



Your Ads Aren't the Problem - Your Landing Pages Are: Why PPC Performance Lives or Dies After the Click



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Quibble

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**Websites with 10-15
landing pages
INCREASE
CONVERSIONS BY 55%**



1- 5 landing pages



1-5 pages see a modest increase in leads & conversions



Limited targeting and personalisation



Lower relevance and potentially CTR

5 + landing pages



Over 40 pages see a 500% increase in leads & conversions



Greater targeting and personalisation



Higher relevance & CTR





Be honest



Sponsored results



Planthood

<https://www.planthood.co.uk> ⋮

Get 40% Off Your First Box | Vegan Meal Subscription

Healthy, whole-food meals delivered straight to your door. Use JOIN40. Enjoy fresh, wholesome...

THE UK'S HIGHEST RATED MEAL KITS

Whole food, plant-based, chef-made

GET STARTED →

PERISHABLE. KEEP REFRIGERATED



planthood



Sponsored results



Nespresso

<https://www.nespresso.com>

Nespresso Spring Offer - 20% Off Machines. T&Cs Apply

Get 20% off **Machines** and Accessories for New Customers. Discover Our Machines. **Find Your Perfect Machine And Elevate Your Everyday Coffee Moment.**

[Find Your Perfect Machine](#) · [Original Coffee Machines](#) · [Spring Offer](#) · [Original Capsules](#)

Deal: 20% off Vertuo Machines

50 FREE COFFEES



Vertuo Pop Coffee Machine, Liquorice Black

A vibrant and compact Vertuo machine to fit any kitchen space

50 FREE COFFEES



Vertuo Next Coffee Machine, Matt Black

A versatile machine with full range of Vertuo cup sizes, from Ristretto to Carafe.

50 FREE COFFEES



Vertuo Pop+ Coffee Machine, Silver

A compact machine with elegant metallic finishing

**Poor landing page
practices can WASTE
OVER 30% of your
total ad spend**



Your Ad **LIVES OR DIES** After the Click



Effective Landing Page Creation Process



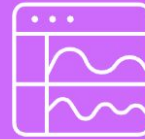
Understand User Intent

Focus on user motivations, needs, and context to tailor landing pages effectively.



Analyse Demand & Audience Signals

Use search queries and platform data to identify what users are looking for.



Analyse User Behavior

Track user interactions with analytics tools to refine understanding and strategy.



Continuous Optimisation

Regularly update content to stay relevant and adapt to evolving user intent.

INTENT DRIVES LANDING PAGE CREATION



*“But We **ALREADY** Have
A Page...”*



WHOLESALE OAT MILK FOR CAFÉS & COFFEE SHOPS

Wholesale oat milk from £1.65 per litre.

Reliable UK supply. Barista-approved performance.

Free UK delivery on trade orders.

Not ready for a full order?

Try a trial case before committing.

[Get Trade Pricing](#)

[Order A Trial Case](#)

@ oat milk supplier for cafés UK

@ barista oat milk wholesale price

@ best oat milk for coffee shops

@ bulk oat milk order UK





No Clear Pricing Information

Unsuitable for users evaluating costs and not willing to complete the form.

No Competitor Comparison

Not Suitable for users who are comparing options.



The mistake



Transactional
User is ready to buy or complete an action.

Commercial Investigation
User is researching products or services.

Informational
User is seeking knowledge or answers.



**B2B journeys last
up to 211 days or
14+ touchpoints**



Keyword Research





best oat milk for coffee shops

Which oat milk doesn't curdle in coffee?

Is coffee better with oatmilk or almond milk?

What's the healthiest oat milk in the UK?

Why not put oat milk in coffee?

Which oat milk is best for frothing?

What is the best oat milk for barista coffee?

People also search for

Best oat milk that doesn't curdle for cafe



Best milk **alternative** for **coffee** that doesn't curdle



Is it okay to drink curdled oat milk **in coffee**



Does oat milk curdle **in tea**



Campaign

Ad Groups & Keywords

Oat Milk
Wholesale
B2B

Ad Group 1: Barista Oat Milk

Keywords: barista oat milk wholesale, oat milk for coffee shops

Landing Page: Oat Milk Wholesale

Ad Group 2: Oat Milk Wholesale Pricing

Keywords: oat milk wholesale price, bulk oat milk cost UK

Landing Page: Pricing Page

Ad Group 3: Best Oat Milk

Keywords: best oat milk that doesn't curdle for cafes

Landing Page: Product Quality & Comparison Page

No keywords?

