

IGNITING CUSTOMER ENGAGEMENT



# Calls-to-Action that Fail

The most common causes for why CTAs fail (and how you can achieve quick wins with small changes)

Jon Powell  
Sr. Manager, Exec. R&D  
MECLABS Institute

Austin McCraw  
Sr. Director, Content Production  
MECLABS Institute



# Experiment: Background



**Experiment ID:** TP1785

**Record Location:** MECLABS Research Library

**Research Partner:** *[Protected]*

**Background:** A large global media company seeking to sell premium software to businesses.

**Goal:** To move visitors to the next step in the funnel.

**Research Question:** Which button text will result in a significant increase in clicks and leads captured?

**Test Design:** Single-factorial A/B split

# Experiment: Which CTA won?



# Experiment: Results



## 52% Relative Increase in Clickthrough

*"Get Started Now" significantly outperformed every other button text treatment.*

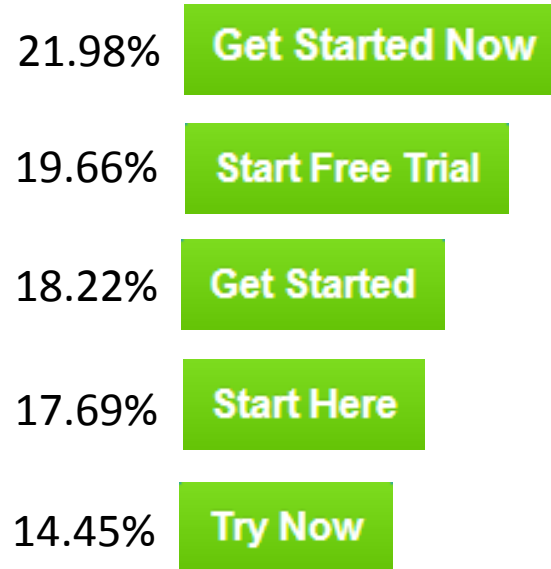
Button Text	Click Rate	% Rel. Change
Start Free Trial	19.66%	36.0%
Try Now	14.45%	--
Start Here	17.69%	22.4.%
Get Started	18.22%	26.1%
<b>Get Started Now</b>	<b>21.98%</b>	<b>52.1%</b>



# Experiment: Results

- Why didn't "**Start Free Trial**" win? Doesn't that offer the most value for the customer?
- Why did "**Start Free Trial**" outperform "**Get Started**"?

In order of performance:



# Experiment: Results

**?** *What expectation does this text create?*



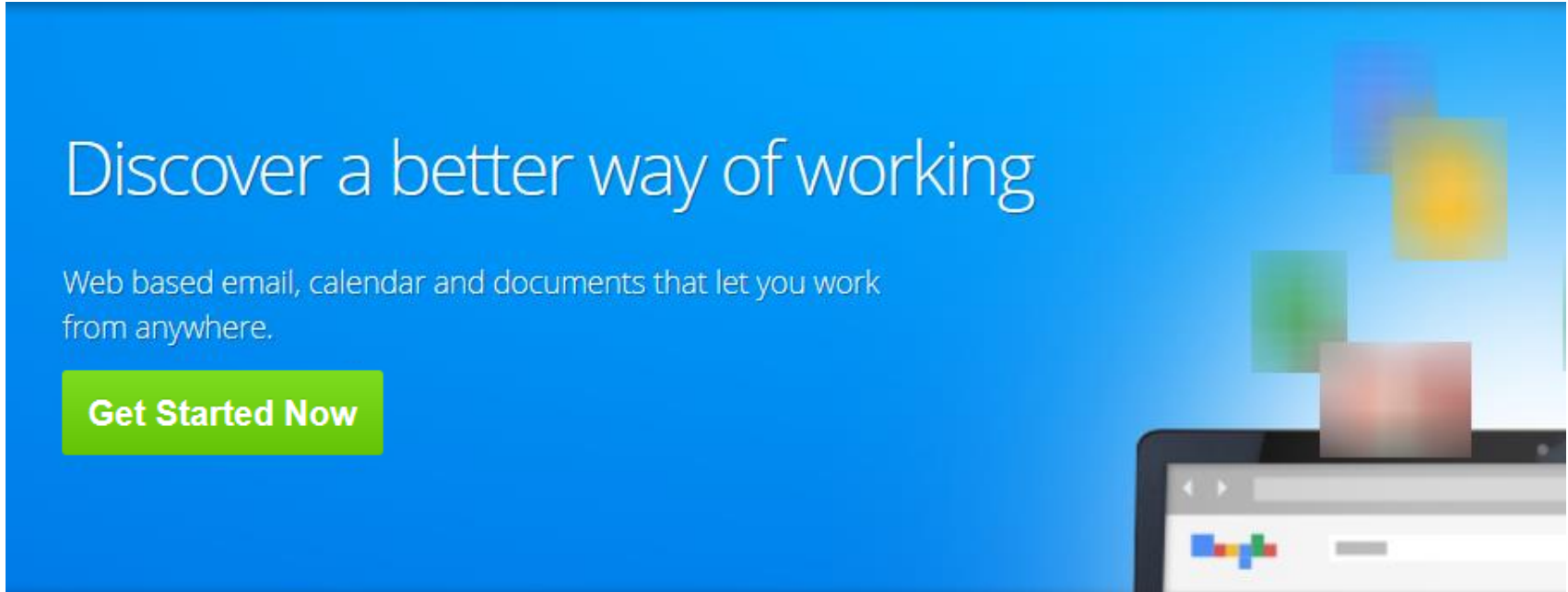
Discover a better way of working

Web based email, calendar and documents that let you work from anywhere.

**Start Free Trial**

# Experiment: Results

**?** *How does the expectation change with this text?*



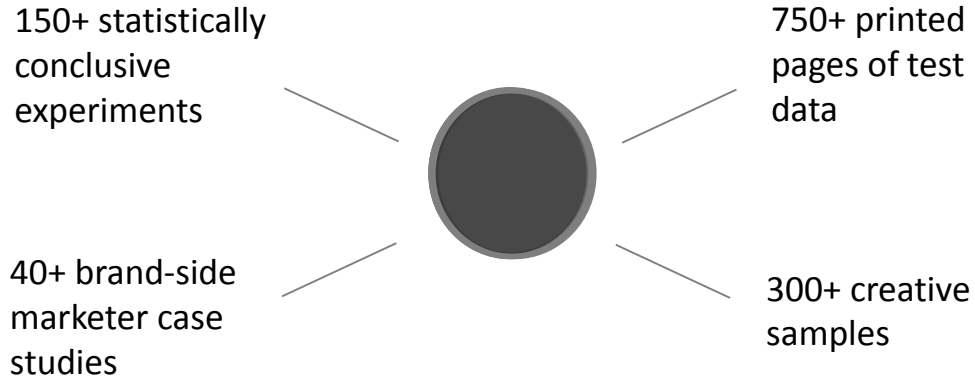
# What You Need to Understand

## *Key Principles*

1. First, we must understand that a call-to-action is **more than a button**. It is a **critical moment** in the relationship with a customer.
2. If we only view CTAs in a vacuum (e.g., apart from the full relational context), our marketing collateral can produce **unintended cognitive conditions** in the experience of the customer.

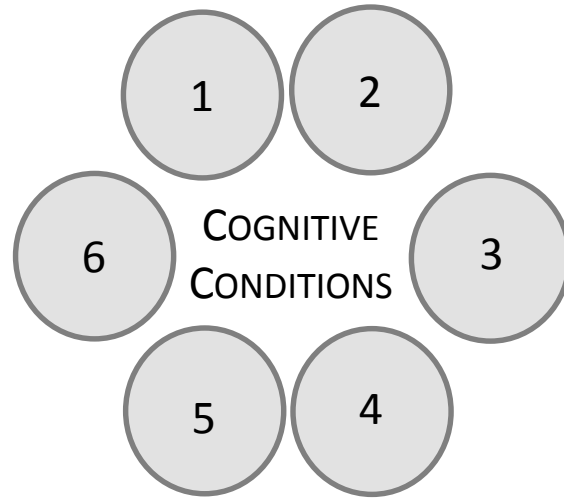


# Meta-analysis



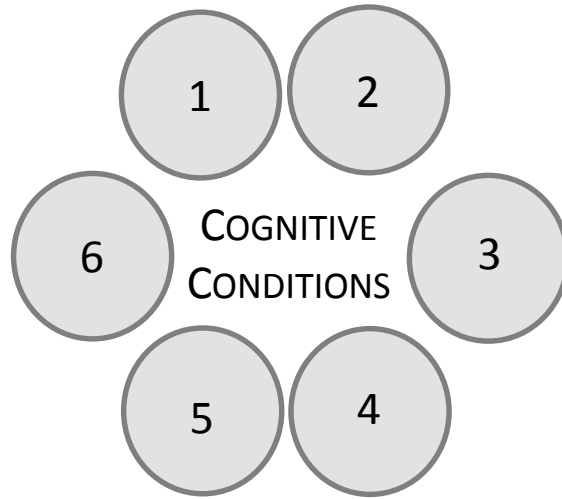
We noticed this tendency as we analyzed all case studies from our library and isolated the call-to-action as it relates to the customer conversation.

# Meta-analysis



In all, we identified **six negative cognitive conditions** experienced by the customer when encountering calls-to-action.

# Meta-analysis



*In today's mini workshop, we are going to review each of the six cognitive conditions and then show you how you can diagnose and treat them on your own webpages.*



**COGNITIVE CONDITION #1:**

**Internal detachment**

# Definition, Signs and Symptoms



## Cognitive Condition: **Internal detachment**

### Definition:

A state of general apathy or disinterest due to a lack of relevance, urgency and importance in call-to-action cluster elements.

