetically modified ingredients in our products.

4 Nutritious focus

When you buy our products you can be confident that not only are they delicious, but also packed with nutrients. Why give your child a snack containing empty calories, when they could be eating something that is both tasty and nutritious? That's why we put as much good as possible into our products, including superfoods like kale, sweet potatoes, blueberries, mangos, strawberries, quinoa and acerola.

5 Social Responsibility

Our company reflects our family values and we take to heart our responsibility to give back, especially to families and children. We are proud to be partnered with First Book Canada™, a highly respected nonprofit which provides high quality children's books to children in need. 1 cent from every product sold goes directly to this amazing organization.

organic, goodness right in your inbox



Sign up for our newsletter for feeding and parenting tips from experts, new recipes, offers and product announcements.

sign up now

where to buy

in-store
available at these
major retailers

Loblaws

Sobeys

save on foods

REAL CANADIAN
SUPERSTORE

Walmart

waterdrop

Industry: Food & Beverage

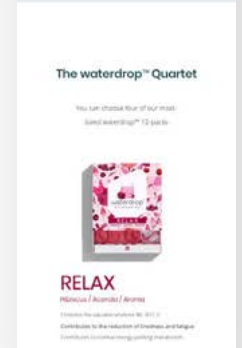
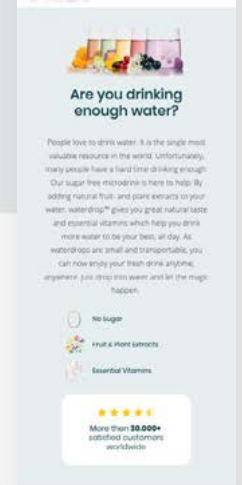
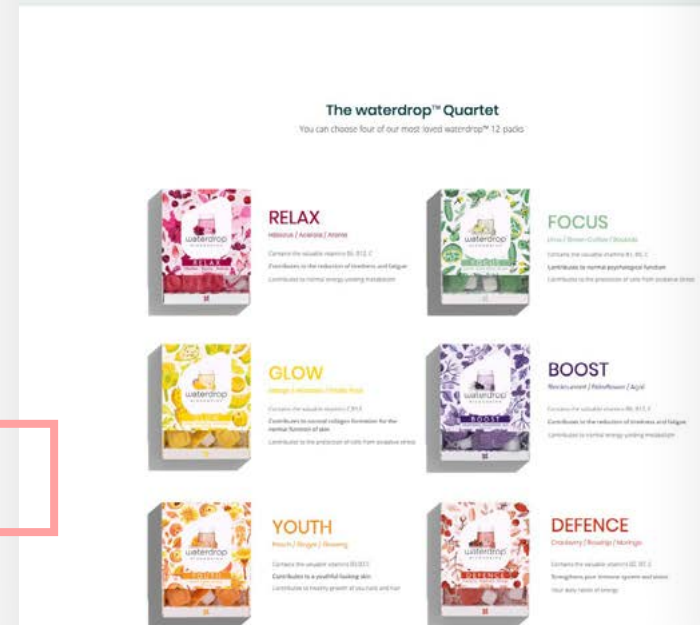
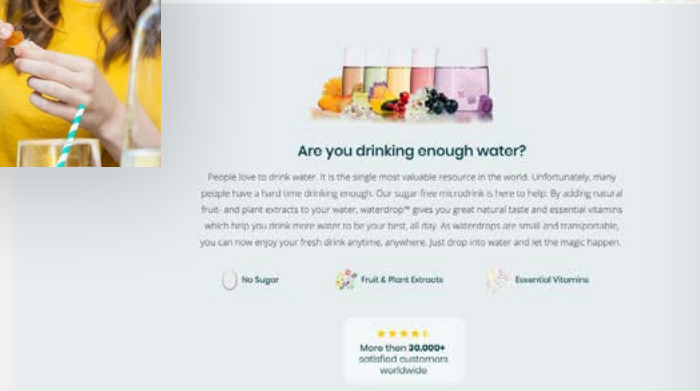
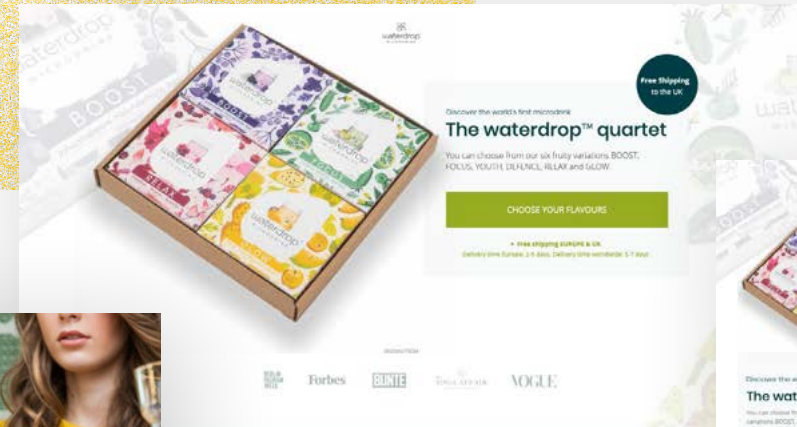
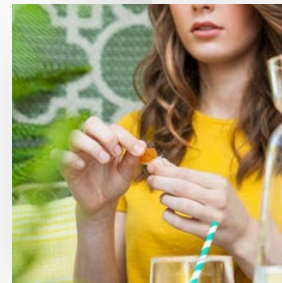
Model: Storefront

Page Type: Click-Through

Landing pages are most effective when they've been built to address a particular audience or use case. This example from [waterdrop](#) sets the bar for targeted messaging—and, by converting more than half of all visitors, it makes a compelling case for you to do the same. [View the landing page](#) →

WHAT WE LOVE

- This brand has identified women as its core demographic and everything on this page is meant for that audience. Contextual shots? Women. Testimonials? Women. This brand knows who they're talking to.
- The design is spectacular and complements the product well. Can colors be flavorful? This landing page says they can, and our abrupt craving for something sweet and fruity makes us believe it.
- By including recognizable media logos and positive customer reviews, waterdrop does a good job of leveraging social proof.

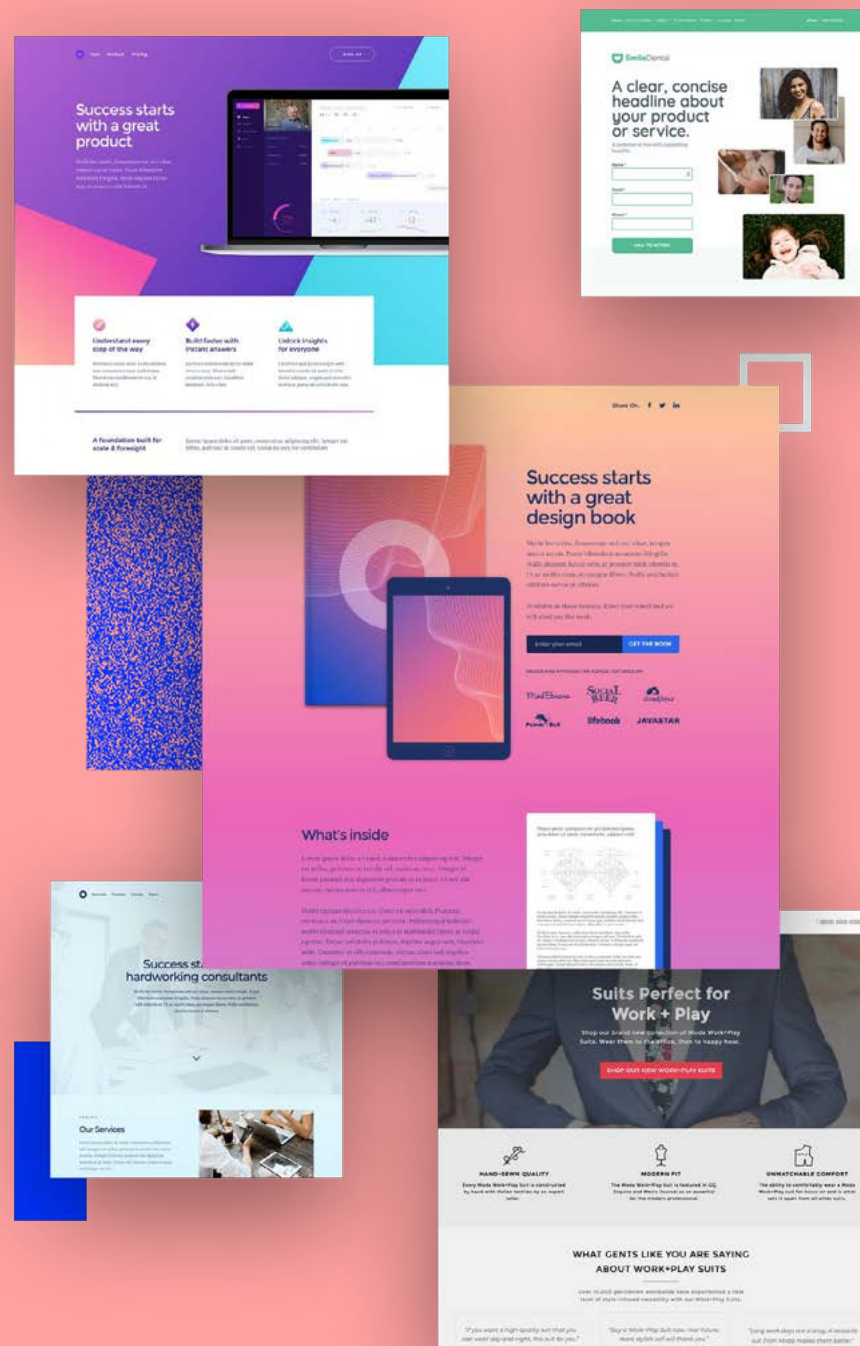




Not Sure You Can Make Pages That Look This Good?

Browse our landing page templates and see how easy it is to build something beautiful.

