

Fact sheet:

Landing pages

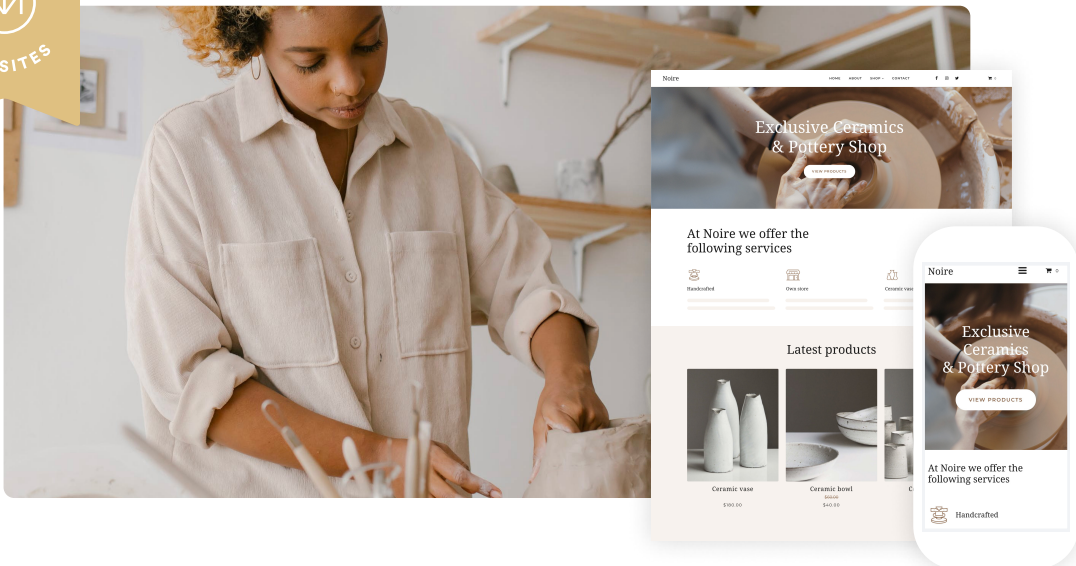
Mono landing pages leverage a variety of conversion optimized designs for specific calls-to-action that make it easy for SMBs to drive leads and ultimately revenue.

Conversion features

Mono landing pages include relevant call-to-action options, such as click-to-call, newsletter sign ups, file download, advanced forms, testimonials and more. Mono offers lead capturing functionality to help SMBs manage all incoming leads and convert them to paying customers.

Lead engagement

Our native visitor engagement feature, Mono On-site Engagements, can be activated on any landing page to boost visitor engagement and collect valuable visitor information from overlays and sticky bars that can be used in online marketing campaigns.



Features:

Mono landing pages include the following features:

- Advanced form builder for data collection and call-to-action:
 - Newsletter sign up
 - Collect phone number
 - Collect email address
 - Collect address
 - Upload file to form
 - Select a date
 - Multiple answers
 - Select option
- Customizable Thank You pages
- Click-to-call button
- Click-to-email button
- Service/product/unique selling points lists
- Quotes/testimonials
- Contact and map modules
- Built-in image editor
- Extended image library available (paid service)
- Lead capture via customer database
- Call tracking
- SEM integration
- Tag manager and tracking pixel ready
- Use alongside:
 - Mono Customers
 - Mono Ecommerce+

How it works:

Landing pages are built as standalone one-page websites on their own domain with the purpose of converting visitors to customers, or collecting data from them such as contact information for lead management. The best-converting landing pages only have one main call-to-action such as a newsletter sign up, event sign-up or direct purchase. Landing pages are very effective in combination with Search Engine Marketing (SEM) campaigns.

Integrations

Mono Landing Pages offer the ability to integrate with third-party software to optimize conversion. The Mono Platform currently supports the following services:

- Dynamic call tracking
- Campaign performance management

Third-party services can be added, if they have an open API. Please contact Mono for more information.

Setup details

- Enabling Mono landing pages in your product portfolio requires an amendment to your existing contract.
- Mono Landing Pages is a standalone subscription and can be administered in RAI.
- Mono Landing Pages can be upgraded into a full website subscription on the Mono Platform.