### Root Cause:

Commonly caused by a lack of empathy regarding the customer's motivations or an attempt to focus too narrowly (or broadly) on a particular offer.

### Signs and Symptoms:


- When there is **only one primary CTA**
- When the text of your CTA is **too specific**
- When the text of your CTA is **too general**
- When the text of your CTA is **value neutral**
- When the text of your CTA is **value negative**

# Live Op: Audience-submitted CTA

*How appealing is the call-to-action?*

## Choose the IDA-1S.

Fill out the form to receive a quote or a free demo.

 \*Please complete all fields

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email	Company Name
<input type="text"/>	<input type="text"/>
Phone	Country
<input type="text"/>	<input type="text"/>
ZIP/Postal Code	I'm interested in (one or more):
<input type="text"/>	<input type="checkbox"/> Demo <input type="checkbox"/> Quote

Protecting your privacy is important to us. We will never sell, rent or disclose any of your personal information, including your email address, to any third party without your prior or explicit consent.

[To learn about Fluke Biomedical's other infusion device analyzers, click here »](#)

# Known Treatments



**TREATMENT #1:** Intensify the explicit or implicit value in the button text (i.e., point-first).

1

# Example

From this

Subscribe Now 

To this

Upgrade Now 

 **75%**  
in conversion



# Known Treatments



**TREATMENT #1:** Intensify the explicit or implicit value in the button text (i.e., point-first).



**TREATMENT #2:** Select a completely different offer that is more closely matched to customer interests.

# Example

From this

Complete a free online budget analysis to help us understand your unique situation.

Get Started Now

To this

Estimate your single, low-interest monthly payment by entering your information on our secure site.

↑ **125%**  
in conversion

# Known Treatments



**TREATMENT #1:** Intensify the explicit or implicit value in the button text (i.e., point-first).



**TREATMENT #2:** Select a completely different offer that is more closely matched to customer interests.



**TREATMENT #3:** Add additional calls-to-action to reach multiple customer types.

# Example

**From this**

**Request more information**

Fill out the form below and a [redacted] Distribution Expert will contact you to:

- Provide pricing information
- Discuss your unique needs
- Answer any questions you may have

First Name:

Last Name:

Phone:

Email:

Organization:

Country:

State:

Annual Revenue:

[Request More Information](#)

**To this**

**Request more information**

Have questions, like to learn more, or discuss [redacted] services?

First Name:

Last Name:

Phone:

Email:

**229%  
in qualified leads**

[Request More Information](#)

**How much does it cost?**

offers distribution options that range in reach and price.

[Get pricing information](#)

Added an additional CTA to match the specific motivations of a key prospect segment.

# Example

**From this**

**To this**

**Request more information**  
Fill out the form below and a Distribution Expert will contact you to provide pricing information.

First Name:

Last Name:

Company Name:

Country:  Select country

State:  Select state

How much does it cost?

Request More Information

**Request more information**  
Have questions, like to learn more, or discuss your specific needs?

First Name:

Last Name:

Company Name:

Country:  Select country

State:  Select state

How much does it cost?

Get pricing information

**“Specificity converts. Indeed, for any reasonable sample size, the specific offer to the specific person will outperform the general offer to the general persons.”**

Reflection #20  
*The Marketer As Philosopher*  
[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)



**COGNITIVE CONDITION #2:**

# Non-sequential shock



## Cognitive Condition: **Non-sequential shock**

### Definition:

A state of negative surprise due to an improperly sequenced “ask” in the marketer-customer dialogue.

### Root Cause:

Commonly caused by the lethal assumption that the customer is further (or not far enough) along in the thought sequence than they truly are.

### Signs and Symptoms:

- The CTA asks for a significant commitment rather than a small step.
- The CTA is positioned on page extremities (top, bottom or sides).
- The CTA produces a high degree of friction (e.g., includes form fields).

# Known Treatments

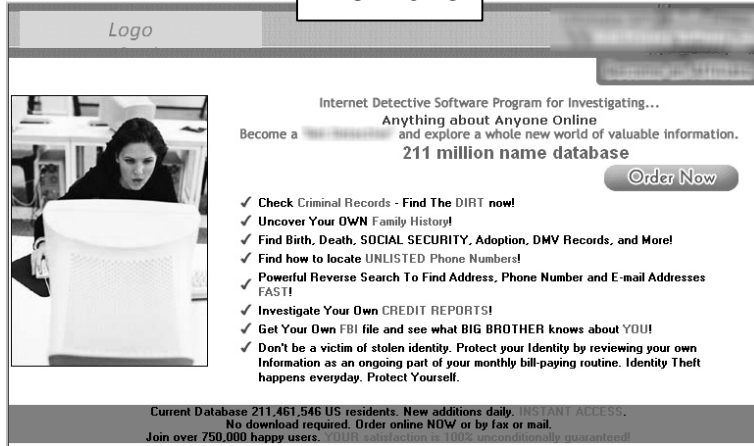


**TREATMENT #1:** Aligning the CTA more logically to the thought sequence of the customer.



# Example

From this



Logo

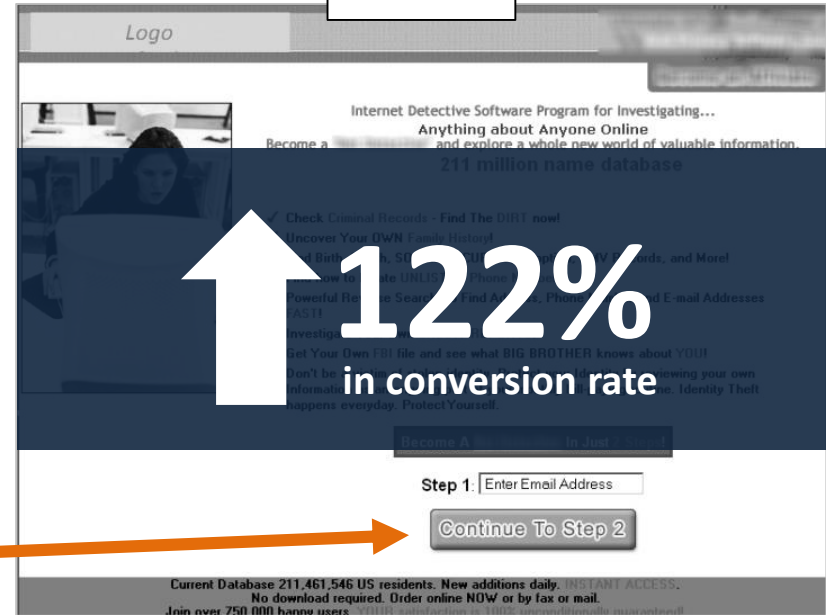
Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a [redacted] and explore a whole new world of valuable information.  
211 million name database

[Order Now](#)

- ✓ Check Criminal Records - Find The DIRT now!
- ✓ Uncover Your OWN Family History!
- ✓ Find Birth, Death, SOCIAL SECURITY, Adoption, DMV Records, and More!
- ✓ Find how to locate UNLISTED Phone Numbers!
- ✓ Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!
- ✓ Investigate Your Own CREDIT REPORTS!
- ✓ Get Your Own FBI file and see what BIG BROTHER knows about YOU!
- ✓ Don't be a victim of stolen identity. Protect your Identity by reviewing your own information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.

Current Database 211,461,546 US residents. New additions daily. INSTANT ACCESS.  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users.

To this



Logo

Internet Detective Software Program for Investigating...  
Anything about Anyone Online  
Become a [redacted] and explore a whole new world of valuable information.  
211 million name database

**122%  
in conversion rate**

Step 1:

[Continue To Step 2](#)

Current Database 211,461,546 US residents. New additions daily. INSTANT ACCESS.  
No download required. Order online NOW or by fax or mail.  
Join over 750,000 happy users.

“Continue to Step 2” aligns more logically to the thought sequence.

# Known Treatments



**TREATMENT #1:** Aligning the CTA more logically to the thought sequence of the customer.



**TREATMENT #2:** Relocating the CTA to different places on the page.

# Example

**From this**

Products

1/4 Page Club Flyers

Prices from \$19.95

- 4 1/2" x 3.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

Calculate Printing Cost

Size

1/4 Page Flyers

Front Side Back Side

Full Color No Printing

Pages: 1

75 lb Uncoated Opaque Paper

Shipping Estimate for this Product

Enter 5 digit zip code

Upload a Design

Design Online

Product Details

1/4 Page Club Flyers

Available in 14pt ultra-thick cardstock, 100 lb glossy paper or 70lb Uncoated Opaque Paper.

It's easy to design your club flyer online at our Online Design Center, where you can choose from our extensive ready-made art, or design with your own uploaded files. And with our next day promise you can have your full color flyers printed by the next business day.

Our 100% heavyweight paper is printed on glossy paper and when you select 14pt stock you can choose high-gloss UV coating or a flat satin Matte finish. Now you can order flyers in 4 sizes printed on 70lb Uncoated Opaque Paper.

1/4 Page Club Flyers Printing - Benefits and Features

- Full color both sides for double the impact
- 14pt printed with our high gloss UV coating or Matte coating for a flat satin finish
- Printed on 100% heavyweight glossy paper or 70lb Uncoated Opaque Paper
- State-of-the-art Heidelberg Speedmaster press

Next Day Printing Promise

Next Step:

Design Your 1/4 Page Club Flyer Online

Upload Your 1/4 Page Club Flyer Online

“When you guys say you hand check every project, you mean it. You saved my catalog from disaster! Thanks!”

