

LANDING PAGE FOR CAMPAIGNS

One ad, one offer. One page just for it.

When an ad leads to the homepage, customers get lost among menus and topics. A landing page has one offer, one button and nothing else, built to convert people who came from a campaign.

6,6% is the median landing page conversion rate (Unbounce, 2024, international)	**19,9%** is the average landing page conversion on RD Station, a Brazilian platform (2024)	**83%** of landing page visits come from mobile (Unbounce, international)	**+40%** more sign-ups in the Obama campaign page test, 2008 (Optimizely)

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Everything you need to decide

Click a line to go to its page. The WhatsApp and source links work too.

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Informational material from Info4RT Design Criativo. The test and the calculator give estimates, with no guarantee.

1-MINUTE TEST

Does your ad lead to the right place?

Check the box for each statement that's true for your business. Then count how many you checked.

- [ ] My ads lead to the **homepage or my profile**.
- [ ] The page has **several goals** and buttons.
- [ ] It's **slow to load** on mobile.
- [ ] The form asks for **too much information**.
- [ ] **I don't know** how many visitors become leads.
- [ ] I use **the same page** for different campaigns.

How many did you check?

0–1 **Low risk.** Your page looks focused. Worth testing a second version of the headline and button.

2–3 **Medium risk.** There are gaps. Every distraction on the page is a paid click that doesn't become a lead.

4–6 **High risk.** Your ad is sending customers somewhere that wasn't built for them. One page per offer changes the results with the same traffic.

I want a landing page →

WHAT MANY PEOPLE THINK

Five beliefs that waste clicks

On the left, what you hear every day. On the right, what happens in practice.

MYTH

My homepage is good enough.

IN PRACTICE

Your homepage talks about everything; a landing page talks about one thing. People coming from an ad want to see the offer they clicked, without hunting for it in menus.

MYTH

A pretty page converts on its own.

IN PRACTICE

Clarity converts: a headline that repeats the ad's promise, proof and one button. The median landing page conversion rate is 6.6% (Unbounce, 2024), and the gap between good and average pages comes down to copy and focus.

MYTH

The more information, the better.

IN PRACTICE

Every extra form field and every outbound link is an exit. A good page asks only for what the next step needs.

MYTH

Speed doesn't matter.

IN PRACTICE

In a study of 37 brands, making mobile pages 0.1 seconds faster raised retail conversions by 8.4% (Deloitte and Google).

MYTH

One page works for every campaign.

IN PRACTICE

Each offer needs its own page. In Obama's 2008 campaign, changing just the button and image on the sign-up page brought 40.6% more sign-ups (Optimizely).

SAME STORY, TWO ENDINGS

Six months of campaigns, with and without a landing page

Same ad, same budget, two destinations for the click. Flip the switch and see what changes.

	Ad to homepage	With landing page
Month 1	**The ad goes to the homepage** Customers arrive and have to hunt for the offer.	**One page for the offer** Headline, proof and button saying the same thing as the ad.
Month 2	**Lots of clicks, few leads** Traffic arrives but gets lost in the menu.	**Visitors go straight to the button** Nothing on the page pulls them away.
Month 3	**The page is slow on mobile** Some of the people who clicked give up before seeing the offer.	**Loads fast on mobile** Light images and a page built for small screens.
Month 4	**Nobody knows what failed** The ad, the page or the offer? Without measuring, it's a guess.	**Testing shows what works** Two versions of the headline or button, and the one that converts better stays.
Month 6	**Each lead costs more** The same ad, with fewer and fewer results.	**Each lead costs less** Same budget, more people become leads.

RUN THE NUMBERS

What is one more point worth?

Run the numbers: visitors per month, what a customer is worth and how many extra conversion points the page could add.

THE MATH	YOUR NUMBERS
Monthly page visitors coming from ads	
Value of a customer in reais (R$)	R$
Extra conversion percentage points	%
In 12 months, extra from the same traffic	**R$**

WHERE THE PAGE IS SEEN

83% on mobile

That's where most landing page visits come from (Unbounce). The page is built for the small screen.

NOT COUNTED

cheaper ads

When the page converts more, each lead costs less and the same budget goes further.

IT HAPPENED IN THE UNITED STATES

Changing the button brought 40% more sign-ups

In December 2007, Barack Obama's campaign tested 24 button and image combinations on its sign-up page, with 310,000 visitors. The winner used a family photo and a Learn More button. The account comes from the person who ran the test and later founded Optimizely.

+40%

Dec 2007	Test with **4 buttons and 6 images**: 24 combinations.
Dec 2007	**310,382 visitors** go through the sign-up page.
Result	The winning version signs up **11.6%**, versus **8.26%** for the original.
2008	The campaign starts **testing the page** with every change, running dozens of experiments.
2010	The test's author publishes the math and puts the gain at **millions of sign-ups**.

> The offer and the ad stayed the same; only the page changed. What looks like a detail, such as a photo and a word on the button, decides whether the paid click becomes a lead.

WHAT IF THE AD KEEPS GOING TO THE HOMEPAGE?

Six things that can happen

01

You pay for the click and lose the customer

Visitors who can't find the offer in seconds leave.

02

The menu leads visitors away

Every link is an exit from the path.

03

The page won't load on mobile

83% of visits come from mobile.

04

The form scares people off

Too many fields make people quit halfway.

05

Nothing is measured

Without knowing the conversion rate, you can't improve.

06

Ads get expensive

A weak page makes every lead more expensive.

WITH A LANDING PAGE, YOUR BUSINESS GAINS

One offer, one button
A single path.
6.6% median · Unbounce 2024

Built for the campaign
One page per offer.
19.9% on RD Station

Fast on mobile
Light images.
0.1 s = +8.4% · Deloitte/Google

Frictionless contact
A short form or WhatsApp.
only what's needed

Versions to test
The one that converts better stays.
+40.6% in the Obama campaign

End-to-end tracking
From click to lead.
Analytics and pixel

HOW IT WORKS

From offer to live page

You tell us the offer and where the traffic comes from. Info4RT handles the rest, from copy to tracking.

01

Offer and audience

What you sell, to whom and what the next step should be.

02

Copy and design

Headline, proof and button, approved by you on mobile and desktop.

03

Lightweight build

A fast page with the right form and tracking turned on.

04

Test and adjust

Two versions of what matters most, and the one that converts better stays.

6.6%
median landing page conversion (Unbounce, 2024)

83%
of landing page visits are on mobile (Unbounce)

+8.4%
conversion with 0.1 s less load time on mobile (Deloitte and Google)

INFO4RT LANDING PAGES

Ready to turn your clicks into leads?

In the first conversation you'll walk away with the structure of the page for your next campaign.

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www.info4rt.com/en/benefits/landing-pages

Sources (accessed on November 16, 2026)

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2. RD Station: landing pages convert 19.9% on average (December 3, 2024). rdstation.com
3. Deloitte and Google, Milliseconds Make Millions, on web.dev. web.dev
4. Optimizely, how the Obama campaign tested its sign-up page (November 29, 2010). optimizely.com
5. Cetic.br, ICT Households 2025: 99% of Brazilian internet users go online by phone. cetic.br

Informational material. The test and the calculator give estimates, with no guarantee.