[Browse Templates](#)

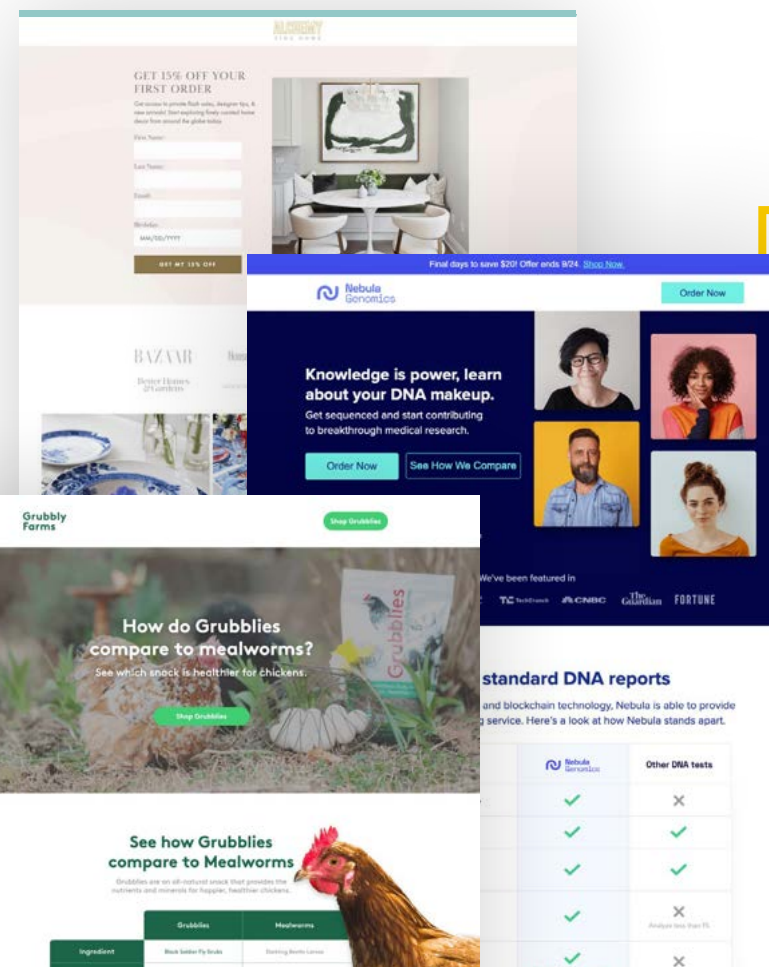


4 Quick Landing Page Tips For Ecommerce Success

As an agency that works with all kinds of clients, the team here at KlientBoost knows that no two landing pages are exactly alike. Well, no two *successful* landing pages are exactly alike. This is because landing pages are ideally customized to appeal to the particular audience your ads are targeting.

But what makes ecommerce landing pages really take off? What persuasive tactics can online retailers use to wow their visitors and crank conversions into overdrive?

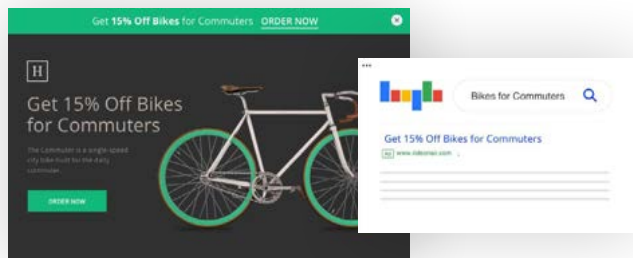
At KlientBoost, we create lots of ecomm pages in Unbounce, and over the years we've picked up a thing or two. Here are some of our best tips for building a landing page that sells.



1. MATCH YOUR MESSAGE

For starters, stick to what makes your product special. Visitors clicking through on your ecommerce ads have certain expectations of what they'll see. **Check that the value points you used in your ad copy are also emphasized on the landing page.**

Whether your ads are focused on the features (i.e., size, materials, function) or benefits (i.e., time savings, cost, or solution) of your product, **make sure that your ad message is a perfect match to your page (and vice versa)**. That helps visitors know that they've come to the right place and increases their chance of converting.



2. KEEP THINGS CONCISE

Not only is it important to keep your messaging consistent—it's also important to speak in terms your visitors understand. Try to **avoid jargon and speak to the aspects of the visitors' everyday lives that will be changed by your product**. Don't tell prospects about how your offering makes a process “more efficient”—instead, tell them exactly how many minutes it'll save them.

This also means keeping the message on your page clear and concise. You want visitors to be able to skim the copy and still come away with your key points. **Use section headings, bullet points, and a distinct call to action that tells them exactly what to do next.**

Ecomm landing page not converting? See how KlientBoost's sharp copywriting and gorgeous designs can help you [optimize your page for sales](#).

3. CONCENTRATE ON CONVERTING

This is where some of the more classic landing page tactics come into play.

Because you're offering specific products on your landing page (as opposed to an ordinary campaign page for a different industry), you want to keep your visitors focused on making a purchase. **Try not to include navigation in your landing page's header section.** Moreover, make sure that any on-page copy you're writing is focused on the products you're selling instead of diverting traffic away to other avenues of your ecommerce shop.

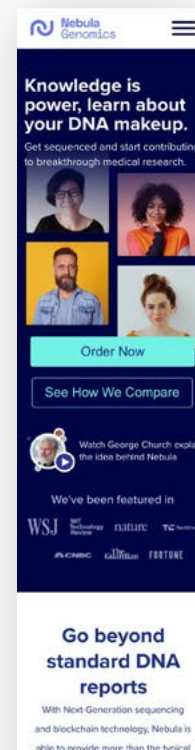
Don't worry about the bounces (for now). **You can always use exit popups and sticky bars to make sure visitors don't miss out on related offers or added value.** The main job of your initial landing page is just to convert on one goal.

You also want your page to make sense for where your audience sits in the buying funnel. Regardless of the quality of your ecomm landing page, if your visitors are only looking for top-of-funnel, early research-level info, you're going to have a tough time hunting for actual purchases. Consider building a few landing pages dedicated to different parts of the buyer journey.

4. MAKE SURE IT'S MOBILE

Lastly, make sure that your landing pages are optimized for mobile devices.

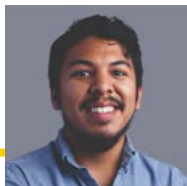
This isn't unique to ecommerce landing pages. Mobile is growing more important every day as the percentage of on-the-go shoppers continues to overtake desktop. If you're not going to build separate landing pages for mobile, at least make sure the ones you do have are responsive. **Your page should have an easy-to-follow layout and load super fast on-the-go.**





If you follow the advice on the previous page, you'll have a major leg up on most of your online competitors. Here's a quick checklist to help you see if your ecomm landing page is up to snuff.

- ☐ **Emphasize your product's key value points**
- ☐ **Describe the material benefits of your product**
- ☐ **Exclude any navigation that takes visitors off-page**
- ☐ **Speak to your visitors' stage in the buying funnel**
- ☐ **Match the message between your ad and landing page**
- ☐ **Use concise, skimmable copy with a clear call to action**
- ☐ **Present related offers through popups and sticky bars**
- ☐ **Make sure your page looks great and loads fast on mobile**

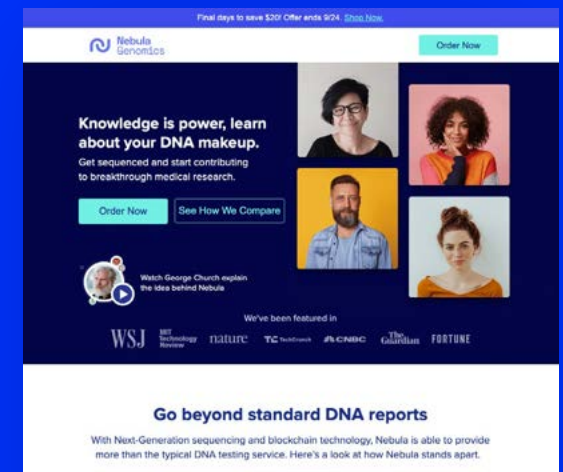


Reese Garcia
Director of Ecommerce
KlientBoost



KlientBoost Creates Incredible Landing Pages That Help You Get More Outta Your PPC Spend.

[Get Your Free Proposal](#)



Alchemy Fine Home

Industry: Home

Model: Storefront

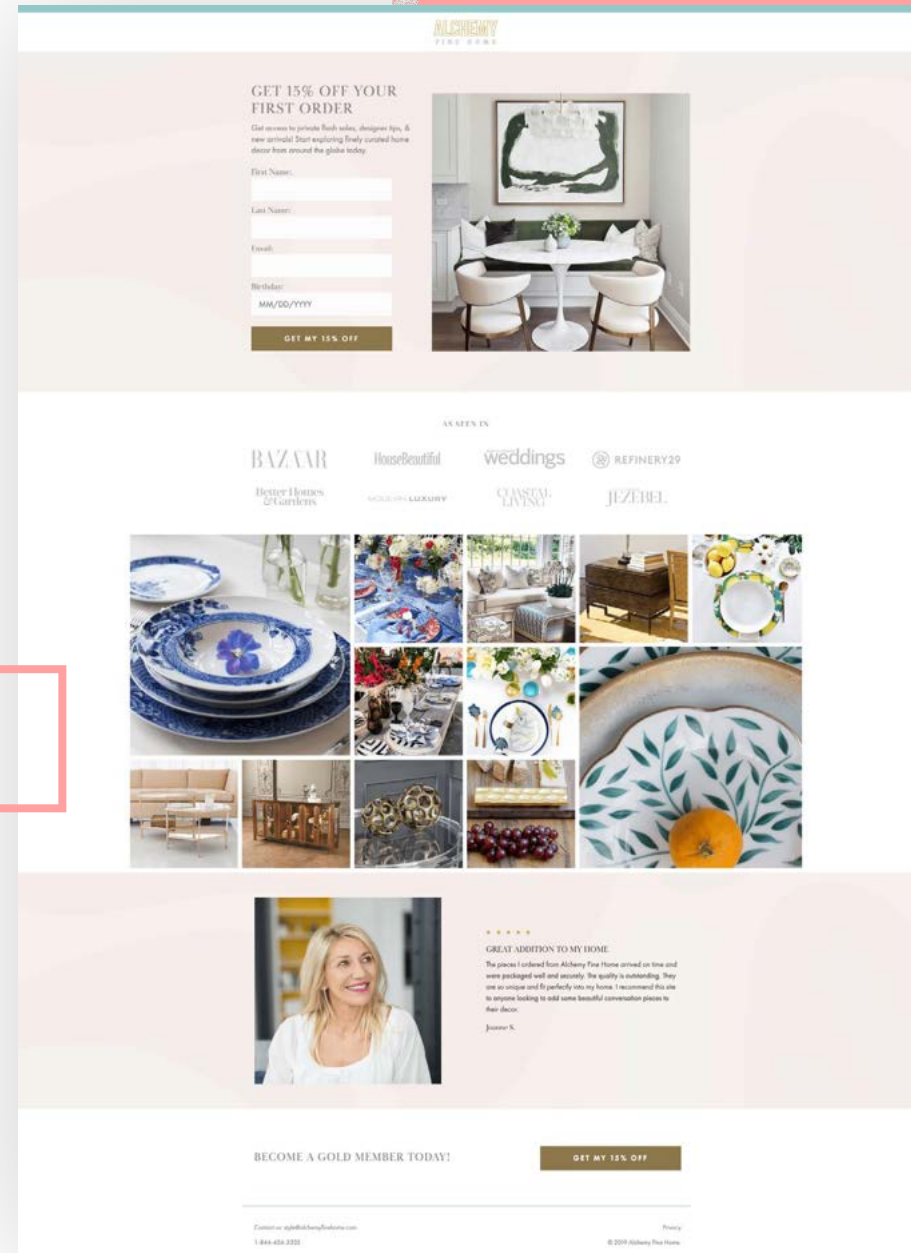
Page Type: Lead Generation

Email is an essential channel for ecommerce brands, giving them a direct method to inform repeat customers about new products and entice prospects with special offers. With this page, [Alchemy Fine Home](#) and [KlientBoost](#) dangle a first-order discount to get visitors onto their list. **View the landing page →**

WHAT WE LOVE

- The coupon isn't the only thing Alchemy's offering. Smart copy focuses on the other benefits that come with giving up your email: private flash sales, designer tips, and first looks at new arrivals.
- This landing page makes incredible use of photography, from the hero image to the product collage and even the customer testimonial. It looks fantastic.
- There's hardly any copy on this page, but all of the elements still manage to convey what Alchemy is all about. You've gotta admire the simple elegance of it.

