SPRING LOOKBOOK 2016
We. Like. Great Landing Pages (we cannot lie)

Other marketers can’t deny...

Some people geek out about classic cars, training for marathons, baseball stats, or even stamp collecting. Hey – everybody’s got their thing, right?

Here at Unbounce, we get excited about beautiful landing pages designed to convert (Nerdy. We know).

But ohhh man – when we come across a landing page that means business...well, it’s kind of a big deal. They’re not unicorns per se, because they definitely exist, but seeing an impressive landing page out in the wild is awesome; mostly because behind every persuasive page is a conversion rate that’s making a marketer’s job so much easier.

Now what’d ya say? Wanna get excited about landing pages with us?

Spoiler alert: Yeah you do!
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PAINT NITE

Industry: Entertainment
Page Type: Click Through
Goal: Get visitors to sign up for a Paint Nite event
45% OFF
Paint Nite in Philadelphia
with code SUPERFUN
PAINT THE TOWN

these (and more!) Philadelphia bars host Paint Nite events
What’s Good

- Love the video background — it’s a great way to really convey what it’s like to be at one of Paint Nite’s events and build hype around it!

- Crystal clear USP in the headline tells you exactly what’s being offered on the landing page.

- With only one CTA, you know exactly what the goal of the page is.

- Very believable customer testimonials make you want in on the fun too!

- The simplicity of the color scheme (i.e., less than 5 main hues) make the design very easy on the eyes.

- The copy does a very efficient job at countering any objections the target audience may have with regards to participating.
45% OFF Paint Nite in Philadelphia
with code SUPERFUN
PAINT THE TOWN

these (and more!) Philadelphia bars host Paint Nite events

a different nite out is just around the corner
Skip the BYOB painting studio and discover a great new spot in your neighborhood every time you paint. Paint Nite events are held in 85 popular bars around Philadelphia. Get cocktails, get food, and get social all while you get creative.

it's your nite
We're all about options. Relax and get lost in your painting or hit the bar before, during, and after. Just gather your girlfriends and enjoy a cocktail (or two) as a local artist guides you in your one-of-a-kind creation.

global meets local
We're not a franchise. Paint Nite is a network of Creative Entrepreneurs and artists who run events in their own communities. From Boston to Boise and London to Los Angeles, events happen across the world and in your neighborhood.

Philadelphia says ...

Grace had a fun, memorable night out with her friends and a glass of wine—even if you're not satisfied.
— Doe L., Upper Chichester

Our group of five had a fun, memorable time. We're not budding Picassos, but we all agreed to display our works of art at home as a reminder of the fun we had. Thanks for the memories, Paint Nite!
— Jasmine A., West Chester

Paint Nite is a creative and fun night out that doesn't cost much more than going to the movies.
— Tim K., Philadelphia

the nite is your canvas
45% OFF Paint Nite in Philadelphia
with code SUPERFUN
PAINT THE TOWN
Industry: Construction
Page Type: Lead Gen
Goal: Get visitors to request a free estimate
A Paint Job Done Right. Guaranteed.

Fresh Paint not only guarantees the price of your paint job, but also its quality. The job is guaranteed no matter which local pro you choose, so you always feel confident in the job.

Get Guaranteed Quality

One Visit, Multiple Quotes

With just one visit from a Fresh Paint ace, we will provide you with multiple quotes to choose from.
What’s Good

- The simple clean design makes the page uber scannable – you can understand the purpose and content of the page by quickly scrolling.

- The use of smooth-scrolling buttons to jump from a CTA to the form helps visitors to quickly find it without having to scroll around or leave the current page when they’re ready to convert.

- Kudos for having a CTA that’s contextual to the page section (but ultimately having only one clear goal on the page)! The different CTA copies reflect the reason for taking an action after having read that portion of the page, making it that much more relevant to the reader.

- The very explanatory blurb below the form title tells the visitor what to do and what to expect next. This helps to manage the visitor’s expectations and reduce their anxieties to filling out the form.
A Paint Job Done Right. Guaranteed.