—Teresa Davidson, 987652011

We're Here to Help! Call us to order at 800-251-9948

**To this**

Products

1/4 Page Club Flyers

Prices from \$19.95

- 4 1/2" x 3.25" finished size
- Three convenient turnaround options: same day, next day and 2-4 days
- Printing on both sides gives you plenty of space for photos and copy

Calculate Printing Cost

Select Next Step

Calculate Printing Cost

Upload a Design

Design Online

87% in conversion rate

Product Details

1/4 Page Club Flyers

Available in 14pt ultra-thick cardstock, 100 lb glossy paper or 70lb Uncoated Opaque Paper.

It's easy to design your club flyer online at our Online Design Center, where you can choose from our extensive ready-made art, or design with your own uploaded files. And with our next day promise you can have your full color flyers printed by the next business day.

Our 100% heavyweight paper is printed on glossy paper and when you select 14pt stock you can choose high-gloss UV coating or a flat satin Matte finish. Now you can order flyers in 4 sizes printed on 70lb Uncoated Opaque Paper.

1/4 Page Club Flyers Printing - Benefits and Features

- Full color both sides for double the impact
- 14pt printed with our high gloss UV coating or Matte coating for a flat satin finish
- Printed on 100% heavyweight glossy paper or 70lb Uncoated Opaque Paper
- State-of-the-art Heidelberg Speedmaster press

Next Day Printing Promise

Next Step:

Design Your 1/4 Page Club Flyer Online

Upload Your 1/4 Page Club Flyer Online

Moved the CTA to the top of the page.

# Example

**From this**

SIERRA TUCCSON (866) 900-0645

Home About Us Why Sierra Tucson? Treatment Therapy Complete Treatment Photos

## Serene, Private Center for Recovery

Sierra Tucson provides individualized treatment plans to promote healing.

Request your FREE confidential assessment here. Let us help you make the first step to recovery.

First Name:

Last Name:

Email Address:

Phone Number:

Comments:

**CONTACT ME** →

or Call Us: (866) 900-0645

Sierra Tucson provides individualized treatment designed to promote recovery from the following:

- ✓ Trauma & Abuse
- ✓ General Addiction/Compulsivity
- ✓ Obsessive/Compulsive Disorder
- ✓ Drug Addiction/Chemical Dependency
- ✓ Alcohol Addiction
- ✓ Depression, Bipolar, and Mood Disorders
- ✓ Anxiety/Panic Disorders
- ✓ Pain Management
- ✓ Eating Disorders
- ✓ Dual Diagnosis/Co-Occurring Disorders

[Chat Online with an Advisor Now](#) [Click Here](#)

**About Sierra Tucson**

Sierra Tucson is a multi-licensed, accredited psychiatric hospital that is internationally known and respected as a leader in the treatment of addictive and behavioral disorders. Professional, experienced, and caring staff develop individualized treatment plans for each patient. Progressive, effective therapists help every individual discover, confront, and learn to manage the issues at the very heart of human behavior and disease.

[Read More](#)

**Success Stories**

"My 30 days at Sierra Tucson literally saved my family and got me focused on my new journey." —Paul, TX

"Sierra Tucson has turned my life around 180 degrees. Every aspect of my life is greatly improved and enhanced!" —Cristi, CA

"Sierra Tucson gave me new life! With continuing in my program, I feel that my life is better... better than I have ever experienced. For me, Sierra Tucson was a life-saver!" —Bill

"You gave me a life over in life, and my children and I are eternally grateful." —Susan, GA

**Take the First Step to Recovery**  
Call Us: (866) 900-0645

© 2010 CRC Health Group  
Sierra Tucson 10000 S. 100th St., Overland Park, Kansas 66150 USA | 866-900-0645  
Privacy Policy | Terms of Use | Site Map | Health Information | Press Release | Contact Us

**To this**

SIERRA TUCCSON (866) 900-0645

## Sierra Tucson Offering Premium Individualized Treatment & Recovery Programs for More Than 25 Years

**About Sierra Tucson**

Sierra Tucson is an internationally renowned treatment facility that has been recognized through multiple times as one of the top 100 health care facilities in the United States. Our facility is located in the heart of Overland Park, Kansas, and is a leader in the treatment of addictive and behavioral disorders. With a 100% accreditation from the International Association of Boarding Schools, Sierra Tucson is a leader in the treatment of addictive and behavioral disorders. Our programs are designed to help every individual discover, confront, and learn to manage the issues at the very heart of human behavior and disease.

**Sierra Tucson provides individualized treatment designed to promote recovery from the following:**

- ✓ Trauma & Abuse
- ✓ General Addiction/Compulsivity
- ✓ Obsessive/Compulsive Disorder
- ✓ Drug Addiction/Chemical Dependency
- ✓ Alcohol Addiction
- ✓ Depression, Bipolar, and Mood Disorders
- ✓ Anxiety/Panic Disorders
- ✓ Pain Management
- ✓ Eating Disorders
- ✓ Dual Diagnosis/Co-Occurring Disorders

**Treatment Therapies**

Sierra Tucson is a multi-licensed, accredited psychiatric hospital that is internationally known and respected as a leader in the treatment of addictive and behavioral disorders. Professional, experienced, and caring staff develop individualized treatment plans for each patient. Progressive, effective therapists help every individual discover, confront, and learn to manage the issues at the very heart of human behavior and disease.

**220% in conversion rate**

**Take the First Step to Recovery**  
Call Us: (866) 900-0645

© 2010 CRC Health Group  
Sierra Tucson 10000 S. 100th St., Overland Park, Kansas 66150 USA | 866-900-0645  
Privacy Policy | Terms of Use | Site Map | Health Information | Press Release | Contact Us

- The treatment is nearly **twice the length** of the control and the call-to-action is at the bottom of the page.

# Known Treatments



**TREATMENT #1:** Aligning the CTA more logically to the thought sequence of the customer.



**TREATMENT #2:** Relocating the CTA to different places on the page.



**TREATMENT #3:** Relocating the CTA to previous or subsequent pages.

# Example


From this

## Set Up Your Free Account

To access the RegOnline event software enter your

,  ,  
 &  .

Select  for your event fees,  
 your  for account support, and an  
 estimated number of annual event registrants:

**Get Free Access** 

When you click "Try RegOnline" you'll be taken to our secure server to create your username and password.


Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#)


To this

## Set up your free account

Name:

Email:

Get Free Access 


 **108%**  
in conversion rate

Your Profile is Almost Complete


Company Name:

Company Phone:

Company Website:

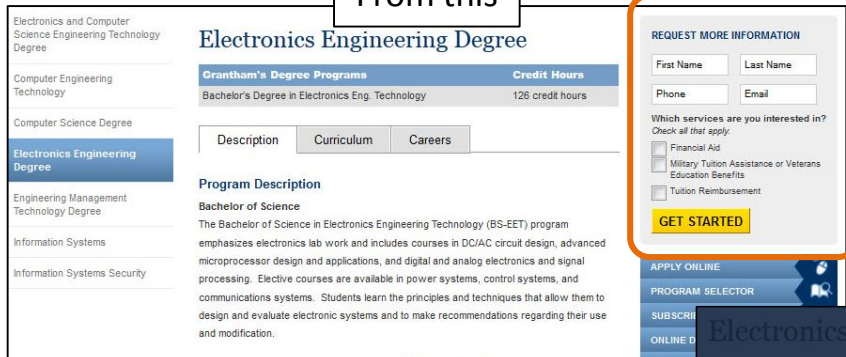
Account Currency Type:  

Estimate how many people will come to your events in 12 months:

**Continue to Free Access Now** 

# Example

From this



Electronics and Computer Science Engineering Technology Degree

Computer Engineering Technology

Computer Science Degree

**Electronics Engineering Degree**

Engineering Management Technology Degree

Information Systems

Information Systems Security

## Electronics Engineering Degree

Grantham's Degree Programs	Credit Hours
Bachelor's Degree in Electronics Eng. Technology	126 credit hours

Description Curriculum Careers

### Program Description

**Bachelor of Science**

The Bachelor of Science in Electronics Engineering Technology (BS-EET) program emphasizes electronics lab work and includes courses in DC/AC circuit design, advanced microprocessor design and applications, and digital and analog electronics and signal processing. Elective courses are available in power systems, control systems, and communications systems. Students learn the principles and techniques that allow them to design and evaluate electronic systems and to make recommendations regarding their use and modification.

APPLY ONLINE

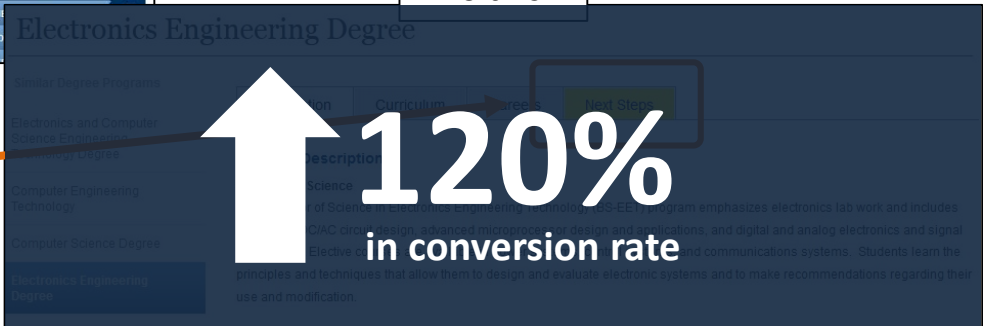
PROGRAM SELECTOR

SUBSCRIBE

ONLINE D

Call-to-action is on the right column of first page.