BUILT IN UNBOUNCE BY KLIENTBOOST



Country Chic Paint

Industry: Home

Model: Storefront

Page Type: Click-Through

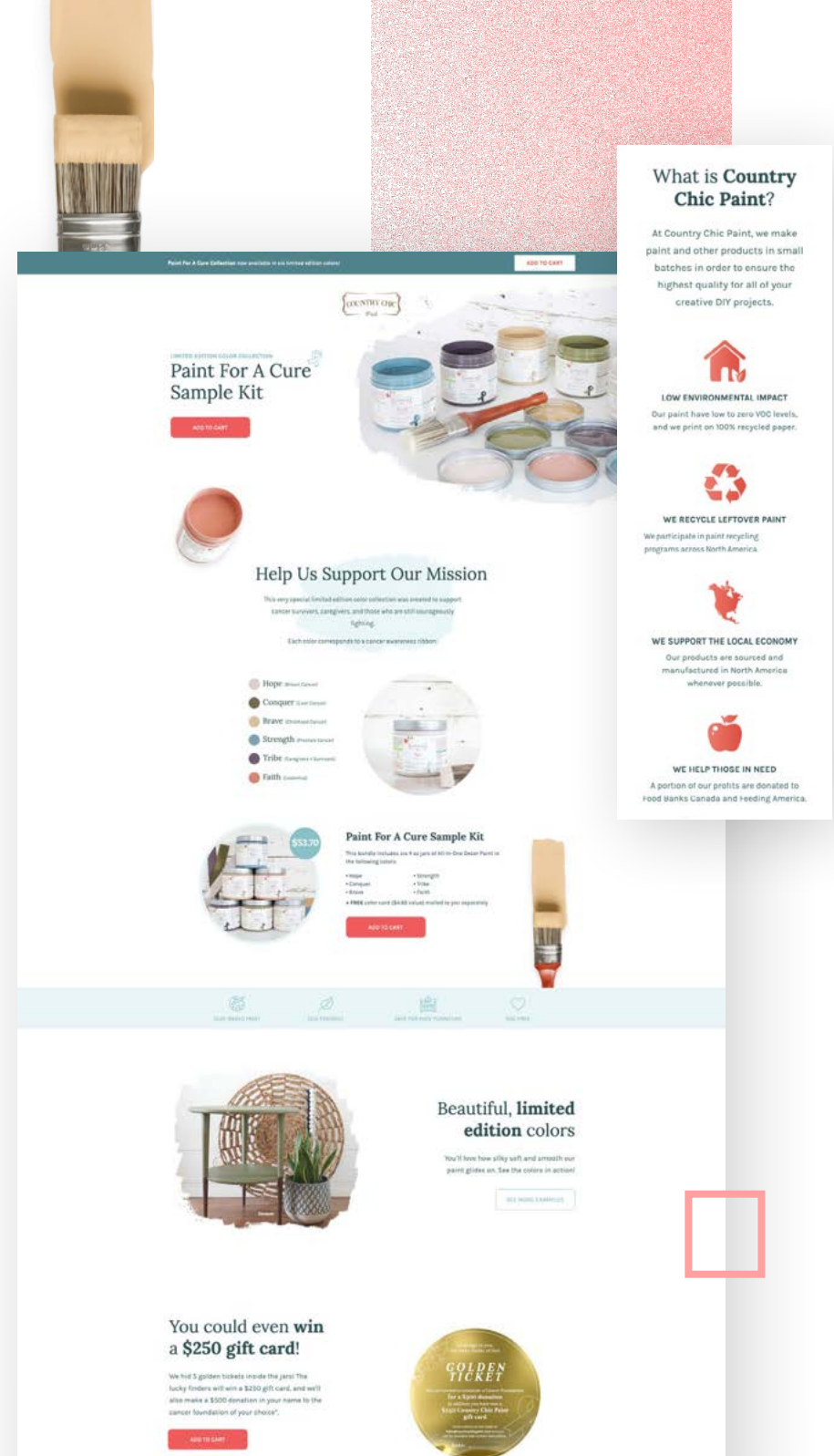
Your mind probably doesn't jump to paint when you think of products that spark a strong emotional connection. But this landing page from [Country Chic Paint](#) and digital agency [Webistry](#) does just that, thanks to warm photography, gentle colors, and its charitable cause. [View the landing page](#) →

WHAT WE LOVE

- There's so many reasons to convert. The limited edition colors. The low ecological impact. The recycling program. The gift card contest. The donations. Wow.
- The sticky bar keeps the call to action glued to the top of the screen, meaning that visitors can convert as soon as they're ready
- Loads of contextual photography demonstrates how the paints look once they've actually been applied. (Plus it's given us some new ideas for craft projects.)

"It was important for us to create a page that clearly communicated everything that makes Country Chic great, because their target market cares about so much more than just the product. This page does so well because it sells an idea, not a product."

- Jonathan Naccache, Co-Founder & President, Webistry



InfiniteMoon

Industry: Home

Model: Storefront

Page Type: Click-Through

It's one thing to include positive reviews on your landing page. It's another to include testimonials that persuasively reinforce what you're already saying about yourself. Enter [InfiniteMoon](#) and [Wallaroo Media](#), who use positive reviews to hammer home this value prop. **View the landing page →**

WHAT WE LOVE

- The convincing testimonials have been carefully chosen to touch on many of InfiniteMoon's benefits: maximum comfort, serious pain relief, and high-quality materials.
- Using lightboxes to give visitors an up-close view of the product and provide additional information means that the page isn't cluttered.
- InfiniteMoon makes good use of the space above the fold, communicating their value prop through a punchy headline and emotive hero shot.



United Sports Brands

Industry: Sport

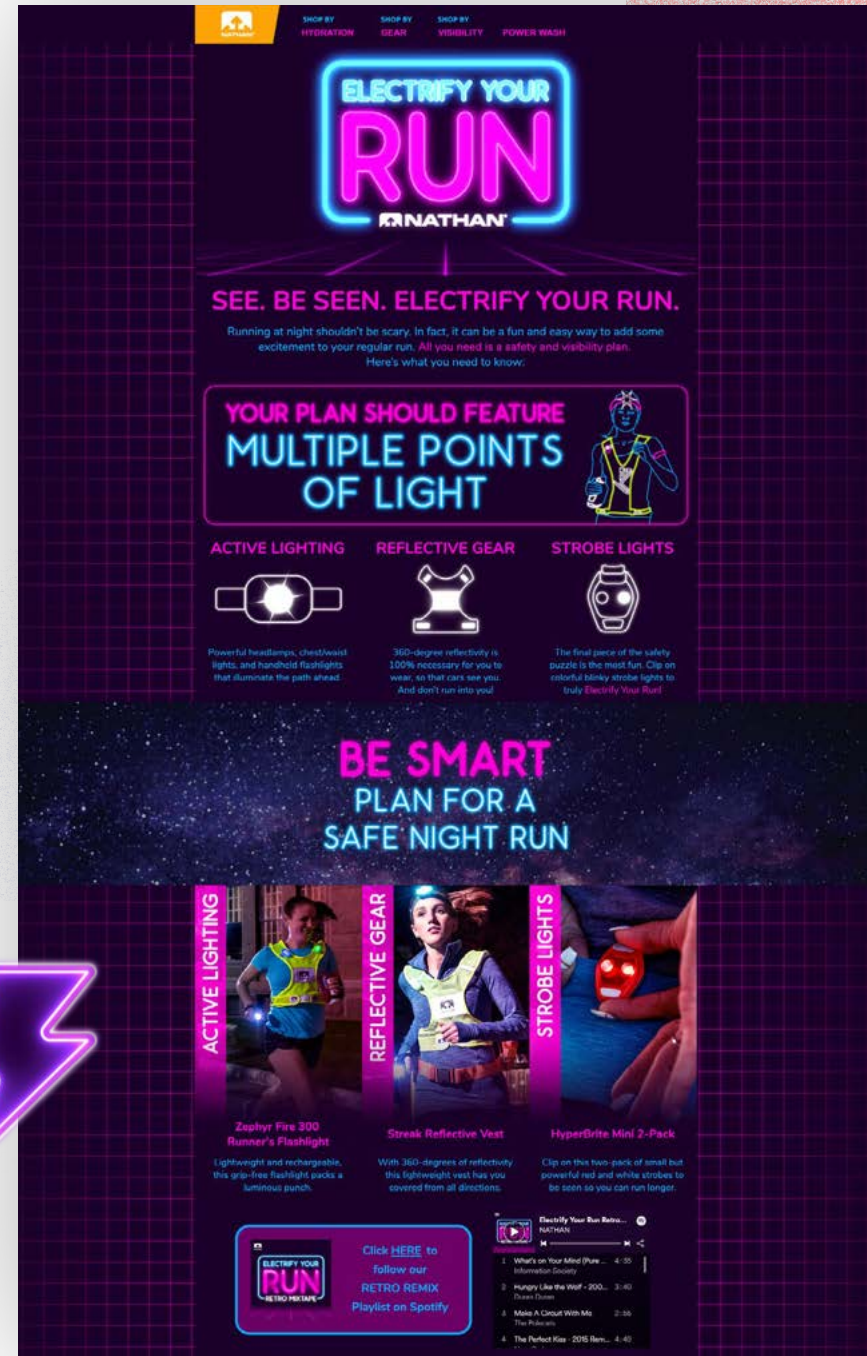
Model: Storefront

Page Type: Click-Through

If you're looking for a landing page that breaks the mold, this example from [United Sports Brands](#) (which draws from the cyberpunk style of throwback classics like Tron) will definitely be up your alley. Cue the laser beam sound effects! [View the landing page →](#)

WHAT WE LOVE

- The theme is so cool, and United fully commits to it—from the loud, neon visuals, to the flashy animations, to the campaign slogan. Awesome.
- This page might feel like it's from another era, but today's best practices still apply. Strong headline, benefits-oriented copy, rule-of-three layout—it's all here.
- United even includes a custom playlist to help runners get pumped with retro jams from Duran Duran, Blondie, and Run DMC. Someone teach us how to run **right now**.