Fresh Paint not only guarantees the price of your paint job, but also its quality. The job is guaranteed no matter which local pro you choose, so you always feel confident in the job.

One Visit, Multiple Quotes
With just one visit from a Fresh Paint Ace, we will provide you with multiple, easily comparable quotes from local pros to ensure you always get the best deal.

Your Own Personal Painting Expert.
Stress-free guessing is over! Our helpful Fresh Paint Ace will specify the job, schedule it, and get you multiple qualified bids. All you have to do is enjoy the finished job.

The Fresh Paint Advantage
Cost | Convenience | Confidence

How Does It Work?
1. Get your free estimate.
2. Book an appointment, and your Fresh Paint Ace will professionally scope the job.
3. We provide bids from three independent local pros so you can pick one that fits your needs.
4. Your painter gets the job done on time and to spec.
5. Enjoy your new paint job!

Ready For Your Free Estimate?
Fresh Paint services most cities in the Lower Mainland. To get started, provide us with a few details on your upcoming paint job below, or call us at 604-423-7374, and we’ll get back to you with a free, same-day estimate.
Industry: Skin Care
Page Type: Click Through
Goal: Get visitors to order their free sample kit
Experience the anti-aging system created by a world-renowned dermatologist.

After years of research and development with the most effective ingredients in the industry, Universol Skincare was formulated by Dr. Jason Rivers specifically for his patients with sensitive skin.

Take a 15-day sample kit to discover the power of 30+ years of clinical dermatology in your daily skincare routine.

Get results you can see, without the risk.

Our 15 Day Trial kit allows you to ensure that Universol Skincare gets the results you are looking for, without the investment. Here is what our customers have observed:

- **80% reduction in the density of wrinkles**
  - Stabilized vitamin compounds seal in moisture and protect the skin’s innate barrier.

- **30% decrease in skin roughness**
  - Concentrated antioxidants enhance skin growths.

- **Reduced irritation and enhanced hydration**
  - Optimal pH balance reduces inflammation and skin sensitivity.
What’s Good

- Suave. The smooth transition from the Unbounce landing page to the Shopify checkout cart ensures visitors don’t get distracted, they make it all the way to the end of the campaign goal.

- The clear USP in the headline prevents visitors from playing scavenger hunt to determine what the page is all about. It also enables them to decide whether they’re the target audience right from the start.

- Benefit-oriented copy that’s structured with great information hierarchy reflects how visitors will evaluate the page. Questions visitors may have about the offer are answered in a logical order (i.e., What’s the offer?, What’s included?, Why Riversol?, How can I get the deal?).

- The use of lightboxes to display extra info on the two types of kits keep visitors on the page and focused on one main CTA. It’s also a clever way to further segment the audience based on their skin type.
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GLOSSYBOX

Industry: Cosmetics
Page Type: Click Through
Goal: Get visitors on a monthly subscription service
Hey There, Hot Stuff!

Here at GLOSSYBOX, beauty holds a special place in our hearts. Every month, we meticulously curate a beautiful keepake box that includes five beauty products ranging from iconic names to niche, storied brands.

For a limited time only, receive a free Julep Eye Glider with your order**. Gift with purchase will be included in your April box. What are you waiting for? Come discover beauty with us!

*Offer valid through April 30th, 2019, 11:59 PM EST. Valid only with purchase of any new monthly subscription plan. Offer cannot be combined with any other offer. Offer void where prohibited or restricted by law. You must be at least 18 years old to receive a subscription. If you receive a gift, you will be charged for your subscription at the time of order. Gift will be shipped separate from your first subscription box. Offer is limited to one gift per customer. If you do not choose to receive the gift, your subscription will be charged at the standard monthly rate. Offer is not redeemable for cash.
What’s Good

■ Very snazzy and “you” focused — just the way we like it!

■ The stunning images really give you a feel of what you’ll be getting in a Glossybox.

■ The parallax effect helps to keep the audience focused on the product — perfect for branding!

■ Using smooth scrolling buttons to go directly to “Choose Your Subscription Plan” enables visitors to find the end goal right when they want it. No need for scrolling up, down, left and right.

