



ELEMENT
THREE

CONVERSION RATE OPTIMIZATION CASE STUDY

Focusing on critical engagement points on high-traffic landing pages fosters 13.3% leap in lead gen



CLIENT

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make any changes, let's make only improvements," Airstream has remained a timeless classic.

SITUATION

As part of our shared commitment to continuous improvement, Airstream and Element Three were looking for opportunities to provide additional entry points and improve conversion rates on key pages without requiring a complete redesign. The team sought micro-opportunities to test the impact of optimization that, if successful, could be applied across larger portions of the Airstream site.

SOLUTION

Element Three identified and targeted high-traffic landing pages and conversion paths within Airstream's website to focus on making the biggest impact.

Utilizing multivariate testing techniques and CRO software, Element Three implemented a series of website improvements that targeted call-to-action buttons for brochures downloads, newsletter signups, and product page hero banner images.

By testing critical content modules on high-traffic landing pages, even the smallest conversion rate increases led to a significant increase in leads and engagement.

IMPACT

CRO testing across the target landing pages and conversion paths resulted in significant increases in assisted conversions and user engagement with onsite content resources.

Changes to brochure download CTAs produced a 3.61% increase in click-through rate, **which led to a 13.3% increase in leads generated** (i.e., brochure downloads) from these pages.

The 5.6% CTR increase from our test on Airstream's Touring Coach product page **resulted in a 24,000% increase in traffic to Airstream's Build Your Own Touring Coach Tool** – one of the most important and effective resources on their site for converting visitors to leads and eventually sales.

Lastly, Element Three's updates to the Newsletter Subscription Form, when implemented site-wide, are estimated to **increase newsletter sign-ups by 374%** based on the conversion lift from the test.

13.3%

Increase in leads generated from target pages

24K%

Increase in traffic to Airstream's Build Your Own Touring Coach Tool from product page