To this



Electronics Engineering Degree

Electronics Engineering Degree

Electronics and Computer Science Engineering Technology Degree

Computer Engineering Technology

Computer Science Degree

**Electronics Engineering Degree**

Engineering Management Technology Degree

Information Systems

Information Systems Security

## Electronics Engineering Degree

Grantham's Degree Programs	Credit Hours
Bachelor's Degree in Electronics Eng. Technology	126 credit hours

Description Curriculum Careers

### Program Description

**Bachelor of Science**

The Bachelor of Science in Electronics Engineering Technology (BS-EET) program emphasizes electronics lab work and includes courses in DC/AC circuit design, advanced microprocessor design and applications, and digital and analog electronics and signal processing. Elective courses are available in power systems, control systems, and communications systems. Students learn the principles and techniques that allow them to design and evaluate electronic systems and to make recommendations regarding their use and modification.

APPLY ONLINE

PROGRAM SELECTOR

SUBSCRIBE

ONLINE D

Call-to-action is moved to a subsequent page.

120% in conversion rate

# Example

From this

Call to action is on  
the right column  
of first page.

“There are two flawed “asks” that will mitigate the power of our message: (1) an “ask” to the wrong person, (2) an “ask” at the wrong time. **Doing the right thing is more important than doing the thing right.** The marketer must deliver the right message to the right prospect at the right time — or it is no longer the right message.”

Call-to-action is  
moved to a  
subsequent page.

To this



Reflection #12

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)



# Group Diagnostics

## Essential detachment

- Is the call-to-action specific enough to appeal to the customer segment?
- Are there enough calls-to-action on the page to account for potentially distinct customer segments?
- Is the call-to-action immediately relevant to the customer's situation?
- Does the call-to-action connect to an important problem in the customer's situation?
- Does the call-to-action give the customer an inherent reason (not a command) to act now rather than later?

## Non-sequential shock

- Does the call-to-action connect to a logical sequence in the conversation?
- Is the call-to-action placed carefully above or below the fold based on customer insight rather than best practice?
- Does the page minimize the length-oriented friction required for the customer to reach the call-to-action?
- Does the page provide enough value before the placement of the call-to-action?
- Does the call-to-action ask for the minimum effective micro-yes(s) in the thought sequence?



**COGNITIVE CONDITION #3:**

# Compositional paralysis



## Cognitive Condition: **Compositional paralysis**

### Definition:

A state of confusion that halts the momentum of the prospect caused by the design of choices relative to the surrounding elements on a page.

### Root Cause:

Commonly caused by an attempt to accomplish too many company objectives with a single page.

### Signs and Symptoms:

- When the CTA is not visually distinct from the rest of the page
- When there is a high degree of difficulty-oriented friction on the page
- When the CTA does not fall naturally into the main eye-path of the offer

# Known Treatments



**TREATMENT #1:** Reducing the number of CTA options on the page.

# Example

From this

Experience All

has to Offer with Premium Access

	Premium Options			Basic
	1 Year	3 Month	1 Month	
Deviations Per Pag	120	120	120	24
Browse Ad Free	✓	✓	✓	
Access the Archives	✓	✓	✓	
Make Polls & Journals	✓	✓	✓	
Use CSS Templates	✓	✓	✓	
Download Art to Phone	✓	✓	✓	
Become a Beta-Tester	✓	✓	✓	
Price	\$29.95	\$7.95	\$4.95	Free
Savings	50%	46%	N/A	N/A
	Get Access	Get Access	Get Access	Get Access

Differences in options are difficult to discern.

To this

Experience all

has to offer with Premium Access

▶ Get up to 120 Deviations per page when browsing  
 ▶ Browse with No Ads  
 ▶ Browse Way Back all the way to 2000  
 ▶ Make Polls & Journals  
 ▶ Use CSS Templates  
 ▶ Download Art to your Phone

Select your subscription plan  
 \$4.95 billed every month  
 \$7.95 billed every 3 months (you'll get 3 months for the price of 2)  
 \$29.95 billed every 12 months (you'll save 50%)

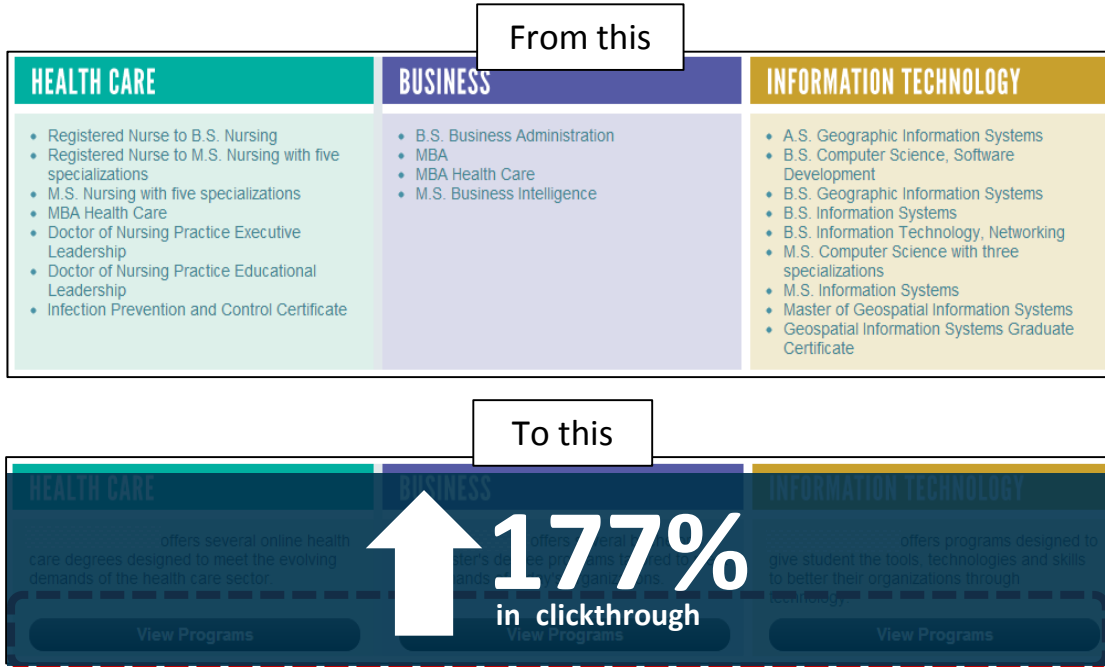
Get Premium Access

Get all the Premium Benefits	Premium	Free
Deviations Per Page	120	24
Browse Ad Free	✓	
Access the Archives	✓	
Make Polls & Journals	✓	
Use CSS Templates	✓	
Download Art to your Phone	✓	
Become a Beta-Tester	✓	
Customize Your Channels	✓	
Customize How You Get Paid	✓	

**36% in paid subscriptions**

Options are simplified.

# Example



The design creates difficulty for customers trying to understand what they can expect from a click.

This design is adjusted to ensure that customers will clearly understand where they will go and what they should expect.

# Example

From this

Bookmark | Tell a Friend | Site Map | FAQ's | Media | Search

**Research Your Next Vacation  
Book Your Tickets and Lodging  
Share Your Experiences**

CUSTOMER LOGIN  
VIEW SHOPPING CART

CUSTOMER SUPPORT

Activities | Hotels | Groups | Vacation Packages | Contact Us

DESTINATIONS : CABO SAN LUCAS, MEXICO : SHOPPING CART

Current Order Details	Total
<b>America's Cup Sailing</b>	\$265.90
Details: 2 Adults \$132.95 Each	
Date: Tuesday, May 19, 2009 10:00 AM	
Location: Cabo San Lucas, Baja California Sur	
Update Your Date/Time Preference: Tue, May 19, 2009 at 10:00 AM	
<a href="#">View Lodging Options</a> <a href="#">Add More Activities</a> <a href="#">Checkout Without Lodging</a>	
<b>TOTAL DUE:</b> <b>\$265.90 USD</b>	
(All prices are in US Dollars)	

Site Map | Gift Certificates | Privacy Policy | Terms of Use | Terms of Sale | Advertise | Vendors | Travel Agents | Contact Us

To this

Bookmark | Tell a Friend | Site Map | FAQ's | Media | Search

**Research Your Next Vacation  
Book Your Tickets and Lodging  
Share Your Experiences**

CUSTOMER LOGIN  
VIEW SHOPPING CART

CUSTOMER SUPPORT

Activities | Promotions | Hotels | Groups | Vacation Packages | Contact Us

DESTINATIONS : WILLIAMSBURG : SHOPPING CART

Current Order Details	Total
<b>Busch Gardens 1 Day Pass</b>	\$123.90
Details: 2 Adults \$61.95 Each	
Attend Any Day	
Location: Williamsburg	
<a href="#">Add Another</a>	
<a href="#">Add Lodging to your reservation</a>	
<b>Total:</b> <b>\$123.90 USD</b> <small>(All prices are in US Dollars)</small>	

36.5%  
in conversions

"Great fun. Easy to order tickets and book hotels over the net and ran very smoothly on arrival."  
Karen Blakesley - Lansing, KS

[Email me this vacation](#)

[Checkout](#)

**BBB OnLine RELIABILITY PROGRAM**

Site Map | Gift Certificates | Privacy Policy | Terms of Use | Terms of Sale | Contact Us

# Known Treatments



**TREATMENT #1:** Reducing the number of CTA options on the page.



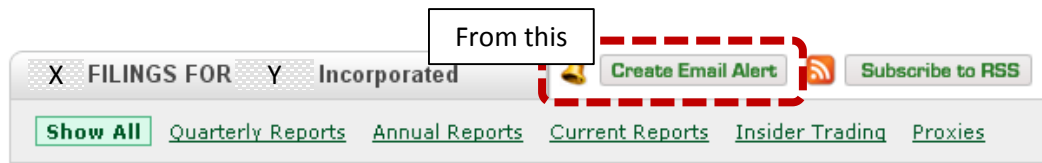
**TREATMENT #2:** Adding contrast to the CTA relative to the rest of the page.