■ With crystal clear copy like this, there’s no second guessing what’s being offered and how to claim it.
Hey There, Hot Stuff!

Hello at GLOSSYBOX, beauty from a special place in our hearts. Every month, we curate a beautiful beauty box that includes five beauty products ranging from your favorites to new, sought brands.

You're one step away from your fall beauty must-have! Get your GLOW on with our new fall makeup! With our Shop Fall line, you will be the talk of the town. What are you waiting for? Come discover beauty with us!

Choose Your Subscription Plan

As a monthly subscription service, delivering beauty to your doorstep is our priority. Subscribe today and get a bonus! Jump Eye Primer! Choose your subscription plan that suits your style!

1 MONTH $19/month
6 MONTHS $17/month
12 MONTHS $15/month

FREE SHIPPING

Discover your new fall products set without the hassle. Enjoy free shipping on all orders throughout the Continental U.S.

It's All About You!

TELL US ABOUT YOURSELF

It's all in the details, right? Upon signing up, you’ll be prompted to complete our quick beauty profile tailored to help us understand your personal preferences. Our goal is to bring beauty needs right to you doorstep so you can create your own signature look.

GO AHEAD, TRY IT ON

We love to make your life easier. You'll always be able to open your beauty box on your schedule. Your upcoming giveaway is a firm believer in providing you with the best experience. As you create your own beauty routine, share your experience with the community.

You Have Questions, We Have Answers!

Have you checked out our Frequently Asked Questions page? How to change your address, cancel a subscription, or any other questions that can be found here.

SUPPORT

If you have trouble finding what you're looking for, please contact our team of Beauty Consultants. We're here to help! Do you have any other questions about our products, please visit our contact page.
Industry: Men’s apparel
Page Type: Click Through
Goal: Get visitors to browse the custom shirts available
Custom Fit Shirts.

Custom shirts that let you be you. 25% off your first shirt after completing our fit questionnaire.

Handcrafted Shirts from $67 after discount.

SHOP NOW

As Seen On
What’s Good

- Short but sweet (and straight to the point)!

- There’s no mistaking what the goal of the landing page is with only one clear Call to Action.

- Very witty, engaging and benefit-focused copy — makes you want to learn more.

- Having clearly defined steps on how to claim the offer removes any anxiety to shopping now.

- The two-pronged approach to social proof — the As Seen On section and authentic customer testimonials — add credibility. Plus, seeing the custom shirts on real customers is a testament to the coolness of the product all on its own.
Custom Fit Shirts.

Custom shirts that let you be you. 25% off your first shirt after completing our fit questionnaire.

Handcrafted Shirts from $67 after discount.

Shop Now

Why Pacific Issue?

- **No Measuring**
  - Answer 7 questions such as height, weight, and pants size. Our algorithm...

- **Made to Order**
  - Each shirt is handmade by third generation tailors, then delivered straight to your doorstep in 4 weeks.

- **Guaranteed Fit**
  - We stand by our process and guarantee you a perfect fitting shirt. If you aren't happy with your first shirt, we will remake it or pay for alterations.

Your Customers Say

- Don't take it from us...

- "I wear all custom shirts and I'm not going to lie... My Pacific issue ones are the best I own."
  - Jared, Los Angeles

As Seen On

- inertia
- Inc.
- Gilt City
- Business Rock Stars

Rid the World of Boring Shirts

Your mission, should you choose to accept it: Rid the world of boring shirts. Customize from our popular patterns: choose your collar, cuff, and pocket. There's no bad choices: just awesome shirts.
Industry: Leisure, Travel & Tourism
Page Type: Lead Gen
Goal: Get visitors to view a guide about the various trips available

Learn more about cruising on the world's most incredible rivers in this FREE 52-page guide!
Explore the waterways of the Danube, Rhône, Rhine, Mekong or Moselle through such diverse countries as the Netherlands, France, Russia, Portugal, Germany, Hungary and Vietnam.

