



DIVE CHEAT SHEET: MOBILE LANDING PAGES

*DID YOU KNOW NEARLY
1/3 OF ALL LEADS COME
FROM MOBILE CONVERSIONS?*

FOR MANY MARKETERS, LEAD GENERATION IS THE VITAL COMPONENT that breathes life into revenue growth and often serves as the final judge in the success of a marketing campaign.

But if leads are the key to a campaign's success, a landing page is, quite literally, the gatekeeper. It is the tool by which a brand successfully captures the information necessary to form a relationship with a potential client.

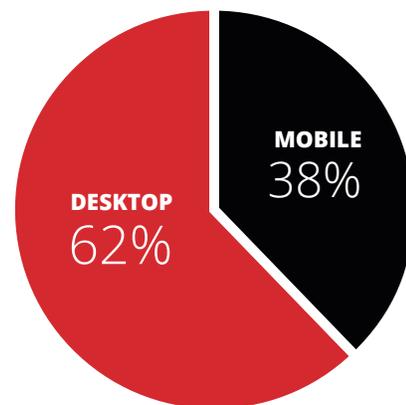
As such a key step in the client acquisition process, the landing page deserves significant attention. But as lead generation campaigns take shape, landing page formulation is often relegated to a simple **"build from template → test for bugs → deploy"** process. As our recent findings illustrate, more attention is required.

As a B2B media company with a network of millions of industry executives, Industry Dive has managed hundreds of landing pages, from newsletter signups to content downloads. And after a massive network-wide push to optimize our own landing pages, we gathered some compelling data and insights we thought all B2B brands might find helpful.

After auditing our own newsletter sign-up pages, Industry Dive found that **our landing pages convert at an impressive 65%**. That compares favorably against industry averages; one of the ways we got that number so high is by effectively serving customers on mobile.

This has led to some surprising stats – not only does mobile convert at a rate of 62% on mobile-friendly landing pages, but almost **30% of all leads generated on Industry Dive landing pages come from mobile devices**.

CONVERSIONS BY PLATFORM



This data point is surprising in its own right, as a natural assumption of conversion campaigns is that users don't convert on mobile. But, even further, this shows that a landing page that isn't optimized for mobile **could be losing 30% of potential leads without realizing it**. Designing your landing page to be friendly to your mobile audience could expand your brand's measured reach by almost a third.



5 WAYS TO OPTIMIZE YOUR LANDING PAGE FOR MOBILE



1. Make your page responsive or adaptive.

Making your page easy to view and fill out on all devices is your best tool in capturing leads. When it comes to design, it's simple: the easier the form, the more conversions, particularly for mobile users.



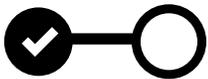
2. Include an "email me later" option.

Mobile users like the option to email themselves a landing page to complete later. This feature is easy to include and can help capture the time-pressed leads that "meant to come back later but forgot."



3. K.I.S.S. (Keep It Simple, Stupid)

Simplicity rules on mobile. Avoid distracting the user from the main call to action by excluding navigation options that direct away from the landing page. Keep users focused on the end goal – conversion – by using neutral, subdued colors for most of the page and employing a bright hue for the main call-to-action button..



4. Consider utilizing 2 short steps instead of 1 long one.

After optimizing our own internal newsletter sign-up system to use two short steps instead of one long step (email input + newsletter selection demographic input page), we saw a 10% jump in demographic data provided by respondents.



5. Include testimonials

Though not a mobile-specific best practice, we have found including social proof or testimonials on a landing page boosts conversions by a few points.

Learn more about reaching
Industry Dive's audiences.

[LEARN MORE](#)

About Industry Dive



Industry Dive is a mobile-first B2B media company providing news and information to our network of over 1 million senior business executives. Our products help marketers create compelling campaigns that work on every device, from mobile to desktop.

Want to improve the effectiveness of your email and mobile campaigns? Download our media kit or contact a member of our team to see how we can help you.