# 3

## Example

The primary, desired call-to-action is difficult to clearly see in this design.



This design is adjusted to ensure customers will see the opportunity to create a free alert.



# Known Treatments



**TREATMENT #1:** Reducing the number of CTA options on the page.



**TREATMENT #2:** Adding contrast to the CTA relative to the rest of the page.



**TREATMENT #3:** Moving the CTA into the main eye-path of the page.

# Example

From this

The original product page for 'Convict Conditioning' features a dark header with navigation links (PRODUCTS, FORUMS, MEDIA CENTER, WORKSHOPS, ARTICLES, INSTRUCTORS, CATALOG, OUR DIFFERENCE). Below the header is a promotional banner for Pavel Tsatsouline's 'The Naked Warrior'. The main product section includes a book cover, a 'One-Year, 100% Money Back Guarantee' badge, a 'RATED 5.01 out of 56 (50)' star rating, and a price of '\$39.95'. A 'FREE REPORT' badge is also present. Below the product details is a 'BESTSELLERS' section with two book covers.

**Convict Conditioning**  
How to Bust Free of All Weakness—Using the Lost Secrets of Supreme Survival Strength  
By Paul "Coach" Wade

304 pages  
9.5 x 11 paperback

Also available as an e-book  
Read "Convict Conditioning" foreword by John DuCaine  
Item #141

**How Do YOU Stack up Against the 6 Ultimate Measures of a TRUE Man?**

According to the tenets of Convict Conditioning a TRUE man can achieve:

1. AT LEAST one set of 5 one-arm pushups each side—with the ELITE goal of 100 sets each side
2. AT LEAST one set of 5 one-leg squats each side—with the ELITE goal of 2 sets of 80 each side
3. AT LEAST one set of 1 one-arm pullups each side—with the ELITE goal of 2 sets of 6 each side
4. AT LEAST one set of 5 hanging straight leg raises—with the ELITE goal of 2 sets of 20
5. AT LEAST one set of 1 stand-to-stand bridges—with the ELITE goal of 2 sets of 10

To this

The revised product page for 'Convict Conditioning' features a dark header with navigation links (PRODUCTS, FORUMS, MEDIA CENTER, WORKSHOPS, ARTICLES, INSTRUCTORS, CATALOG, OUR DIFFERENCE). Below the header is a search bar and a 'REGISTER | LOGIN' link. The main product section includes a book cover, a 'GUARANTEED' badge, and a price of '\$39.95'. A 'FREE REPORT' badge is also present. Below the product details is a 'BESTSELLERS' section with two book covers.

**Convict Conditioning**  
by Paul "Coach" Wade  
How to Bust Free of All Weakness—Using the Lost Secrets of Supreme Survival Strength

Hard Copy - \$39.95  
Digital Copy - \$39.95

**16%**  
in conversions

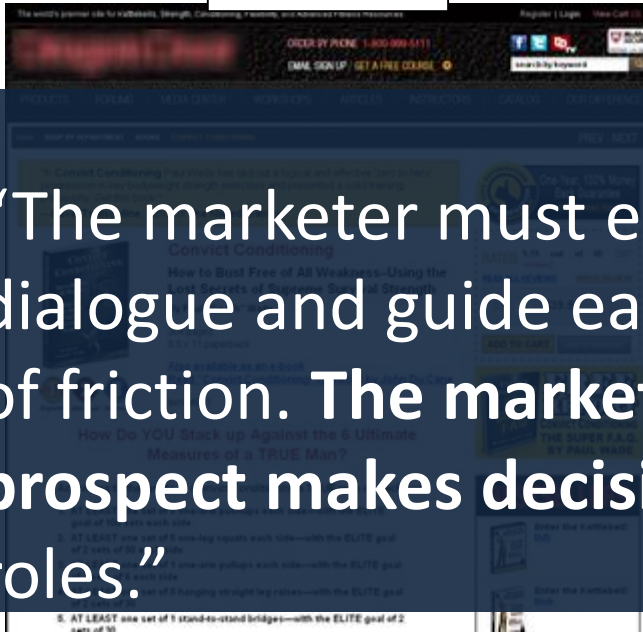
**How Do YOU Stack up Against the 6 Ultimate Measures of a TRUE Man?**

According to the tenets of Convict Conditioning a TRUE man can achieve:

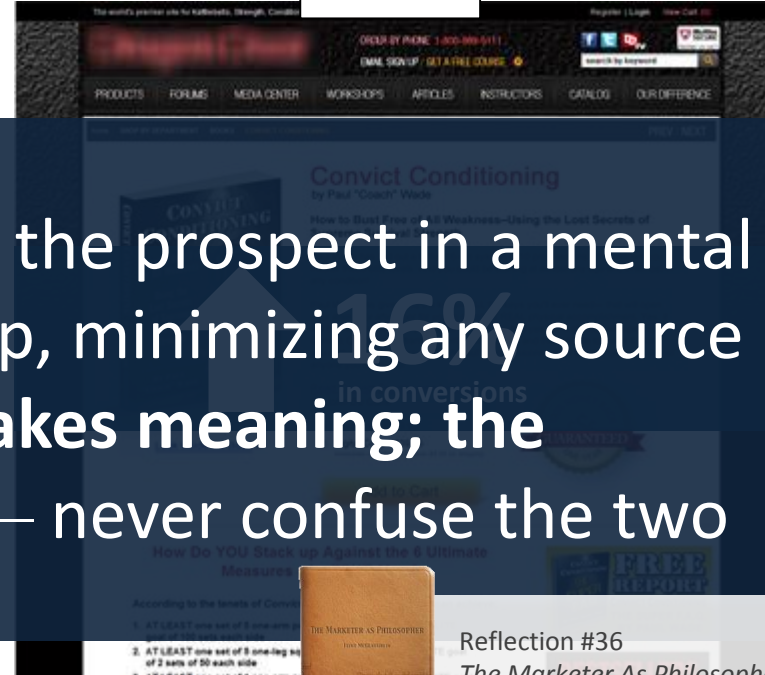
1. AT LEAST one set of 5 one-arm pushups each side—with the ELITE goal of 100 sets each side
2. AT LEAST one set of 5 one-leg squats each side—with the ELITE goal of 2 sets of 80 each side

# Example

From this



To this



“The marketer must engage the prospect in a mental dialogue and guide each step, minimizing any source of friction. **The marketer makes meaning; the prospect makes decisions** — never confuse the two roles.”

Reflection #36

*The Marketer As Philosopher*  
[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)



**COGNITIVE CONDITION #4:**

# Elemental paralysis



## Cognitive Condition: **Elemental paralysis**

### Definition:

A state of confusion that halts the momentum of the prospect caused by the similarity of substance among competing CTAs.

### Root Cause:

Commonly caused by the marketer's inability to see or explain the differences between two or more "asks."

### Signs and Symptoms:

- When there are two or more similar CTAs on the page
- When there are two or more primary customer profiles coming to the page
- When there are two or more incremental levels of motivation in a single customer profile

# Known Treatments



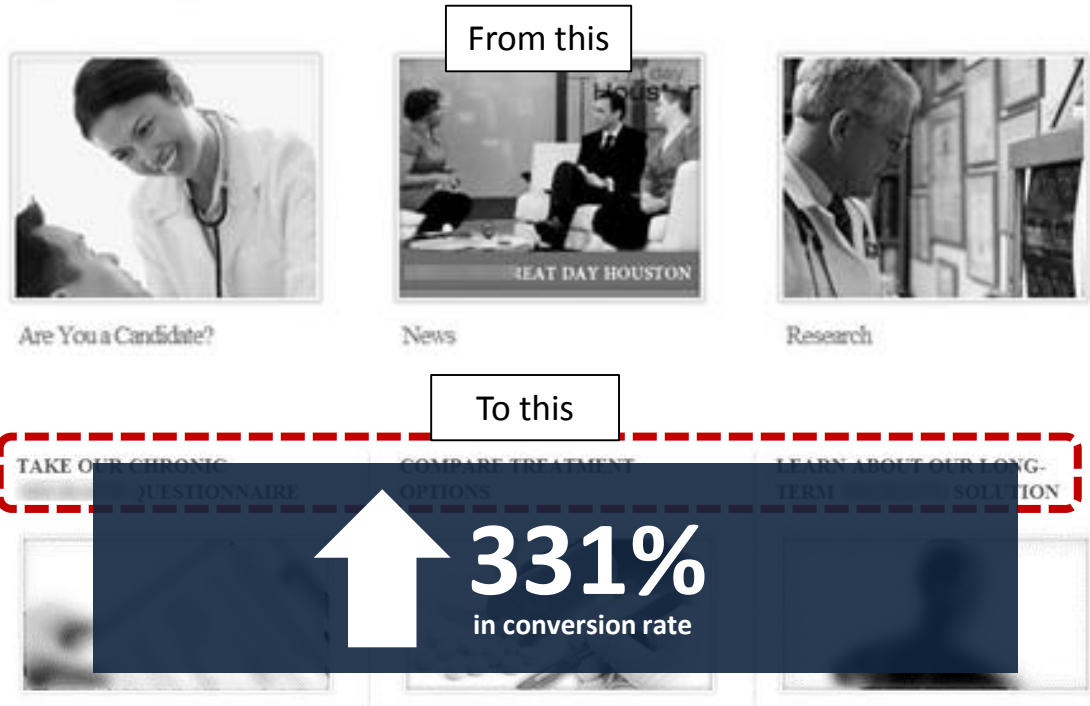
**TREATMENT #1:** Aligning each path to distinctly separate customer interests.