CLAIM YOUR GUIDE TODAY!
Please fill out your info
Learn more about cruising on the world’s most incredible rivers in this FREE 52-page guide!

Explore the waterways of the Danube, Rhône, Rhine, Mekong or Moselle through such diverse countries as the Netherlands, France, Russia, Portugal, Germany, Hungary and Vietnam.

French Rivers
Culture, art and gastronomy combine along the beautiful Seine, Saône and Rhône rivers and the waterways of Bordeaux. Experience the joie de vivre that is France - one of the world’s most popular destinations.

CLAIM YOUR GUIDE TODAY!
Please fill out your info below to claim your guide.

- Email Address *
- First Name *
- Last Name *

VIEW YOUR GUIDE
What’s Good

- Very telling headline — you know what you’re getting on the page and how it’ll benefit you.

- Great job in giving a lowdown of what each trip entails!

- The enticing images make it easy to imagine yourself on a trip.

- Incorporating the person’s coordinates is a very creative way of displaying a customer testimonial. It also gives you an idea of what to expect on the cruise.

- The impressive awards displayed as social proof at the bottom give the company extra credibility.

- The confirmation page keeps on giving. By including links to other webpages, you’re giving the visitor other opportunities to get to know the company better. You’ve already piqued their interest so this is a great chance to get them to do something else.
Learn more about cruising on the world’s most incredible rivers in this FREE 52-page guide!

Explore the waterways of the Danube, Rhine, Rhone, Mekong or Moselle through such diverse countries as the Netherlands, France, Russia, Portugal, Germany, Hungary and Vietnam.

French Rivers
Culture, art and gastronomy combine along the beautiful Seine, Saone and Rhone rivers and the waterways of Bordeaux. Experience the joie de vivre that is France - one of the world's most popular destinations.

Rhine, Moselle & Danube Rivers
The Rhine, Main and Danube rivers flow through the heart of continental Europe. Through the engineering miracle of their navigable canal and onward to the Danube and the onion domes of Eastern Europe.

Portugal’s Douro River
The Douro is packed with wonders, from the archaeologically significant Cite Valley to winelands and attractions like Vega de Terron. It is a wonder how it has remained so relatively undiscovered.

Russian Waterways
The tranquil rivers of the Neva and Volga seem a world away from their rival ports. Imperial Russian treasures and rich cultural history juxtaposed with traditional lifestyle cruising between Moscow and St. Petersburg.

See for yourself what makes Scenic the Ultimate River Cruising Company

ALL INCLUSIVE

Claim Your Guide Today!

Please fill out your info below to claim your guide.

Email Address:

First Name:

Last Name:

View Your Guide Online

Your guide is now available to view online. Learn More.

You’ll also receive a confirmation email with the link to view your guide online.

If you’re like most travelers with an insatiable appetite for more information, here are some additional travel planning resources:

View - our online brochure
Find - your perfect luxury cruise
Watch - exclusive video经常访问
Learn More - the Scenic difference
Subscribe - to offers and updates

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HOOTSUITET

Industry: SaaS
Page Type: Click Through
Goal: Get visitors to start a free trial
Improve your social media skills with Hootsuite’s expert Coaching Team

Lift your social media activity beyond mere posts. Our coaches can help you to tell stories about your business and engage users across networks.

Connect your core social networks and 100s of apps

What can our Social Media Coaches do for you?

- Receive 1:1 Hootsuite product training from our social media coaching team when you sign up for a Hootsuite Pro trial.
- Understand the needs of your business and help you fine-tune your social media presence.
- Keep you updated on current social media trends and Hootsuite features with Webinars.
What’s Good

- Very polished from top to bottom.

- The benefit-oriented copy flows flawlessly from headline to social proof, helping to move the reader smoothly down the page.

- You see what you get with the headline addressing the target audience’s pain point with Hootsuite’s offer of a social media coach on a free trial.

- The warm and professional images make it very inviting to connect with Hootsuite’s Coaching Team.

- Magali’s bio really sets the tone for what kind of service will be delivered.
Improve your social media skills with Hootsuite's expert Coaching Team

Let your social media activity beyond mere posts. Our coaches can help you tell stories about your business and engage users across networks.