Awayco

Industry: Sport

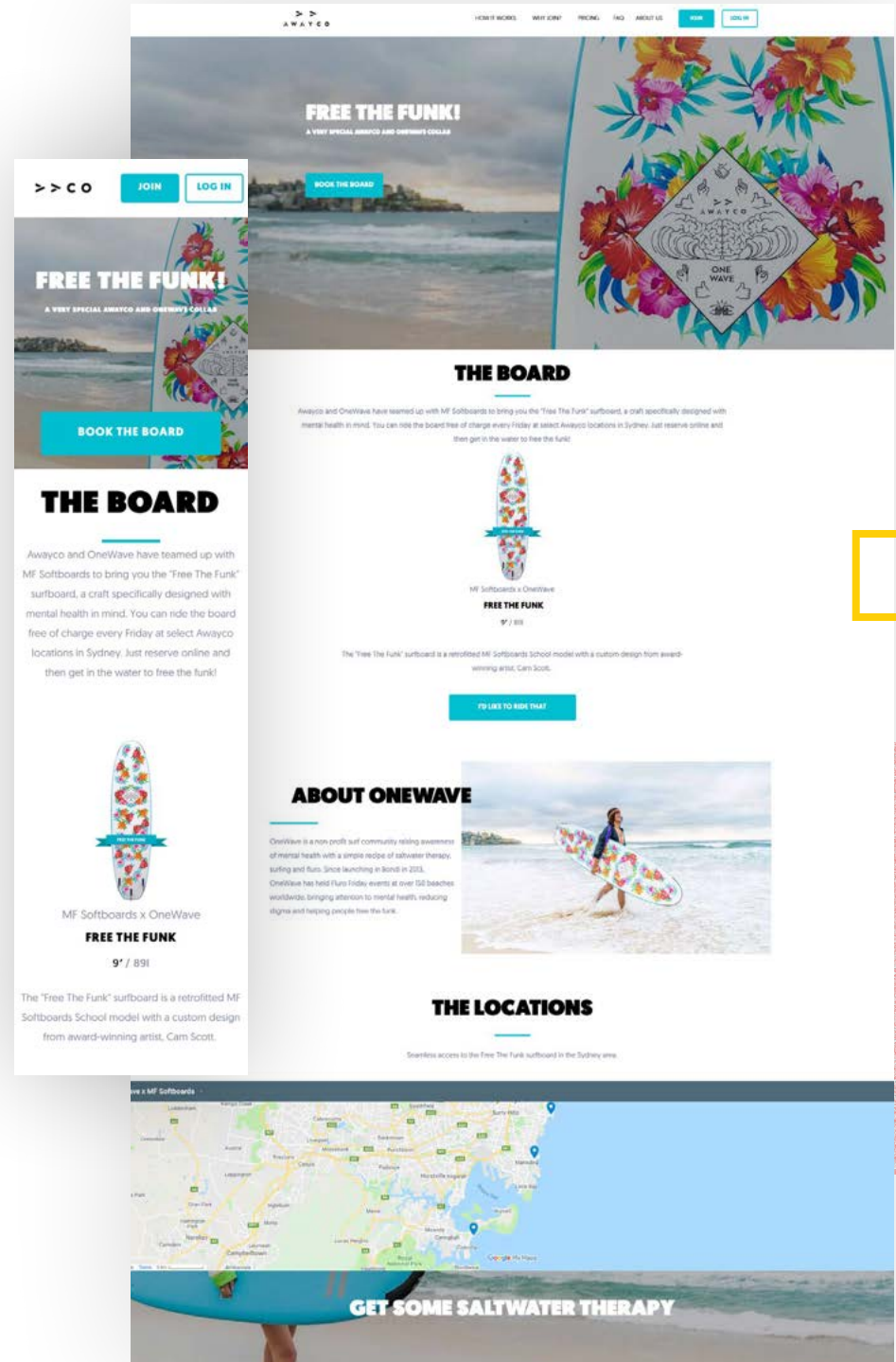
Model: Subscription

Page Type: Click-Through

Pairing highly-targeted advertisements with landing pages lets marketers share info that's most relevant to their visitors. Here, [Awayco](#) aims at Australian surfers and provides location-specific information related to the offer. **View the landing page →**

WHAT WE LOVE

- The embedded map shows Sydney-based visitors exactly where they can get access to this promotional surfboard. (And with proper targeting, it shouldn't be far.)
- By partnering with OneWave, Awayco demonstrates its commitment to promoting positive mental health through sport.
- We love that the copy captures the unique voice of the surf community—phrases like “free the funk” and “get some saltwater therapy.”



Nebula Genomics

Industry: Wellness

Model: Storefront

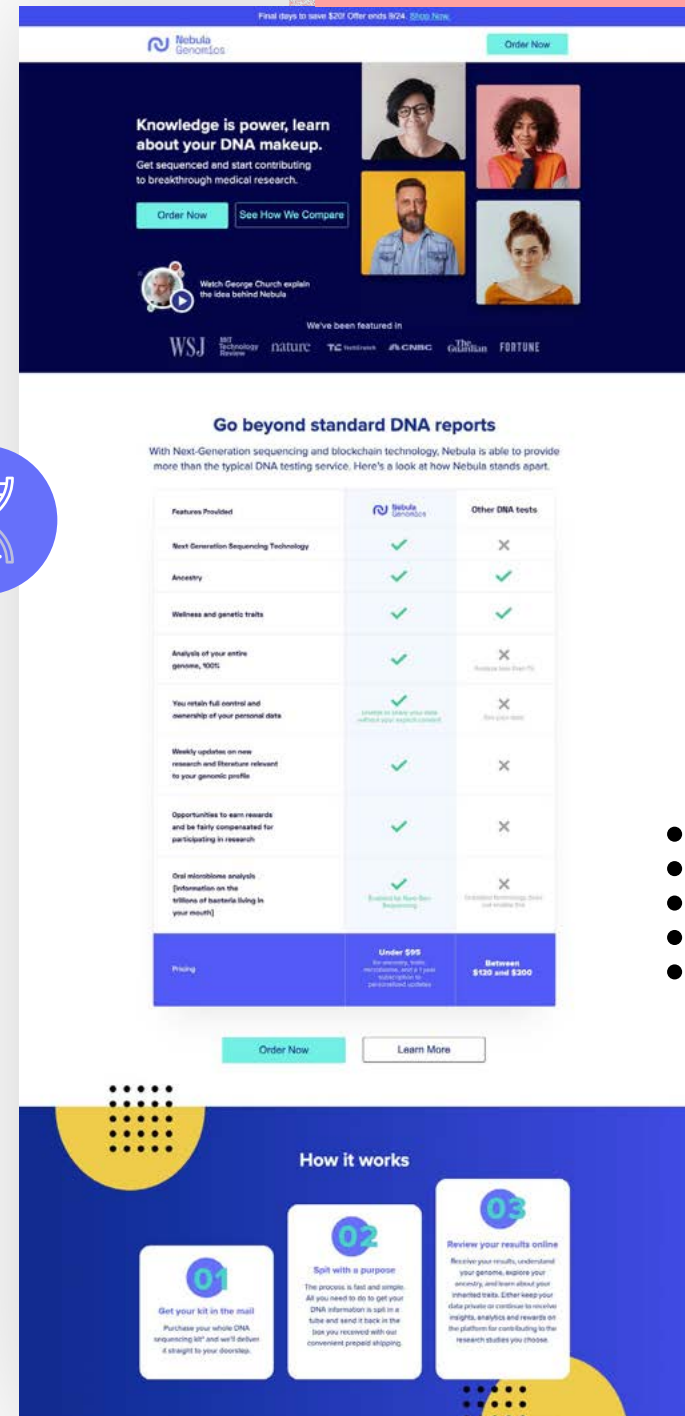
Page Type: Click-Through

A important part of wellness is knowing your own body, and [Nebula Genomics](#) offers to help people do that at a foundational level. This page (designed by [KlientBoost](#)) does a great job of establishing genomics as the future of health and nutrition, without feeling too *Blade Runner*. **View the landing page →**

WHAT WE LOVE

- This page looks superb. The hero image shows you exactly what you're buying, and people-focused supporting photography drives home the real benefit: getting a better look at yourself.
- DNA sequencing is a complex product that requires a serious amount of explanation. Nebula makes the copy more digestible by breaking it into quick sections, tucking it into expandable accordions, and hiding it behind 'Learn More' buttons.
- You wouldn't give a vial of your spit to just anyone, right? Nebula uses customer reviews to lift credibility and a logo bar of tech publications to position themselves as leaders in the space.

BUILT IN UNBOUNCE BY KLIENTBOOST



Perfect Keto

Industry: Wellness

Model: Storefront & Subscription

Page Type: Click-Through

If you're marketing a product to an informed audience, transparency is usually the best approach. [Perfect Keto](#) and [Webistry](#) win over health buffs with this candid landing page that leaves nothing to the imagination. **View the landing page** →

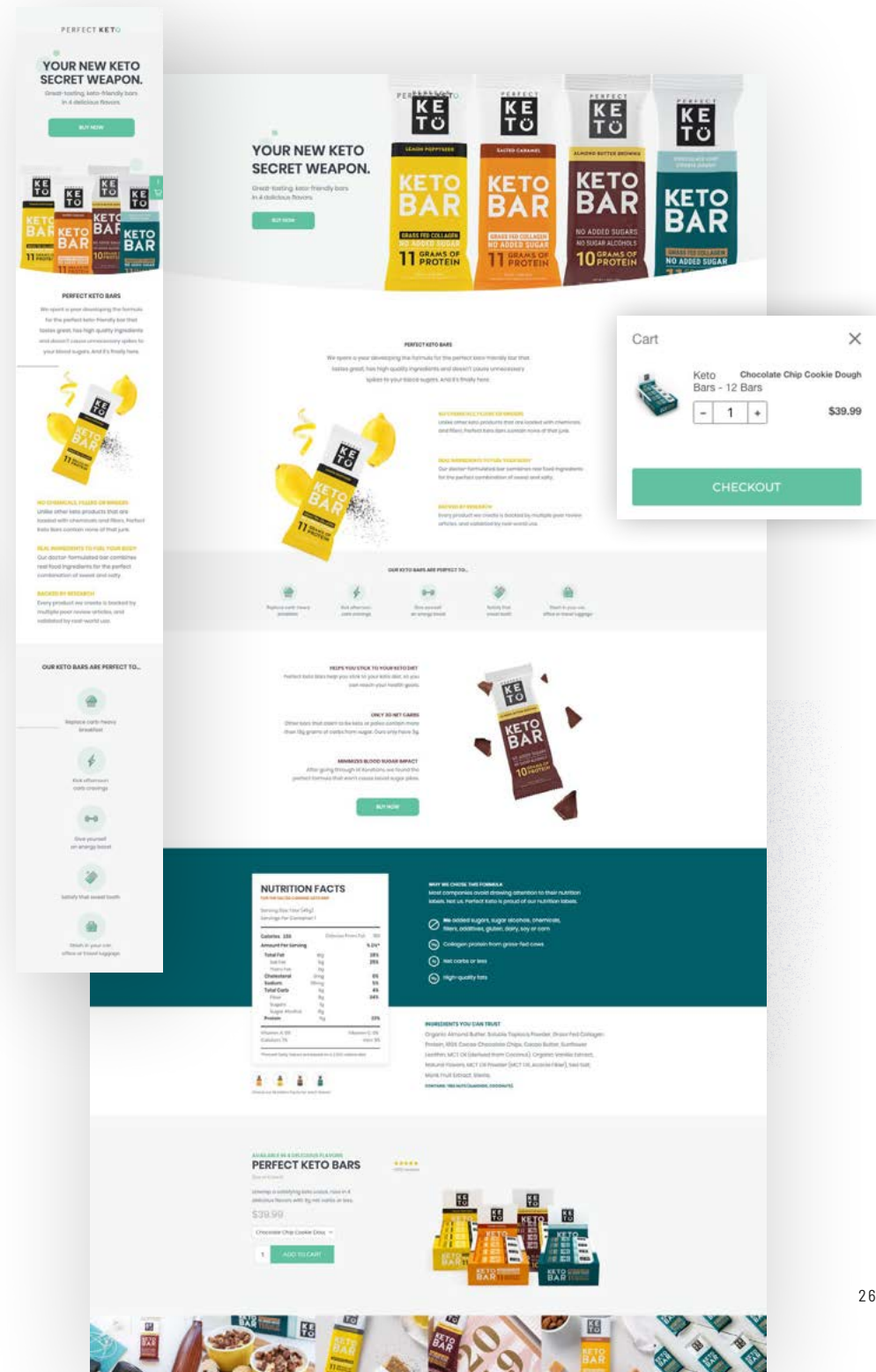


DID YOU KNOW?