# Example

To the customer, these three calls-to-action are difficult to separate.

- Are you a candidate?
- News
- Research

These three calls-to-action, however, are written to help the customer immediately identify their ideal path.





# Known Treatments



**TREATMENT #1:** Aligning each path to distinctly separate customer interests.



**TREATMENT #2:** Aligning each path to distinctly separate products.

# Example

**From this**

**SearchReach »**

Get your message online and in search for \$129 per release.

Order SearchReach

- ✔ Post to PRNewswire.com, the industry's most trafficked website
- ✔ Make your news findable by search & news engines (Google, Bing, Yahoo!)
- ✔ Drive traffic to your website with live site preview
- ✔ Reach subscribers and bloggers with RSS
- ✔ Find your release posts with a search-friendly permalink URL
- ✔ Take your message viral via our embedded social media toolbar

**WebReach »**

Enhance your message with an image and drive traffic to your site for just \$299 per release.

Order WebReach

All the benefits of SearchReach +PLUS

- ✔ Optimize your message with an image
- ✔ Distribute to the iReach syndication network of 1,000+ websites
- ✔ Leverage your message to get links from authoritative websites
- ✔ Measure visibility via PR Newswire's ReleaseWatch™ reporting

**WebReach Plus »**

Reach millions of viewers and display your photo on the Reuters Sign in Times Square for \$449 \$399 per release.

Order WebReach Plus

All the benefits of WebReach +PLUS

- ✔ Distribute to the iReach syndication network of 1,000+ websites
- ✔ Showcase your photo on the Reuters Sign in the heart of Times Square and demand the attention of a diverse audience
- ✔ Receive a low resolution webcam snapshot of your photo and headline displayed on the Reuters Sign, one of the world's largest digital signs
- ✔ View sample photos

**To this**

**Choose a distribution option below to start creating:**

Post to PRNewswire.com, the industry's most trafficked website.	✔	✔	✔
Make your news <b>findable by search &amp; news engines</b> (Google, Bing, Yahoo!)	✔	✔	✔
<b>Drive traffic</b> to your website with <b>live site preview</b> .	✔	✔	✔
Reach subscribers and bloggers with RSS	✔	✔	✔
Find your release posts with a search-friendly permalink URL	✔	✔	✔
Go viral with our social media toolbar	✔	✔	✔
Optimize your message with an image	✔	✔	✔
Distribute to the iReach syndication network of 1,000+ websites	✔	✔	✔
Leverage your message to get links from authoritative websites	✔	✔	✔
Measure visibility via PR Newswire's ReleaseWatch™ reporting	✔	✔	✔
Showcase your photo on the Reuters Sign in the heart of Times Square	✔	✔	✔
Receive a <b>webcam snapshot</b> of your photo and headline displayed on the Reuters sign.	✔	✔	✔
<b>Choose the option that best fits your need:</b>	<b>\$129</b>	<b>\$299</b>	<b>\$399</b>
	Order Search Reach	Upgrade to Web Reach	Upgrade to Web Reach PLUS

\* Through a partnership with Times Square2, PR Newswire distributes clients' photos and headlines directly to the Reuters Sign in New York City's Times Square.

↑ 63%  
in revenue/visit

- To the customer, the only immediate, discernible difference between the three options is the name and price.

- In this treatment, copy is rewritten and presented to provide an immediate distinction between products, helping customers identify their ideal path.

# Known Treatments



**TREATMENT #1:** Aligning each path to distinctly separate customer interests.



**TREATMENT #2:** Aligning each path to distinctly separate products.



**TREATMENT #3:** Aligning each path to distinctly separate steps in a process.

# Example

From this

The screenshot shows a website banner with a dark blue header containing the text "3 Easy Ways to Get Started with Forex Trading" and a yellow "BARRON'S Top Rated 2009" seal. Below the header are three columns of content:

- Learn**
  - Forex
  - Stocks
  - Options
  - Futures
- Compare**
  - Commissions
  - Trading Platforms
  - Order Routing System
- Get Free Access**
  - Live Forex and Equity Account Demos
  - Live webinars on popular topics
  - Setup a live Account

To this

The screenshot shows the same website banner as above, but with a large white arrow pointing upwards and the text "35% in clickthrough" overlaid in the center. The banner content is dimmed in the background.

- This call-to-action set assumes most arriving customers are interested in quickly finding the right information.

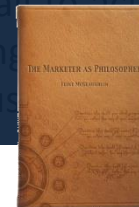
- This call-to-action tests to discover if arriving customers are interested in various degrees of first steps.

# Example

From this

“Marketers, in their role as philosophers, must keep management from gaining **internal clarity at the expense of external clarity**. It is dangerous to succumb to the illusion that the prospect sees our company the way we see it.”

- This call-to-action set assumes most arriving customers are interested in quickly finding the right information



Reflection #24

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)

# Group Diagnostics

## Compositional paralysis

- Does the page have the minimum number of calls-to-action possible?
- Does the call-to-action design “pop” in the context of the rest of the page?
- Does the button for the call-to-action appear to be clickable?
- Is the call-to-action in the main eye-path of the offer messaging?
- Does the call-to-action naturally draw the eye through the page to the final decision point?

## Elemental paralysis

- Is each call-to-action on the page categorically different from the others?
- Does each call-to-action appeal to a specific customer segment that is significant in the visitor demographics?
- Is the correct path for a significant customer segment immediately clear?
- Is the primary offer clearly emphasized and distinct from tertiary offers?



**COGNITIVE CONDITION #5:**

# Terminal anxiety

# Definition, Signs and Symptoms



## Cognitive Condition: **Terminal anxiety**

### Definition:

A state of impending decision reversal or hesitation due to unaddressed questions or concerns.

### Root Cause:

Commonly caused by underestimating the concern or last-minute fears of the customer.

### Signs and Symptoms:

- When the CTA requires information through a form
- When the CTA is closer to the macro-yes of the offer
- When the CTA lacks nearby credibility indicators



# Known Treatments



**TREATMENT #1:** Overcorrecting for any last-minute specific concerns that may have arisen in the process.

# Experiment: Background



**Experiment ID:** TP1070

**Record Location:** MECLABS Research Library

**Research Partner:** *[Protected]*

## Research Notes:

**Background:** A national computer hardware and multimedia retailer with a significant online and offline presence.

**Goal:** To increase total cart conversions and revenue per conversion.

**Research Question:** Which treatment will generate the highest conversion rate and revenue per conversion?

**Test Design:** A/B variable cluster test

# Experiment: Control

Control cart

## Your Cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
A180-1242 :: Acer AcerPower S290-UC4201P Intel Desktop PC - Intel Celeron 420 1.60GHz, 512MB DDR2, 80GB SATA, Dual Layer DVD±RW, 10/100 LAN, Windows XP Professional (60 lbs)	2	In Stock	\$369.99	\$739.98

Click  to remove the item from your cart.  SUBTOTAL \$739.98

Enter Zip Code to Calculate Shipping & Tax:  (60) S&H Enter a Zip Code

(We only charge tax in FL, IL and NC) TAX TOTAL \$739.98




Total Cart Weight: 60 lbs

Or Use

Fast checkout through Google Safe Shopping Guarantee

**Quick Cart** Select to search by:  Item #  Mfr. Part #

May we recommend the following items with your order...

 <p>Ultra 512MB PC4200 DDR2 633MHz Memory</p>	 <p>Acer 2 Year Extended Service Plan for Desktops</p>	 <p>Ultra 1024MB PC4200 DDR2 633MHz Memory</p>
--	---	---

**Today's Gift Deal!**

**GeForce 7300 GT**  
512MB DDR2  
PCI Express  
DVI/VGA/HDTV  
SLI Ready

**SAVE \$10 \$399\***

Deal Ends noon (ET) Tuesday

0 days, 18 hours, 28 minutes  
and seconds left

My Account

Welcome!

[Log In](#) or [Create Account](#)

[Invoice Copies](#)

Your Shopping Cart

Items:   
Total: \$739.98

**Buy Later** No Wallet. No Wait. No Worries.<sup>®</sup>

Subject to credit approval. Details

[Bookmark This Page!](#)

Testimonials


Best Website Online For Computers And Peripherals

- A closer look at the control cart page reveals that all supporting content is focused on making an upsell.

# Experiment: Treatment

Treatment cart

## Your Cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
 S168-1218 :: Sony VGP-BPL5A VAIIO Laptop Battery - Large Capacity Li-Ion Battery for Sony VAIIO TX600, TX700, TX800 & TXN series (1 lbs)	1	Ships within 24 Hours	\$249.99	\$249.99

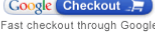
Click  to remove the item from your cart.     