Start Your Free Trial

Connect your core social networks and 100s of apps

What can our Social Media Coaches do for you?

- Receive 1:1 Hootsuite product training from our social media coaching team when you signup for a Hootsuite Pro trial.
- Understand the needs of your business and help you feature your social media presence.
- Keep you updated on current social media trends and Hootsuite features with Webinars.

Meet Hootsuite’s Social Media Coach for the UK - Magali

Magali is an industry expert, who can guide you through the seamless integration of the Hootsuite platform with your business strategy. As an extension of yourself and your business, your social media presence is important. Magali will help you turn messages into meaningful relationships.

Magali Harrington
Social Media Coach
dmhootsuite.com

- Magali has a background in account management, press relations, with a passion for technology, coaching and project management.
- She is experienced in working with agencies, international tech companies, institutions, SMBs.
- She has helped shape the voice of numerous companies on Social Media.

Sign up for a free 30 day trial on Hootsuite Pro and avail of your social media coach consultation!

Start Your Free Trial

"Hootsuite is a must have. To have a really integrated social media program does take a lot of effort, but a program like Hootsuite makes it more streamlined, more efficient. It is really an all-encompassing tool that gets you the information you need, and has the resources you need to get it done effectively."

- Cathlyn Snuggs, Director of Communications and Marketing, Polymer Solutions

Over 10 million users and the world's top brands use Hootsuite
Industry: Real Estate
Page Type: Lead Gen
Goal: Get visitors to book a consultation with a real estate agent
Sell your home commission free!

Get started for $199 99*!

 Ends May 31st

Our best deal ever in Calgary includes:

- A visit to your home from one of our REALTORS®
- Unbeatable photos: the best in the industry
- Great visibility: your home listed on ComFree.com, one of Canada's largest real estate websites
- Pricing strategy: our REALTORS® can help you set the right price
- Customer support: get the help you need 7 days a week

Add an MLS® listing and offer Assist to your package at great prices! You'll get unbeatable exposure and...

Want to learn more? Book a FREE consultation!

First name:
Last name:
Phone number:
Email address:

Who is the best real estate professional for you?
What’s Good

- Great information hierarchy addresses questions that the target audience may have in a logical order (i.e., What is it?, What’s included?, How much can I save?, What do previous customers say about it?). This helps to ease any anxiety visitors may have.

- The benefit-driven headline describes exactly what’s being offered on the page, while solving the target audience’s problem (Nailed it!).

- Focusing the copy on what the value of the offer is for the target audience makes it very relevant to the them.

- A l’il bit of customization via CSS and voila — you’ve got yourself an interactive element engaging your visitors to discover how much they could save in commission.

- The customer testimonials, backed with how much was saved by each party, and the number of Canadians who’ve already been there and done that add a nice personal touch to the company’s credibility.
Sell your home commission free!

Get started now: $199.95*

Ends May 31*

Our best deal ever in Calgary includes:

- A visit to your home: from one of our REALTOR®
- Unbeatable photos: the best in the industry
- Great visibility: your home listed on ComFree.com - one of Canada’s largest real estate websites
- Pricing strategy: our REALTOR® can help you get the right price

Customer support: get the help you need 1 day a week

Add an MLS® listing and offerAssist to your package at great prices! You’ll get unbeatable exposure and we’ll handle the negotiations and paperwork!

How much could you save in commission?

<table>
<thead>
<tr>
<th>Home price</th>
<th>Commission savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400,000</td>
<td>$16,800</td>
</tr>
</tbody>
</table>

Why pay other agents a commission when we’ve got you covered from start to sold?

