

DNSFILTER

Design

Implementation

Optimization

THE OVERVIEW

DNSFilter is the world's fastest DNS based threat protection and content filtering service, powered by artificial intelligence.

THE CHALLENGE

DNSFilter had underperforming Unbounce landing pages. Their marketing team wanted to align these with their brand's design guidelines in order to increase conversions and improve customer loyalty.

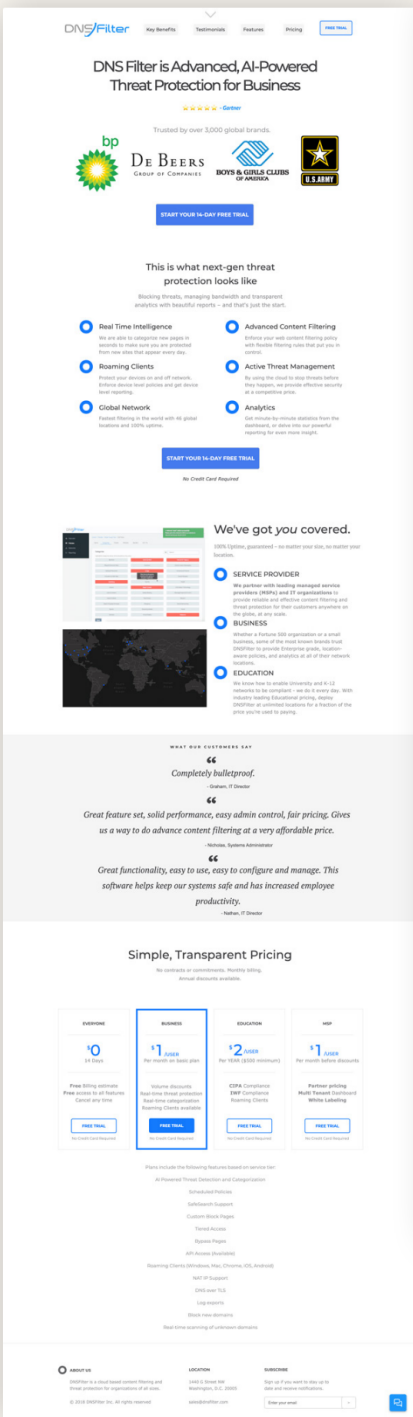
THE PROCESS

After diagnosing the problems we had to take the content out of DNSFilter's old landing pages and redesign it following their brand guidelines. We ended up with a new landing page that raised the conversion rate from **2.36%** to **23.44%**.

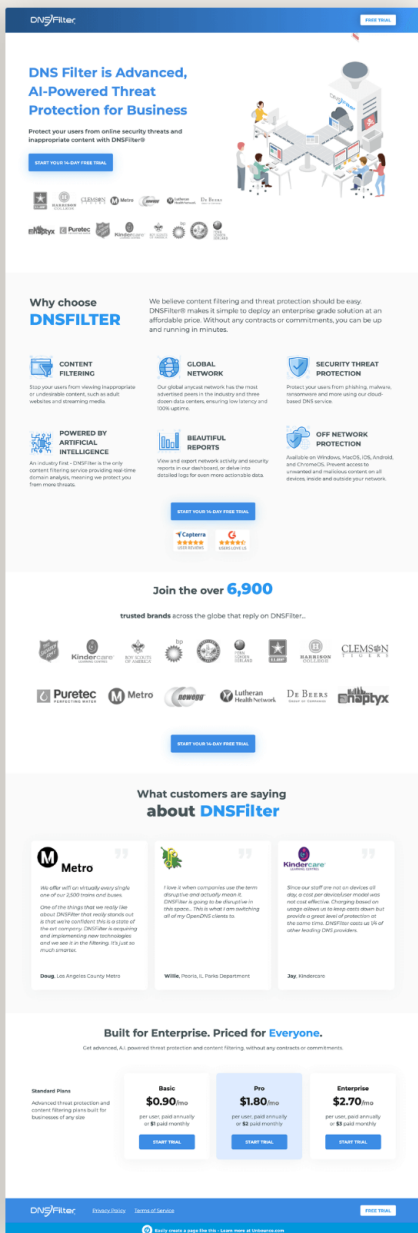
CLIENT REVIEW

Flip created a beautiful landing page for us that increased our conversion rates more than by more than 1000%

Old Landing Page



New Landing Page



RESULTS:

OLD PAGE: 2.36% CONVERSION RATE

NEW PAGE: 23.44% CONVERSION RATE