Enter Zip Code to Calculate Shipping & Tax: (We only charge tax in FL, IL, TX, and NC)     

SUBTOTAL \$249.99  
S&H      Enter a Zip Code  
TAX      -----  
TOTAL \$249.99


Total Cart Weight: 1 lbs

### 3 Convenient Ways To Check Out




Fast checkout through Google  
[What is Google Checkout?](#)

Or



The safer, easier way to pay


Or





Safe Shopping Guarantee


**"You guys ROCK!"**  
It is very rare that you can find BOTH the best price AND get the best service. I have no idea how I recieved it so soon after placing the order. I had expected my cable router the following week. It was remarkably safely packed and factory sealed.  
Reviewed by: AJCrowe on Apr 27, 2007








TESTED DAILY 28-AUG





4.56

Deal Alerts:        Bookmark To: 

### Live Chat

Click to chat with an agent

Give Us A Call Toll Free

 800-800-8300 

#### Testimonials

**YES!!!**

I have been ordering parts from [redacted] for the last 4 years for both personal and business related projects. Each time I have been completely satisfied with the quality of the products that I have ordered and with the service. I did have a part come in bad, but they were so fast to replace it themselves instead of having to deal with the manufacture. The thing that I like most about [redacted] is that most other web-based companies can't do is the excellent descriptions and photo galleries of the products. This has helped me countless times to ensure that I am getting the right product and I have always received the product exactly as it is advertised. Great place to shop!

Reviewed by: creekbeast

- Instead of using this space to make an upsell, we use it to address specific concerns about service, price and security.

# Experiment: Side by side

**Your Cart**

Control cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
A180-1242 :: Acer AcerPower S290-UC4201P Intel Desktop PC - Intel Celeron 420 1.80GHz, 512MB DDR2, 80GB SATA, Dual Layer DVD±RW, 10/100 LAN, Windows XP Professional (60 lbs)	2	In Stock	\$369.99	\$739.98

Click (X) to remove the item from your cart. UPDATE QTY. ▾

Enter Zip Code to Calculate Shipping & Tax:  (GO) SUBTOTAL \$739.98

(We only charge tax in FL, IL and NC) S&H Enter a Zip Code

**TOTAL \$739.98**

Total Cart Weight: 60 lbs

Fast checkout through Google

Or Use

PROCEED TO SECURE CHECK OUT

Safe Shopping Guarantee

**CONTINUE SHOPPING**

**Quick Cart** Select to search by:  Item #  Mfr. Part #  Enter Search Value

May we recommend the following items with your order...

Ultra 512MB PC4200 DDR2 533MHz Memory

Acer 2 Year Extended Service Plan for Desktops

Ultra 1024MB PC4200 DDR2 533MHz Memory

**Today's Gift Deal!**

**GeForce 7300 GT**  
512MB DDR2 PCI Express DVI/VGA/HDTV SLI Ready

**SAVE \$10 \$39.99\***  
Deal Ends noon(ET) Tuesday

CLICK HERE!

0 days, 18 hours, 28 minutes and 11 seconds left

**My Account**

Welcome! [Log In](#) or [Create Account](#)  
[Invoice Copies](#)

**Your Shopping Cart**

1 Items  
Total: \$739.98 VIEW CART

**BillMeLater** No Wallet. No Worry.  
Subject to credit approval. Details.

**Bookmark This Page!**

**Testimonials**

Best Website Online For Computers And Electronics

**Your Cart**

Treatment cart

DESCRIPTION	QTY	AVAILABILITY	UNIT PRICE	TOTAL
S188-1218 :: Sony VGP-BFL5A VAI0 Laptop Battery - Large Capacity Li-Ion Battery for Sony VAI0 TX800, TX700, TX600 & TX5 Series (1 lbs)	1	Ships within 24 Hours	\$249.99	\$249.99

Click (X) to remove the item from your cart. UPDATE QTY. ▾

Enter Zip Code to Calculate Shipping & Tax:  (GO) SUBTOTAL \$249.99

(We only charge tax in FL, IL, TX, and NC) S&H Enter a Zip Code

**TOTAL \$249.99**

Total Cart Weight: 1 lbs

**3 Convenient Ways To Check Out**

Fast checkout through Google  
What is Google Checkout?

Or

The safer, easier way to pay

Or

PROCEED TO SECURE CHECK OUT

Safe Shopping Guarantee

**CONTINUE SHOPPING**

Payments as low as \$10 /mo. Checkout with **BillMeLater**.  
Subject to credit approval. Details

**"You guys ROCK!"**

*It is very rare that you can find BOTH the best price AND get the best service. I have no idea how I received it so soon after placing the order. I had expected my cable router the following week. It was remarkably safely packed and factory sealed.*

Reviewed by: AJCrowe on Apr 27, 2007

TESTED DAILY 28-AUG

★★★★★ 4.56

Deal Alerts:  Enter Your Email Address  Bookmark To:

**Have Questions?**

**Live Chat**  
Click to chat with an agent

Give Us A Call Toll Free  
800-800-8300

**Testimonials**

**YES!!!**

I have been ordering parts from [redacted] for the last 4 years for both personal and business related projects. Each time I have been completely satisfied with the quality of the products that I have ordered and with the service. I did have a part come in bad but they were so fast to replace it themselves instead of having to deal with the manufacture. The thing that I like most about [redacted] is that most other web-based companies don't do is the excellent descriptions and photo galleries of the products. This has helped me countless times to ensure that I am getting the right product and I have always received the product exactly as it is advertised. Great place to shop!

Reviewed by: creekbest

# Experiment: Results



## 11.6% Increase in Revenue Per Conversion

*The treatment generated 3.69% more conversions and 11.6% more revenue per conversion.*

Design	Revenue/Conversion
Control	\$49.14
Treatment	\$54.84
<b>Relative Difference</b>	<b>11.6%</b>



**What You Need to Understand:** By addressing anticipated anxiety at critical points of decision, the treatment generated 3.69% more sales in addition to 11.6% more revenue per cart, **resulting in a projected \$53,000,000+ annual increase in revenue.**

# Known Treatments

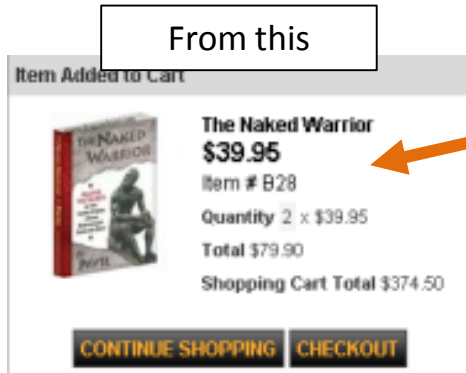


**TREATMENT #1:** Overcorrecting for any last-minute specific concerns that may have arisen in the process.



**TREATMENT #2:** Addressing customer questions or concerns in close proximity to the call-to-action.

# Example



This “add to cart” pop-up summarizes their action with essential product information.

This pop-up, however, re-emphasizes a money-back guarantee presented earlier in the process.





# Example

This call-to-action form isolates all content before the information exchange begins.

From this

City:

State/Province:

Postal Code:

Country:

Email Address:

This form, however, adds a single testimonial to support the moment of action.

To this

City:

State/Province:

Postal Code:

Country:

Email Address:

35%  
in conversion

"We chose... because it offered the most complete set of tools that we needed in order to meet our goal."  
— Bruce Ray Buck, Design Engineer  
Dometic Corporation

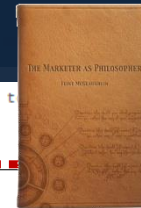
# Example

This call-to-action form isolates all content before information exchange begins.

This form, however, adds a single

testimonial to support the moment of action.

“Anxiety is the emotional cost of risk, and often this cost outweighs the rational expectation of the marketer. **Anxiety cannot be corrected with a rational measure;** the marketer must assault the source of anxiety with a full-on barrage of credible counters.”



Reflection #37

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)



**COGNITIVE CONDITION #6:**

# Transitional vertigo



## Cognitive Condition: **Transitional vertigo**

### Definition:

A state of mismatched expectation caused by a disconnect in the messaging of the CTA in a previous page and the messaging of the offer in the subsequent page.

### Root Cause:

Commonly caused by focusing too much on one step and ignoring the overall path.

### Signs and Symptoms:

- When the CTA does not logically connect with the headline of the subsequent page
- When the CTA fails to set the proper expectation of the next step in the process
- When the customer cannot gain clarity within seven seconds after clicking the CTA

# Known Treatments



**TREATMENT #1:** Changing the destination URL to a page that aligns more closely to the substance of the previous “ask.”

# Example

From this

Our Tax Professionals Help You Get Every Advantage You Deserve at Tax Time. Let Us Help You Today.

**You Can Expect:**

- Absolute Expertise - The best tax professionals leading the way in 2012.
- Real, Easy Confidence - We handle the tax work and you don't have to.
- Guaranteed Results - We stand behind our work. We make a mistake, and pay it with our money, not yours.
- Money When You Need It - 100% off. No extra, hidden costs. Like 2008, 2009, 2010, 2011, 2012.

Visit an Office Near You

**Tax Offices**

Find an Office Near you in Jacksonville, FL

Map showing office locations in Jacksonville, FL.

**Office Info** | Make an Appointment | Services

PAN AN ONE  
2302 HAVERTY RD  
JACKSONVILLE, FL 32233  
Phone: 904-241-4481

**Office Hours:**

9-5 9-5 9-5 9-5 9-5 9-5 9-5 9-5 9-5 9-5

Hours may vary. Please call prior to visiting.

Get Directions

**By Expertise**

View all Tax Pros in Jacksonville

Who I used Last Year

**TAX PROFESSIONAL FINDER**

Tell us who you are

First Name:

Last Name:

City:

State:

Zip:

Phone:

Email:

Submit

To this

Our Tax Professionals Help You Get Every Advantage You Deserve at Tax Time. Let Us Help You Today.