Intent **STILL MATTERS**



Meta

Scroll mode, emotion-led,
reactive

Intent: Based on behaviour

Landing page: Hook fast,
simplify, build curiosity

LinkedIn

Work mode, problem-aware,
solution curious

Intent: Based on professional
context

Landing page: Lead with
value, proof, and clarity



User Behaviour & Expectations



Tailored CTAs

Consider your buyer's
journey



CTA options for those who are not ready to enquire



Coffee Bundles Accessories Visit Us Discover **GRIND** [GrindPro](#) [Get started](#)

A premium, fully automated coffee solution delivering café-quality drinks at the touch of a button.

[Book a demo](#)

Coffee expectations have changed.

Today's employees, guests, and members expect the same quality of coffee at work as they do in cafés. And most self-serve coffee solutions haven't kept up.

So many existing machines are unreliable, difficult to maintain, limited in choice, and deliver poor quality coffee. Which is why we made our own that doesn't just serve coffee but crafts and personalises the same exceptional drinks our customers expect within our cafés.

[Get pricing](#)



Tailored Content

Deliver information that speaks directly to what your visitors are searching for



Frequently Asked Questions

Which drinks can the GrindPro machines make?



What's the difference between the GrindPro and GrindPro + machines?



How much do the GrindPro machines cost and what are the purchase options?



How many cups can the GrindPro machines make each day?



What are the steps involved in getting a GrindPro machine?



Addressing buyer hesitations



Trust

Reduce risk

Increase confidence

Drive conversion





CAFFÈ NAPOLI
EXYTO

CPRESS

**HUMBLE
GRAPE**

 **GENERATOR**

Get your free, no-obligation demo today

See how Lightspeed can work for you.

[Watch a demo](#)



Mobile

Higher CTR & volume
Communicate instantly



Compelling messaging & easy navigation



Wholesale

Having been regularly disappointed by the vegetarian and vegan offerings when dining out, we set about creating interesting and tasty alternatives for coffee shops & restaurants to design some exciting plant-based dishes for their menus. Faux products make it easy for you to diversify your vegetarian and vegan options because our alternatives are packed full of flavour and ready for your team to use.

At Faux, we are passionate about bringing tasty plant based meat alternatives to as many people as possible. We love to use the sliced meats in sandwiches & charcuterie boards, they are also versatile to be fried and added to dishes such as carbonara, pastrami hash and pizzas or simply as sides.

Layout Matters More Than You Think

Compare our card readers	the reliable all-rounder	The trustworthy counter companion	Our all-in-one POS solution	Our pocket-sized card reader
				
	Barclaycard portable	Barclaycard countertop	Smartpay Touch	Smartpay Anywhere
Card reader cost	£18 + VAT monthly rental fee	£16 + VAT monthly rental fee	£29 + VAT monthly rental fee	£29 + VAT one-off fee
Contract length	18 months	18 months	12 months	No contract
Cancellation	var	var	£0	£0



Why does it matter?



Microsoft & Google Ads Quality Score



Click-Through Rate

A measure of user engagement with ads.



Ad Relevance

Correlation between the ad copy and the targeted keywords.



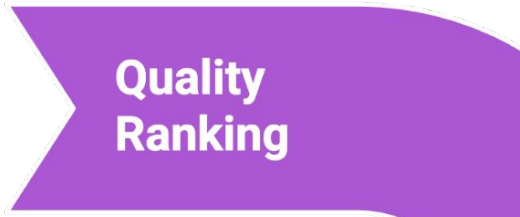
Landing Page Experience

Alignment between the page, the ad copy and user experience.