You can integrate Shopify into your ecommerce landing page built with Unbounce. [Check out the documentation.](#)

WHAT WE LOVE

- Including the nutritional facts and ingredients on the landing page shows that Perfect Keto knows their audience—and in the world of nutrition, it builds real credibility.
- Clean design with a ton of white space and contrasting colors helps keep the focus on the product.
- A Shopify integration lets visitors add Perfect Keto to their shopping cart and proceed directly to checkout, removing an extra point of friction.



Tespo

Industry: Wellness

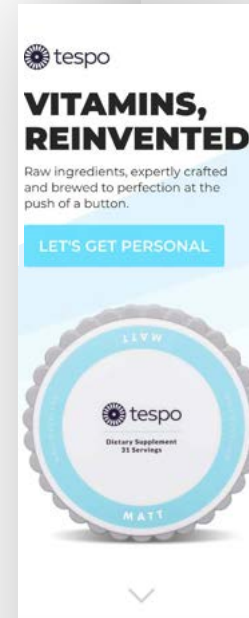
Model: Storefront

Page Type: Lead Generation

Generating anticipation around a product release goes a long way in creating a successful launch. That's what nutrition company [Tespo](#) does with this landing page promoting their (now released) vitamin dispenser. **View the landing page →**

WHAT WE LOVE

- Tespo is all about simplifying the complexity of personal nutrition, and the landing page mirrors that with light copy and clean design.
- The straightforward layout, restricted navigation, and multiple calls to action all push visitors towards the conversion goal.
- The form asks for only the essential information (first name and email) so as to not spook prospects at this early stage in the purchase process.



RAW INGREDIENTS
We believe that your vitamins should contain...vitamins. So we work hard to minimize unnecessary ingredients.



A SIMPLE QUIZ FOR A COMPLEX YOU.
Personalized vitamins seem to be the latest buzzword. But what does "personalization" really mean? At Tespo, this isn't some custom assortment of pills delivered in a baggie. No, this is the future of vitamins. Take our 5 minute lifestyle quiz which helps us get to know you. Once completed, we'll immediately generate your custom blended formula recommendation. Your personalized pod is then sent to our system and delivered to your door every month. No mixing this vitamin with that vitamin. Everything you need. Nothing you don't.

PERSONALIZED NUTRITION LIKE YOU'VE NEVER SEEN BEFORE.

We need to be notified.

First Name Email

JOIN YOUR MOVEMENT!

Pranin Organic

Industry: Wellness

Model: Storefront

Page Type: Click-Through

The supplement industry is a pretty crowded space, and it can be difficult for consumers to sort out which brands are legit. Naturally (heh), [Pranin Organic](#) commits much of this landing page to sharing information, answering questions, and demonstrating that they're the real deal. [View the landing page](#) →

WHAT WE LOVE

- You typically don't want to include too much information on your landing page, but it makes sense here as Pranin distinguishes itself from pretenders.
- The testimonials speak to the company's core value propositions: real food, real results.
- Pranin invites visitors to submit questions at the bottom of the page, giving them an opportunity to start a conversation with visitors who need a little more information.

Build and publish landing pages in a flash. With [100+ high-converting templates](#), Unbounce helps you create, test, and launch targeted landing pages faster.

pranin organic Plant-Based Nutritional Powders Made With Real Food. 100% Organic Supplements

SAVE 15% off your first order with code **FIRST15**

SHOP PRANIN ORGANIC

USDA ORGANIC GMO NON TOXIC CRAP

REAL FOOD INGREDIENTS, NOTHING ELSE.
We only use it if Mother Nature Grows It.

ORGANIC MULTIVITAMIN BLENDS

A-Z POWER + SUPPORT
25 Essential vitamins & minerals for overall health.

Balance + Glow
25 Essential vitamins & minerals formulated for women with extra Iron, Folate, & Vitamin D.

ORGANIC NUTRITIONAL BOOSTERS

Focus + Endurance
Vitamin B complex made from guava, lemon, holy basil, and spirulina for all day energy.

Revive + Protect
Moringa leaves and amla berries for whole food Vitamin C.

Energy + Strength
Food sourced Iron from curry leaves that's easy to digest.

SHOP PRANIN ORGANIC

Quality Organic Ingredients, Always.
We make it easy to get all of your essential vitamins and minerals every day in one easy (plant-based) scoop.

Why You'll Love Us.

Real Food Ingredients
Nothing goes in our jars that couldn't grow in your garden: fruits, vegetables, & superfoods. THAT'S IT!

Easy to Digest
No pills, tablets, binders, fillers or synthetic nutrients. Everything is just food as nature created, we just turn it into a powder.

Cold-Processed & Ultra Concentrated
It takes 20kg of food to make 1 kg of powder! We maximize the nutrition by cold-processing our ingredients so that all these vitamins and minerals are intact.

SHOP PRANIN ORGANIC

Samuraw

Industry: Wellness

Model: Storefront

Page Type: Click-Through

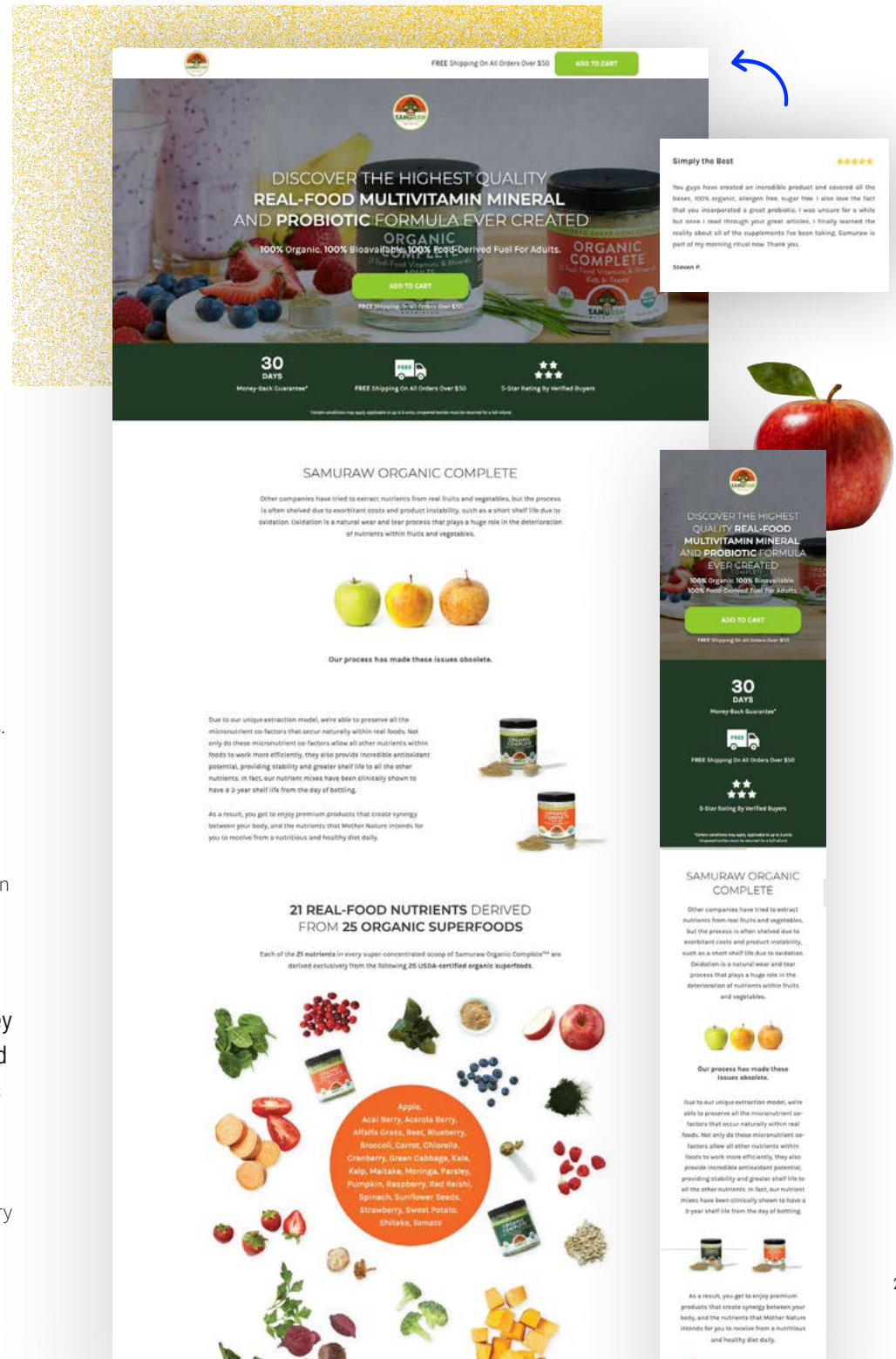
This great-looking landing page from [Samuraw](#)—built by [Webistry](#)—includes a ton of details on its nutritional supplements to help inform and establish credibility with its audience. [View the landing page →](#)

WHAT WE LOVE

- Learning about the ingredients, process, benefits, and differentiators behind Samuraw make us feel like maybe we're not hitting our own dietary requirements. (How many vegetable servings in a family-sized bag of ketchup chips?)
- Tons of testimonials and social proof—both from Samuraw customers and wellness professionals—build consumer trust.
- The Unbounce-built sticky bar keeps the call to action in view, and cart integration with Shopify drives traffic directly to the final stage of checkout.

"Our hunch was that our target market is well-read and educated. They value being informed. We felt it was necessary to test a page that had a stronger focus on educating the visitor and validating the product's core differentiators, so this landing page is a lot longer than we're used to building."

- Jonathan Naccache, Co-Founder & President, Webistry



10 REASONS WHY YOU HAVEN'T BOUGHT SAMURAW ORGANIC COMPLETE YET

TRY NOW



1 What's the difference between Samuraw Organic Complete™ and other natural vitamins out there?

A: Most so-called "natural" vitamins contain synthetic nutrients. Samuraw Organic Complete™ doesn't.

All 21 nutrients contained within every super-concentrated scoop of Samuraw Organic Complete™ derived exclusively from 25 USDA-certified organic superfoods. Our product is listed as "100% natural" on the label, whereas by law, companies can claim "natural" on their formulas only if 10% of the product comes from natural food sources. Samuraw Organic Complete™ is food-derived, USDA organic, and non-GMO. All vitamins and minerals are 100% certified organic and contain their naturally-occurring micronutrient co-factors, as in real food.