**You Can Expect:**

- Absolute Expertise - The best tax professionals leading the way in 2012.
- Real, Easy Confidence - We handle the tax work and you don't have to.
- Guaranteed Results - We stand behind our work. We make a mistake, and pay it with our money, not yours.
- Money When You Need It - 100% off. No extra, hidden costs. Like 2008, 2009, 2010, 2011, 2012.

Visit an Office Near You

**TAX PROFESSIONAL FINDER**

Tell us who you are

First Name:

Last Name:

City:

State:

Zip:

Phone:

Email:

Submit

**533%**  
in conversions

# Example

From this

Item Added to Cart

**Convict Conditioning**

\$39.95  
Item #B41  
Quantity 1 x \$39.95  
Total \$39.95  
Shopping Cart Total \$39.95

100% MONEY BACK GUARANTEED

Continue Shopping **Checkout**

SHOPPING CART

View Saved Orders Save Your Order Need help with your order?

ITEM NAME	PRICE	QTY	TOTAL	EDIT
Enter the Kettlebell Item #B33	\$34.95	2	\$69.90	EDIT REMOVE

Shipping Cart Support Promotions

UPDATE SHOPPING CART

Proceed to Secure Checkout

SHOPPING CART

STEP 1: BILLING INFORMATION

Address

First Name Last Name

Address

City Country United States

State Zip/Postal Code

Phone

Email

Yes, I would like to receive periodic email newsletters from DragonDoor

CONTINUE

STEP 2: SHIPPING AND CHECKOUT

STEP 3: PAYMENT INFORMATION

STEP 4: REVIEW ORDER

SHOPPING CART

Enter the Kettlebell  
Item #B33 Qty: 2 Total: \$69.90

Product Subtotal \$69.90  
Shipping \$0.00  
Estimated Total \$69.90

To this

Item Added to Cart

**Convict Conditioning**

\$39.95  
Item #B41  
Quantity 1 x \$39.95  
Total \$39.95  
Shopping Cart Total \$39.95

100% MONEY BACK GUARANTEED

Continue Shopping **Checkout**

↑ **29%**  
in order rate

# Known Treatments



**TREATMENT #1:** Changing the destination URL to a page that aligns more closely to the substance of the previous “ask.”



**TREATMENT #2:** Changing the subsequent page copy to better align with the substance of the previous “ask.”



# Example

From this

Products | Services | Customers | Industries | Partners | Platform | Resources | Company

Home > Products > **Run your Entire Business Better with One System**

is the industry's first and only online business application that supports your entire company—from customer relationship management (CRM) to enterprise resource planning (ERP) to Web capabilities. is the first and only web-based application to offer everything in a single, integrated and powerful solution. Additionally, enables you to make better, faster decisions through real-time business intelligence.

**What this means is sales representatives can view the complete customer record, including support cases, billing issues and more. Warehouse managers can instantly view approved sales orders on their Dashboards, and accounting personnel are able to view support issues when calling customers to collect payments.**

**BENEFITS**

business software gives growing businesses a competitive edge.

- Make better decisions by giving each employee real-time information.
- Use one powerful solution that's quick to deploy, easy to use, and flexible enough to support all your business processes.
- Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Increase collaboration and improve relationships with partners, customers and vendors.

Related Links

Home > Resource Center > **Free Trial**

**Get Your Free Trial of Now**  
Experience for yourself how can help you run better.

Just enter your information below. A representative will respond promptly to give you access to your trial.

Fields marked with an \* are required.

First name\*  
Last name\*  
Email address\*  
Phone number\*  
Company name\*  
Zip/Postal Code\*  
Contact Role\*  
Country\*  
Number of employees\*  
Type of business\*  
How did you hear about us\*  
Are you working with a Solution Provider?  
What is the Solution Provider's name? (if known)  
Referral code (if known)  
 Yes, I would like to receive information from  
**Get Free Trial Now**

**Privacy Assurance:** respects and protects your privacy. does not share your information with outside companies for their promotional use. To view our complete privacy policy, [click here.](#)

# Example

To this




**The World's #1 On-Demand Business Software**

6459+ Customers World Wide ... and still growing!




- Companies Worldwide Manage Their Business with [blurred]. We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. [blurred] is the all-in-one solution that can grow with your business.
- One System For Your Entire Company. Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Software That Grows With You. You work hard to expand your business, ensures that your growth won't outpace your business systems.
- Real-Time Dashboards. [blurred] is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with [blurred] comprehensive solution. These savings are within your grasp when you join the [blurred] community.



**Start Your No Obligation Free Trial of [blurred] Today!**

[Get My Free Trial!](#)

"[blurred]...gives you unprecedented control of your company."  
Inc Magazine

"We saved \$1 Million by switching to [blurred] from SAP, and reduced costs from 3% of revenue to 0.15%."  
David Stover, CFO, Asahi Kasei

"We save more than \$200,000 annually in transaction costs and \$70,000 per year in IT costs."  
Jim Graham, CEO, Full [blurred]

"In a class of its own."  
eWeek




**The World's #1 On-Demand [blurred] Software**

**Almost there! To begin your FREE TRIAL of [blurred], please complete the simple questionnaire below:**

First Name

Last Name

Company Name

E-mail Address  [Privacy Policy](#)

Phone Number

Postal Code

Country

Area Code or Country Code first, excluding 1, 911, and + dialing directions

The following information will help us personalize your free trial experience.

Your Role  [Privacy Policy](#) respects and protects your privacy. [blurred] will not share your information with outside companies for their promotional use.

Age of Business

Referral Code (if known)

Are you working with a Solution Provider?

Solution Provider's Name (if known)

Referral Code (if known)

Yes, I would like to receive information from [blurred]

**Start Your Free Trial of [blurred]**

[FREE TRIAL](#)

"We saved \$1 Million by switching to [blurred] from SAP, and reduced costs from 3% of revenue to 0.15%."  
David Stover, CFO, Asahi Kasei

"We save more than \$200,000 annually in transaction costs and \$70,000 per year in IT costs."  
Jim Graham, CEO, Full [blurred]

# Example

To this

The screenshot shows a landing page with a dark blue background. At the top, there's a blurred logo and a photo of a woman. The main headline reads "The World's #1 On-Demand Business Software" with a sub-headline "6459+ Customers World Wide... and still growing!". Below this are several bullet points and a testimonial. At the bottom, there's a red button that says "Get My Free Trial!".

**The World's #1 On-Demand Business Software**  
6459+ Customers World Wide... and still growing!

Companies Worldwide Manage Their Business with...  
Our System for Your Entire Company...  
Software That Grows With You...  
Real Time Dashboards...

"I've saved \$1 Million by switching to... from SAP, and reduced costs from 10% of revenue to 0.13%!"  
- [Name], CEO, [Company]

"In a class of its own."  
- [Name], [Company]

Start Your No Obligation Free Trial of [Software] Today!  
**Get My Free Trial!**

This screenshot is similar to the first one but includes a form for a free trial. The headline is "The World's #1 On-Demand Business Software". Below the headline, it says "Almost there! To begin your FREE TRIAL of [Software], please complete the simple questionnaire below:". The form has fields for Name, Last Name, Company Name, Email Address, Phone Number, and Postal Code. At the bottom, there's a red button that says "FREE TRIAL".

**The World's #1 On-Demand Business Software**

Almost there! To begin your **FREE TRIAL** of [Software], please complete the simple questionnaire below:

Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Postal Code: \_\_\_\_\_

Start Your Free Trial of [Software]  
**FREE TRIAL**

↑ **97%**  
in free trial subscriptions

# Example

To this

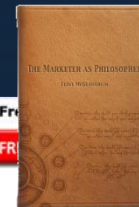
“Confusion impedes progress. And on the Web, **people resolve confusion not with effort, but with regress.** Indeed, with just one click, they can terminate the conversation and thus, for all practical purposes, your existence (relative to themselves).”

Get My Free Trial!

"In a class of its own,"  
eWeek

Start Your Free

FR



Reflection #25

*The Marketer As Philosopher*

[www.meclabs.com/philosophy](http://www.meclabs.com/philosophy)

## Terminal anxiety

- Does the call-to-action provide credibility indicators at the source of highest potential anxiety?
- Is it immediately clear to the customer that taking action now will not result in regret later?
- If your call-to-action collects information, does the surrounding copy provide a logical reason why the information is needed?
- Do the credibility indicators connect to the exact source of anxiety for the call-to-action?

## Transitional vertigo

- Does the call-to-action logically connect to the headline of the subsequent page?
- Does the call-to-action prepare the customer to answer the three essential questions of any transition:
  - Where am I?
  - What can I do here?
  - Why should I do it?
- Does the subsequent page take the customer through the minimum number of steps required to cash in the expectation of the call-to-action?



**CALLS TO ACTION THAT FAIL**

# Summary of Discoveries

# What You Need to Understand

## *Key Principles*

1. First, we must understand that a call-to-action is **more than a button**. It is a **critical moment** in the relationship with a customer.
2. If we only view CTAs in a vacuum (e.g., apart from the full relational context), our marketing collateral can produce **unintended cognitive conditions** in the experience of the customer.

# What You Need to Understand

## *Key Principles*

3. The most common unintended cognitive conditions we produce in our marketing collateral are:
  1. Internal detachment
  2. Non-sequential shock
  3. Compositional paralysis
  4. Elemental paralysis
  5. Terminal anxiety
  6. Transitional vertigo