Here’s how our top services work:

- Your listing advertised on two of the most visited real estate websites in Canada: ComFree.com and REALTOR.ca, giving your listing unbeatable exposure
- Pricing strategy prepared by one of our REALTOR®, to help you determine your ideal price range
- Peace of mind with offerAssist: our REALTOR® work 5 days a week to receive all offers, negotiate, handle paperwork, and close the deal with your best interests in mind
- More than just a lawn sign; we’ll take unbeatable high-quality photos and create custom feature sheets that showcase your property
- We don’t take a day off! We’re here to support you throughout the sale of your home with coaching, technical help, and personalized answers to your questions

Don’t take our word for it, see what other sellers are saying!
09

FACTBOX

Industry: SAAS
Page Type: Click Through
Goal: Get visitors to sign up for a free trial
What’s Good

- The no-frills video helps bring the product to life and gives you a good preview of what the software looks like. It also does a great job at showing what the software can do for you.

- Including the key points of the video in bullet points beside the video is brilliant. It ups the page’s scannability game, which helps people on the go or those who don’t want to watch a video know exactly what the video is about.

- Photos of real customers make the testimonials very believable.

- Having a chat function within the page enables curious visitors to find out more without leaving the page.

- The use of an exit overlay to get visitors to sign up for the newsletter — an offer that’s different from that on the landing page and requires less commitment — is a win-win for both the visitors and FactBox. The visitors get an extra value add while the company gets to collect valuable data to further nurture the interested party.
SEINE RIVER

Industry: Construction
Page Type: Lead Gen
Goal: Get visitors to request a callback for a free consultation
Book Yourself a Complimentary Cabinet Consultation

We have been building Custom Kitchen Cabinets and proudly serving Manitobans since 1988.

1. Call us or visit the showroom
2. Let us answer all your questions
3. Explore your ideas with a designer

Leave us some info and our cabinet support team will be in touch to answer questions and schedule a FREE consultation.

Your Name *

Your Email *

We design Kitchen Cabinets to match your unique personal style.

The first step is to schedule a call back from our support team.
What’s Good

- The headline tells you exactly what’s being offered on the landing page — no need for guesswork. The subhead also helps to identify who the target audience is.

- The copy does a fantastic job at explaining how the process works from ideation to installation. Even the title of the form is very explanatory about what to do next.

- The high quality and beautiful images reveal the professional work that Seine River produces.

- The confirmation page is one of the loveliest thank you pages we’ve ever seen. It helps reassure the visitor that they’ve made a great choice asking for a consultation by displaying another example of the company’s craftsmanship. Good job on reiterating what the visitor should expect at this stage and giving them another option in the meantime.
Feeling inspired to start your next campaign? Perfecto!

Get a head start with one of our many mobile responsive landing page templates. You can experiment with new features such as lightboxes, and video backgrounds and customize them to exactly match your brand guidelines.
RESOURCES
Here are some beautiful stock resources to help you get started.

Pexels
Free stock photos you can use everywhere. Free for commercial use. No attribution required.
url: pexels.com

Negative Space
Free stock photos in high resolution with their RAW files. All photos are released under CC0, no copyright restrictions.
url: negativespace.co

StockSnap.io
The #1 source for beautiful free stock photos. High quality and high resolution images free from all copyright restrictions (CC0) - no attribution required.
url: stocksnap.io

Pexel Videos
Pexels Videos makes it easy to find free stock footage for your website, promo video or anything else. All videos are free for personal and commercial use.
url: videos.pexels.com

Videezy
Videezy is a community of Videographers who download and share free HD stock video!
url: videezy.com
RESOURCES (CONT.)

Noun Project
The Noun Project community is building a visual language that anyone can use and understand. New icons are added daily.
url: themounproject.com

Material Icons
Material icons. Material icons are beautifully crafted, delightful, and easy to use in your web, Android, and iOS projects.
url: design.google.com/icons

Flaticon
112,500+ Free vector icons in SVG, PSD, PNG, EPS format or as ICON FONT. Thousands of free icons in the largest database of free vector icons!
url: flaticon.com

Creative Market
Buy and sell handcrafted, mousemade design content like vector patterns, icons, photoshop brushes, fonts and more at Creative Market.
url: creativemarket.com

Themeforest
If you’re hungry for more templates, you can also check out additional Unbounce templates in Themeforest for more inspiration.
url: themeforest.net