- ✓ 100% natural and food-derived
- ✓ 100% bioavailable
- ✓ 100% non-GMO
- ✓ 100% USDA-certified organic
- ✓ 100% allergen-free
- ✓ 100% plant-based
- ✓ 100% no sugar, gluten, soy, yeast, corn and dairy



2 Aren't synthetic nutrients the exact same as naturally-derived nutrients?

A: Unlike naturally-derived nutrients, synthetic nutrients are poorly absorbed by the body and don't provide complete nutrition. Naturally-derived nutrients are extracted from real foods that are naturally grown and harvested (preferably organic). Synthetic nutrients are processed with cheap chemicals like petroleum, coal tar and acetone. The body has a very hard time breaking down the binders and fillers used in these supplements. Studies have shown that synthetic vitamin C, for instance, has a significantly lower antioxidant property when compared to naturally-derived vitamin C.



3 I'd love this for my kid, but they're only 2 years old. What's the recommended age for children?

A: Although our Kids formula is designed for 4 to 16 year-olds, many parents have given it to their 2 to 4 year-old toddlers with great success.

If you choose to give it to your kids below age 4, we would suggest using only one-quarter to one-half of the 1 gram serving/day (0.5 gram), which would provide a two-months supply. The information provided in here is for informational purposes only and has not been evaluated by the Food and Drug Administration or Health Canada. Please consult your healthcare practitioner for any medical advice.

TRY NOW

9 How is your product manufactured?

A: Our raw ingredients are tested when they arrive at our Good Manufacturing Practices (GMP) facility, as well as third-party tested after manufacturing.

We guarantee that Samuraw Organic Complete™ is confirmed negative for any pesticides, solvents, microbials, E.coli, Staphylococcus, Salmonella, yeasts and molds, as well as heavy metals including, but not limited to: arsenic, mercury, cadmium and lead.



10 Why not just eat fruits and vegetables? You can cook fresh with natural products and you'll be healthy.

A: We simply don't have time to cook from scratch.

In a world where not everyone has time to cook from scratch, eating organic fruits and vegetables is an uncomfortable task. Samuraw Organic Complete™ is a convenient family is getting the same benefits they appear to get from a dollar a day.

MADE FROM ORGANIC SUPERFOODS, THE WAY MOTHER NATURE INTENDED.



Try Samuraw Organic Complete™ risk-free today! If you don't notice one or more of the following changes after 3 months of taking our supplement daily, we'll refund you 100%, no questions asked*.

- ✓ Better concentration
- ✓ More natural energy
- ✓ More mental clarity
- ✓ Better sleep
- ✓ Less picky eating
- ✓ Happier mood
- ✓ More relaxed
- ✓ Better immunity (less sickness)
- ✓ Better bowel movements and regularity
- ✓ Less allergies

TRY NOW

*See our refund policy at: samuraw.com/refund-policy or call 1-800-888-8888. Refundable within 90 days of purchase.



© Samuraw Nutrition Inc. All rights reserved.

HOT TIP

Samuraw and Webistry used several landing pages for the same product to target different stages of the customer journey. This retargeting page (aimed at visitors who added the product to their cart, but never completed their purchase) handles objections by answering the most common questions about Samuraw. [View the landing page →](#)

"In a world of hyper-targeting, you need to give customers exactly what they're looking for. Landing pages are your opportunity to make sure that your content is as relevant as possible—to their search query, their interests, their demographics, their objections, and so much more."

- Jonathan Naccache, Co-Founder & President, Webistry

Grubbly Farms

Industry: Farming

Model: Storefront

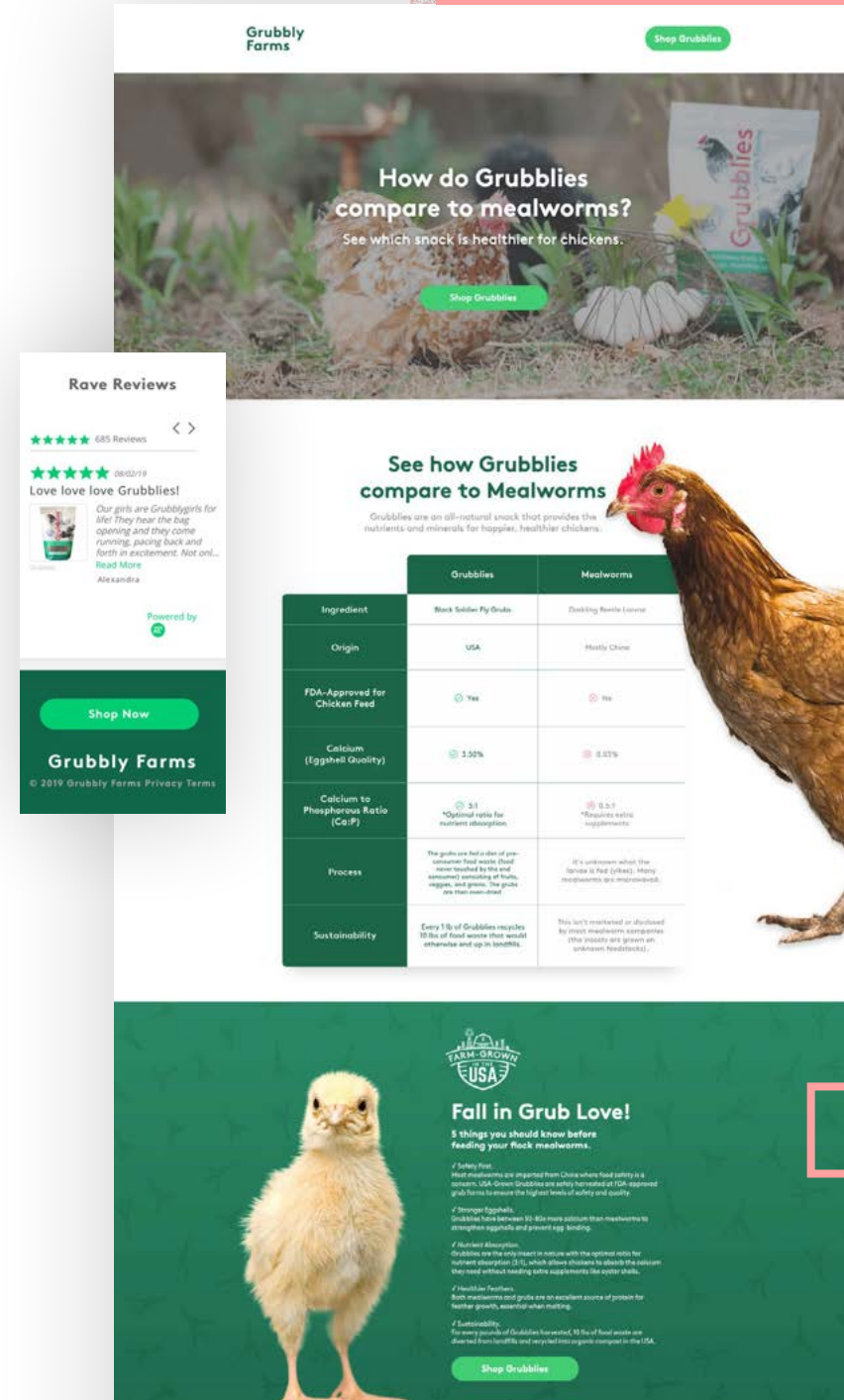
Page Type: Click-Through

It might be more “odd” than “end,” but we just had to include this landing page from [Grubbly Farms](#) and [KlientBoost](#). This is a great example for any marketer who feels like their product doesn’t have enough razzle-dazzle. If these guys can make a good-looking page for larvae chicken chow, the rest of us have no excuse. [View the landing page →](#)

WHAT WE LOVE

- We’ve gotta shout out the design. Grubbly uses striking photography (of happy chickens—not the bugs) and a sharp color scheme to really help the product pop.
- Grubbly is up against an incumbent product here, so this page is all about emphasizing why their bird bites are better. Educational copy describes the health benefits and sustainable sourcing, while the review carousel adds social proof.
- This page is pretty dense with words, but Grubbly succinctly delivers their pitch by including a short video of their product in action. (We’re not experts on fowl facial expressions, but the chickens seem to approve!)

BUILT IN UNBOUNCE BY KLIENTBOOST



Meowbox

Industry: Pet

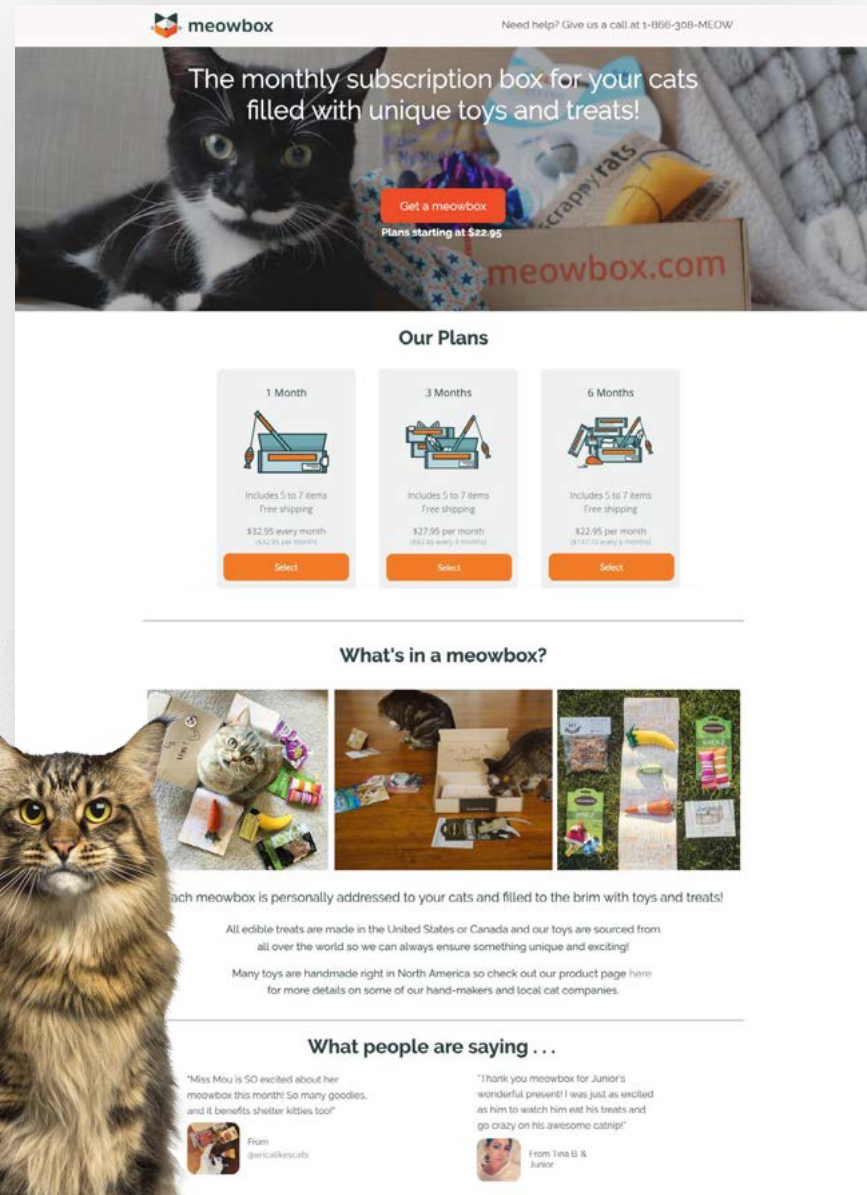
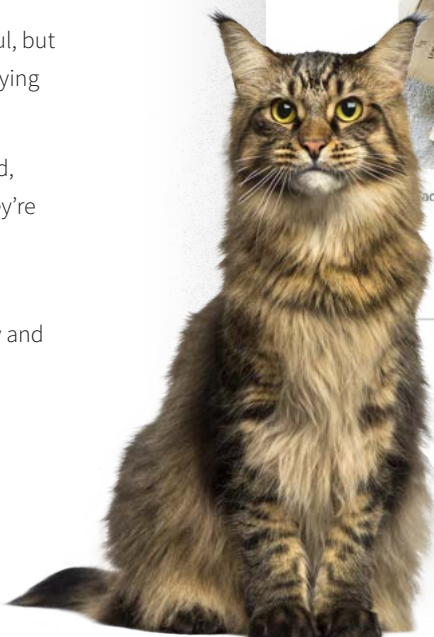
Model: Subscription