Meta Ad Quality

1 Ad quality assessed via user feedback and post-click experience.



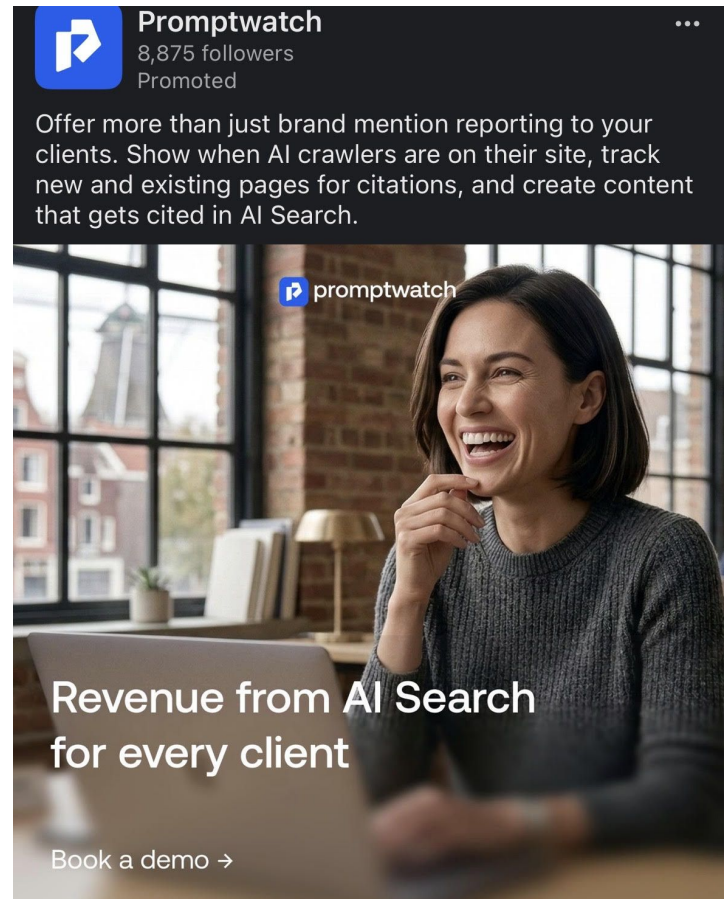
2 Ad engagement measured by clicks, likes, comments, and shares.



3 Ad conversion potential evaluated against optimization goals.



For platforms
without a score
such as LinkedIn,
the same
principle applies.



Promptwatch
8,875 followers
Promoted

Offer more than just brand mention reporting to your clients. Show when AI crawlers are on their site, track new and existing pages for citations, and create content that gets cited in AI Search.

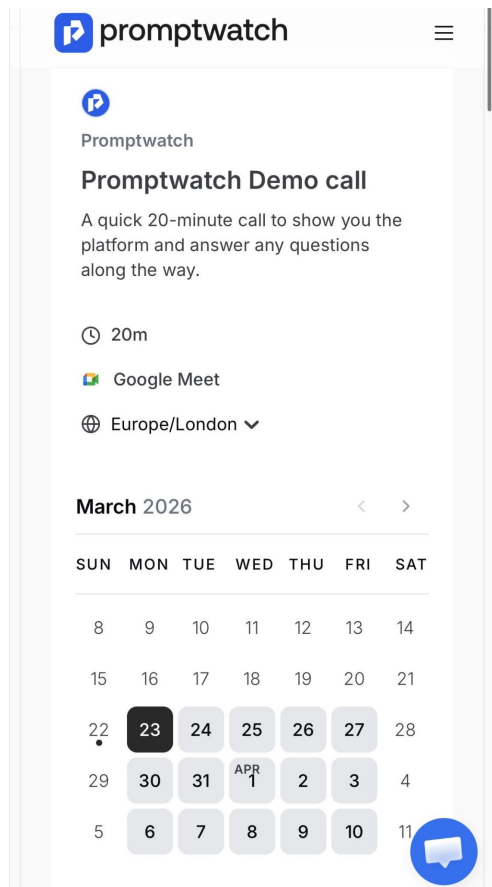
Revenue from AI Search
for every client

Book a demo →

The image shows a LinkedIn post for Promptwatch. At the top is the Promptwatch logo (a blue square with a white arrow) and the text 'Promptwatch', '8,875 followers', and 'Promoted'. Below this is a paragraph of text describing the service. The main part of the post is a photograph of a woman with dark hair, wearing a grey sweater, sitting at a desk with a laptop and smiling. In the background, there is a large window with a view of a brick building. The Promptwatch logo and name are overlaid on the top left of the photo. At the bottom of the photo, the text 'Revenue from AI Search for every client' is displayed, followed by a link 'Book a demo →'.