Page Type: Click-Through

Cat subscription boxes are the final stage in the evolution from feral predators of the prehistoric wastes to shnookum-shnookum cuddle monsters. [Meowbox](#) helps us celebrate feline domestication in style with monthly deliveries of toys and treats. **View the landing page →**

WHAT WE LOVE

- It's one thing for pet owners to say that Meowbox is wonderful, but pairing customer testimonials with pictures of their cats enjoying the treats adds another level of credibility.
- The headline conveys Meowbox's main value proposition and, paired with the hero shot, helps visitors understand what they're getting as soon as they hit the page.
- This is a click-through landing page, but Meowbox includes a newsletter signup form as a secondary conversion goal to try and capture those precious email addresses. No lead left behind.



The screenshot shows the Meowbox website. At the top is the Meowbox logo and a phone number. The hero section features a black and white cat and a box of Meowbox with the headline 'The monthly subscription box for your cats filled with unique toys and treats!'. Below this is a 'Get a meowbox' button and 'Plans starting at \$22.95'. The 'Our Plans' section lists three options: 1 Month (\$32.95), 3 Months (\$27.95), and 6 Months (\$22.95), each with a 'Select' button. The 'What's in a meowbox?' section shows three images of boxes and lists details about the contents. The 'What people are saying...' section features two testimonials with photos of cats and their owners.

meowbox Need help? Give us a call at 1-866-308-MEOW

The monthly subscription box for your cats filled with unique toys and treats!

Get a meowbox Plans starting at \$22.95

meowbox.com

Our Plans

1 Month	3 Months	6 Months
Includes 5 to 7 items Free shipping	Includes 5 to 7 items Free shipping	Includes 5 to 7 items Free shipping
\$32.95 every month (\$32.95 per month)	\$27.95 per month (\$83.85 every 3 months)	\$22.95 per month (\$137.70 every 6 months)
Select	Select	Select

What's in a meowbox?

Each meowbox is personally addressed to your cats and filled to the brim with toys and treats!

All edible treats are made in the United States or Canada and our toys are sourced from all over the world so we can always ensure something unique and exciting!

Many toys are handmade right in North America so check out our product page here for more details on some of our hand-makers and local cat companies.

What people are saying . . .

"Miss Mou is SO excited about her meowbox this month! So many goodies, and it benefits shelter kitties too!"
From Bertalkkscats

"Thank you meowbox for Junior's wonderful present! I was just as excited as him to watch him eat his treats and go crazy on his awesome catnip!"
From Tina G. & Junior

Sourcebooks

Industry: Publishing

Model: Storefront

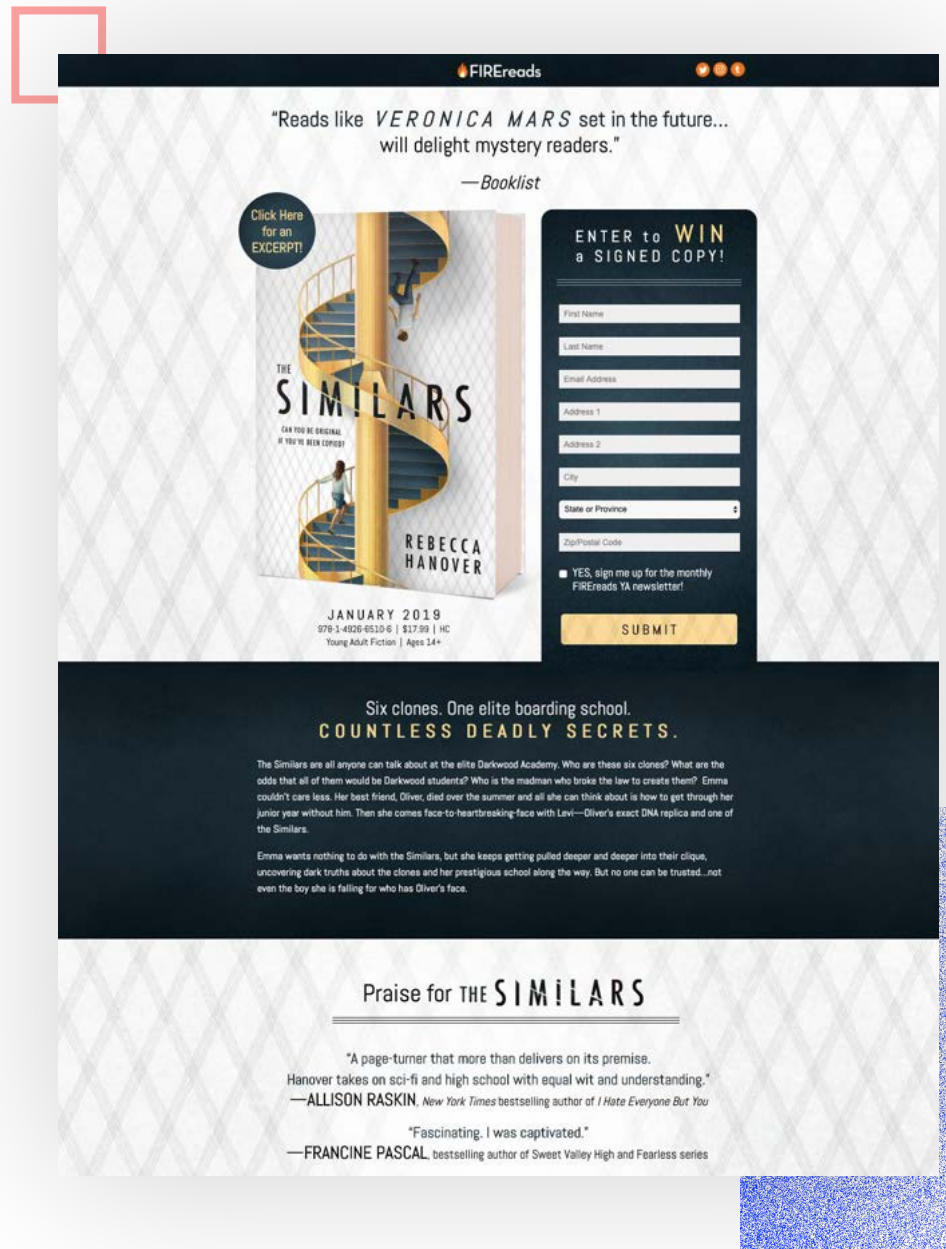
Page Type: Lead Generation

Books are tough to market because taste in literature is so subjective. (And blocks of text aren't especially photogenic.) This landing page from [Sourcebooks](#) does it right by relying on a grabby description and plenty of positive reviews. **View the landing page →**

WHAT WE LOVE

- The description builds mystery, plus Sourcebooks provides an excerpt of the novel to give visitors a taste of the writing and—hopefully—hook them on the story.
- If the narrative or excerpt don't grab readers, Sourcebooks has included a bunch of quotes from authors and reviewers that attest to its page-turniness.
- The landing page is designed to match the look and feel of the book cover, creating an attractive, uniform experience.

Put it to the test! Sourcebooks could experiment with fewer form fields, which might reduce the barrier to entry and increase conversions.



Packlane

Industry: Packaging

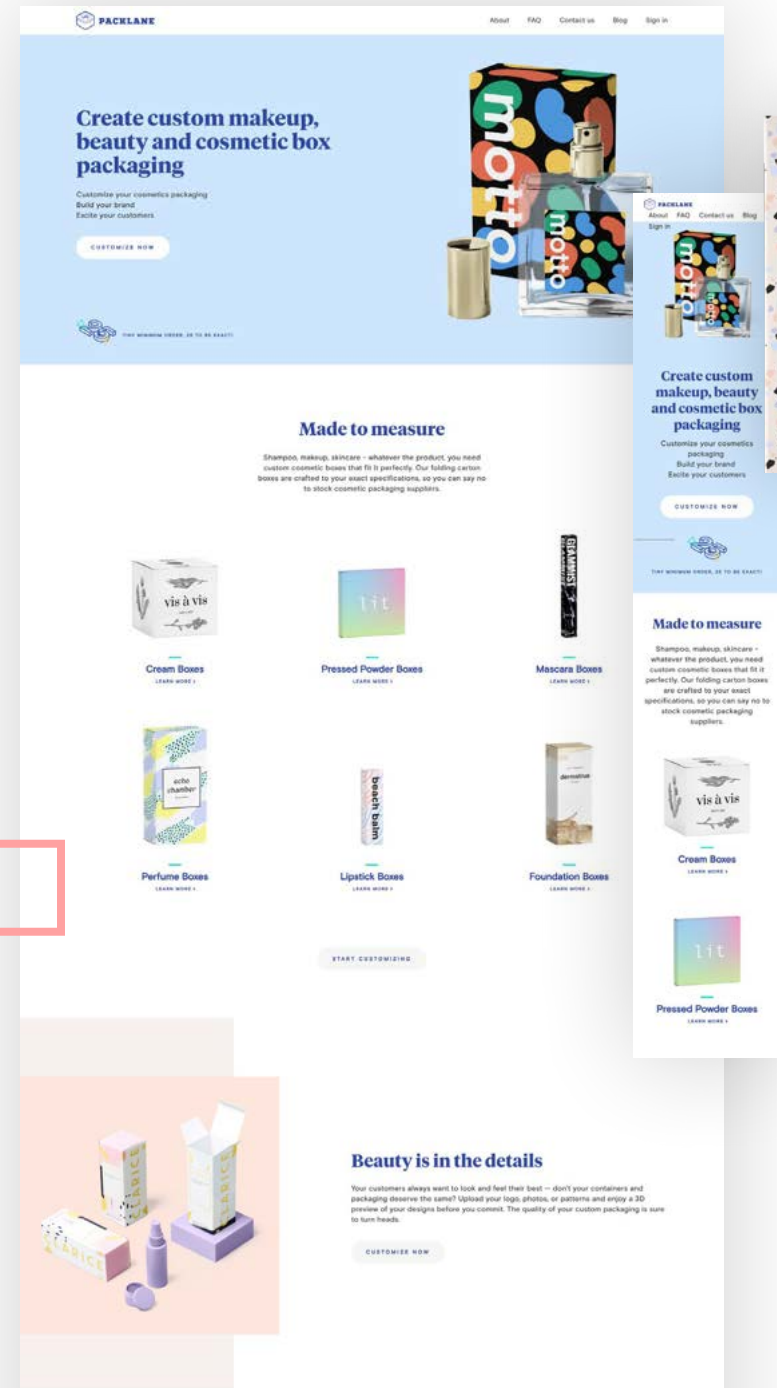
Model: Storefront

Page Type: Click-Through

Some rules are meant to be broken—or, at least, they can be broken some of the time. This landing page from [Packlane](#) looks like it ought to be their homepage, but it effectively targets one of their core segments (while looking absolutely amazing). **View the landing page →**

WHAT WE LOVE

- Packlane uses this landing page to specifically pitch the cosmetics industry, and everything about the design—from the messaging to the pastel colors—supports that goal.
- The headline immediately communicates Packlane's value prop for beauty companies, and the gorgeous product shots make us wish we had an excuse to create our own boxes.
- Including site navigation and multiple calls to action might not be best practice in conversion optimization, but this page is so effective at brand-building that we'll turn a blind eye.



BoxyCharm

Industry: Cosmetic

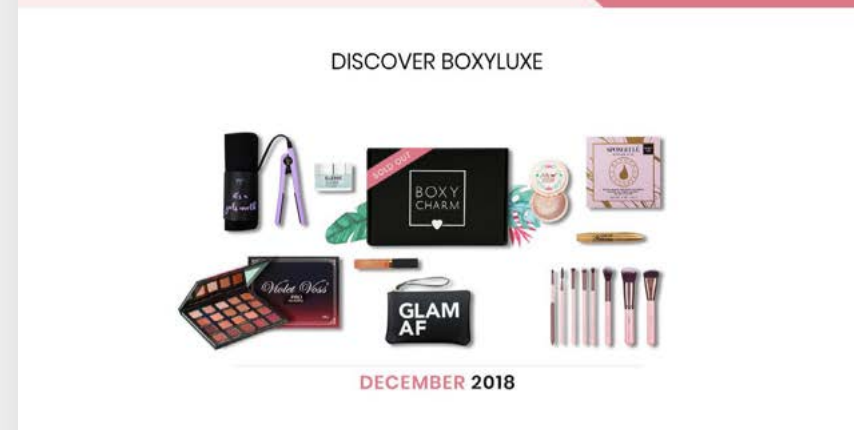
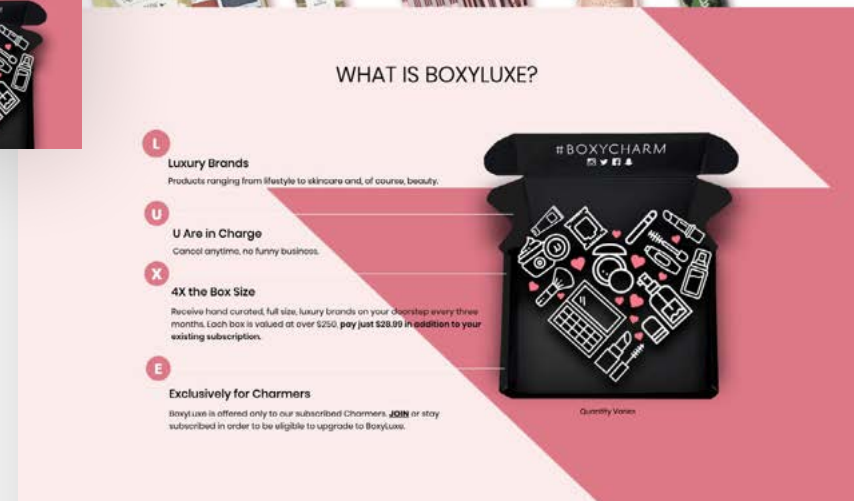
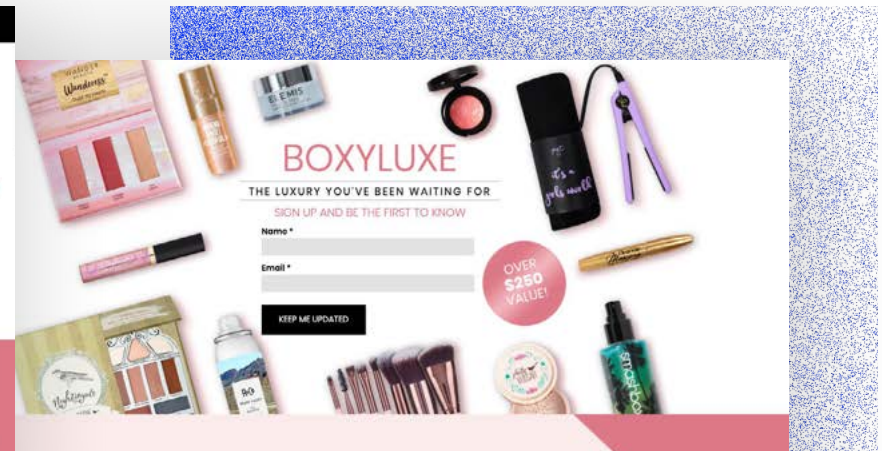
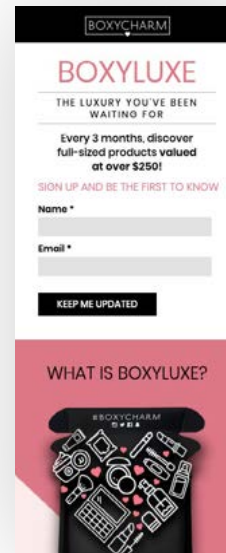
Model: Subscription

Page Type: Lead Generation

Hype pages can help you hit the ground running with a product launch (and collect some leads while you're at it). [BoxyCharm](#) uses this one to generate interest around their new upscale beauty subscription box. **View the landing page →**

WHAT WE LOVE

- The sleek layout, on-brand color scheme, and parallax scroll effect all demonstrate that BoxyCharm has a flair for design. Nice.
- The landing page copy helps BoxyCharm's brand identity with the #hashtag generation, and the social links included make it easy for visitors to engage further.
- The video gives us a look at the process behind the product and shows that BoxyCharm hears (and acts on) customer feedback.



Zola

Industry: Wedding

Model: Storefront

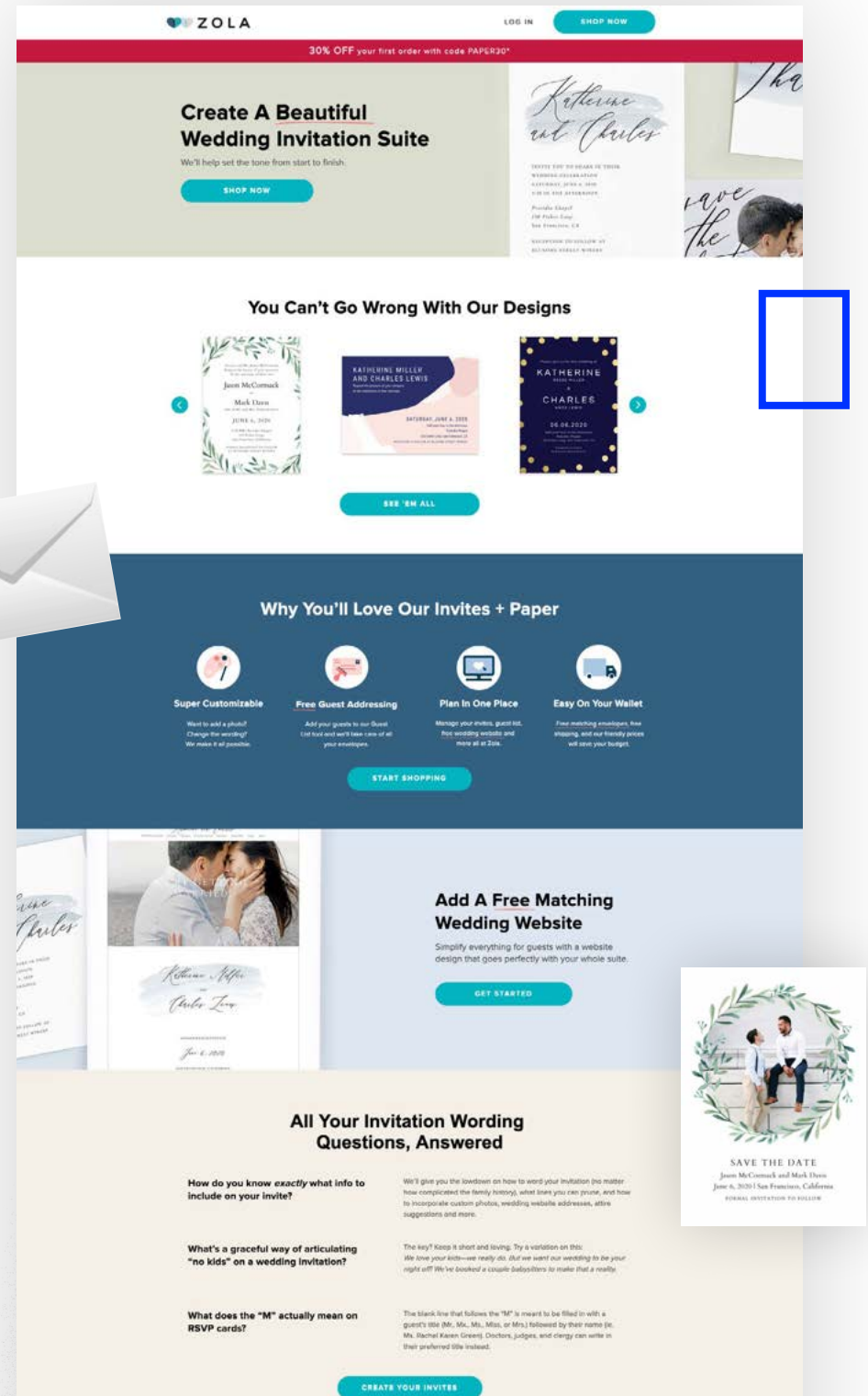
Page Type: Click-Through

[Zola](#) has a knack for creating gorgeous (and effective) landing pages for their whole range of wedding products and services—and this one promoting their custom invitations is no different.

View the landing page →

WHAT WE LOVE

- Zola really hammers home the value that customers get with repeated and pronounced use of the word ‘free’—free websites, free envelopes, free samples, free, free, free.
- The sectioned layout lets Zola include a ton of information without being overwhelming. Awesome product photography shows off the huge variety of invitation templates.
- Zola also deploys a sticky bar to keep its promotional discount in view and incentivize undecided customers to convert.





Want to Build High-Converting Landing Pages for Your Products?

See how Unbounce can help your ecommerce brand turn more browsers into buyers.

[Learn More](#)