**If users click &
bounce,
performance
will drop.**



Track Behaviour

Don't guess

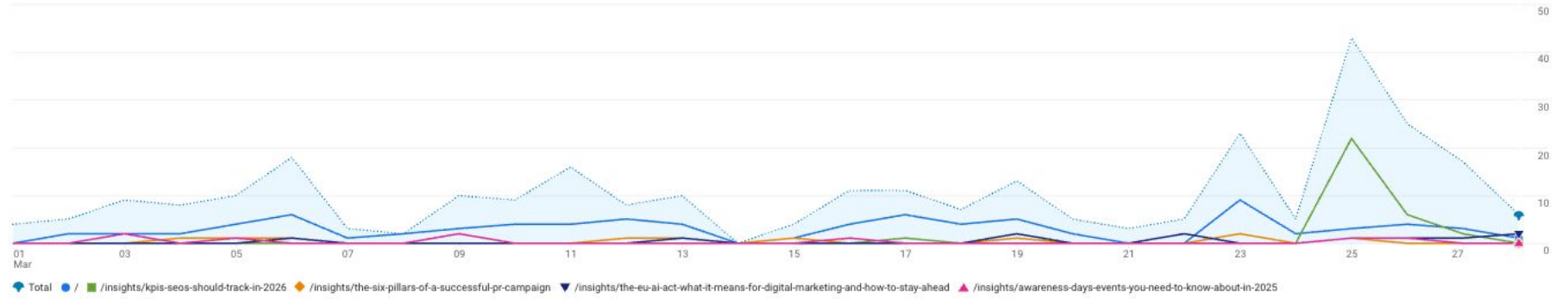
Use data to see where users
drop off or hesitate



Add filter +

Sessions by Landing page over time

Day ▾



Plot rows		Search...		Rows per page: 10		Go to: 1		1-10 of 41	
<input type="checkbox"/>	Landing page	↓ Sessions	Active users	New users	Average engagement time per session	Key events All events ▾	Total revenue	Session key event rate All events ▾	
<input type="checkbox"/>	Total	290 100% of total	162 100% of total	141 100% of total	31s Avg 0%	3.00 100% of total	\$0.00	1.03% Avg 0%	
<input checked="" type="checkbox"/>	1 / Your landing page	83 (28.62%)	51 (31.48%)	40 (28.37%)	36s	3.00 (100%)	\$0.00 (-)	3.61%	



Landing Page Report → Reports → Engagement → *Landing page* → Filter by Session Medium/source

- Engagement Rate & Time
- Key Events by Page
- Comparison to Previous Period

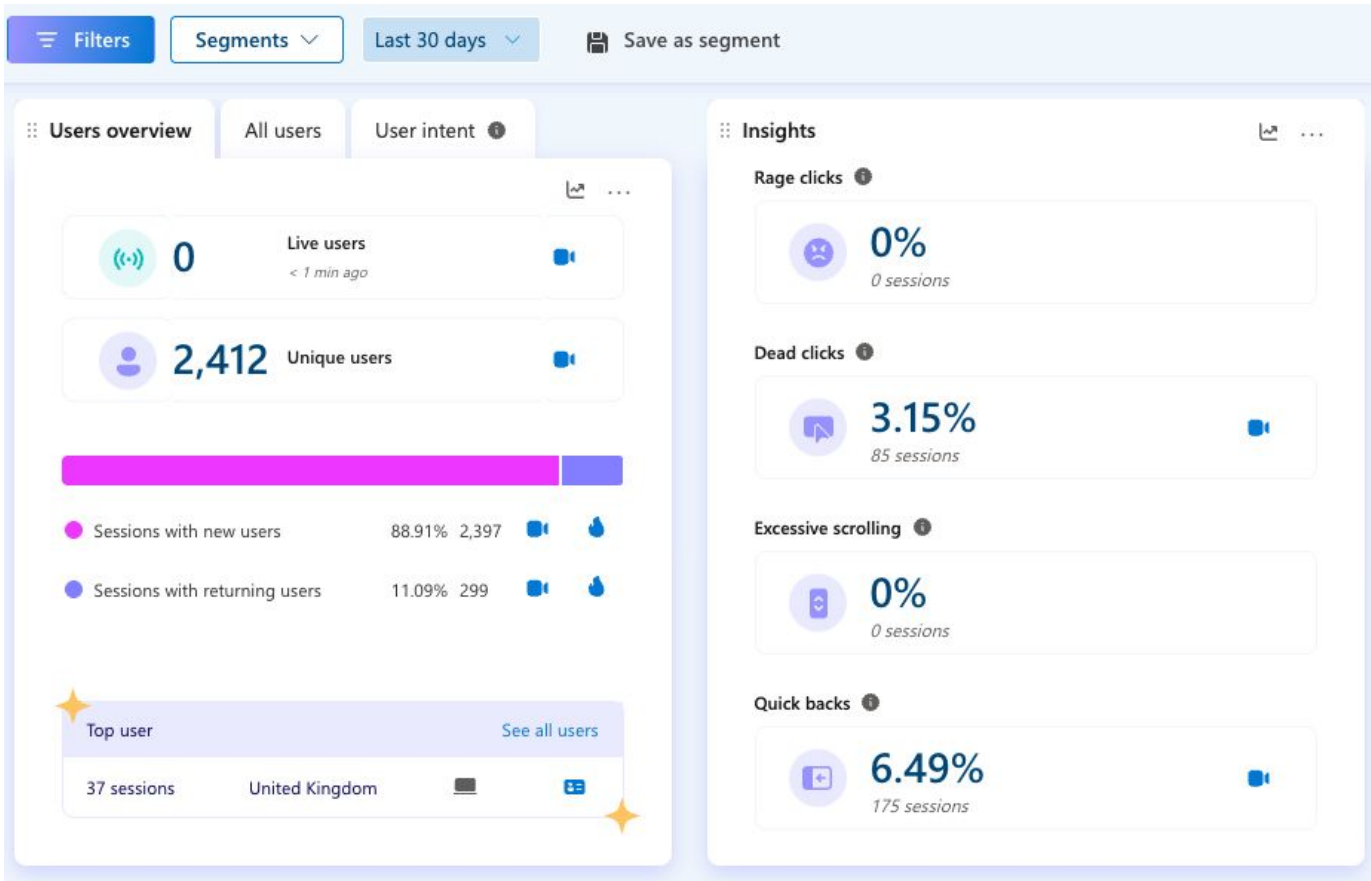
Landing page	Session source / medium	↓ Sessions	Active users	New users	Average engagement time per session	Key events All events	Total revenue	Session key event rate All events
Total		18,422 100% of total	15,868 100% of total	15,715 100% of total	19s Avg 0%	1,240.00 100% of total	€0.00	3.62% Avg 0%
1 /	google / cpc	1,844 (10.01%)	1,603 (10.1%)	1,518 (9.66%)	24s	170.00 (13.71%)	€0.00 (-)	3.52%



Test & Optimise

Continuously test headlines,
layouts, and CTAs





Sessions ⓘ

11,990

8,140 bot sessions excluded

Pages per session

1.42

average

Scroll depth

47.30%

average

Active time spent ⓘ

59 sec

out of 2.7 min total time

Users overview

All users

User intent ⓘ

2

Live users

1.0 min ago

10,869

Unique users

91.77% 11,003

Sessions with new users

8.23% 987

Sessions with returning users

Top user

See all users

87 sessions

United Kingdom

Funnels

Location Page CTAs

2.84%

Conversion rate

5

Sessions converted

4.0 m

Median time to convert

https://www.mw-w.com/our-locations/ca... 1.47% of 11,990 total sessions

100% reached this step 176 sessions

Contact us

2.84% reached this step 5 sessions

97.16% didn't reach this step 171 sessions

Insights

Rage clicks ⓘ

0%

0 sessions

Dead clicks ⓘ

2.09%

251 sessions

Excessive scrolling ⓘ

< 0.01%

1 sessions

Quick backs ⓘ

4.72%

566 sessions



@MissWizz_Camb | #HeroConf

**Stop sending all
your paid traffic
to the same page**



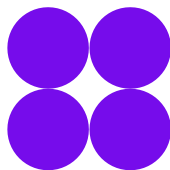
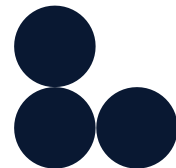
@MissWizz_Camb | #HeroConf



Download your landing page checklist

Use this as a quick
sense-check before
launching (or fixing) any
landing pages.





Sylwia
Lysakowska-Lombardi



/sylwialombardi



@MissWizz_Camb



[quibble.digital/insights/
how-to-build-landing-pages-that-convert/](https://quibble.digital/insights/how-to-build-landing-pages-that-convert/)

