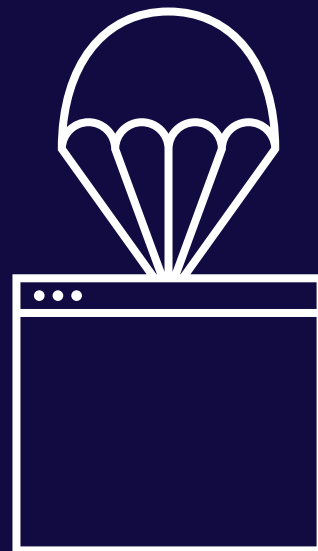# LANDING PAGES

Mono Landing Pages leverage a variety of conversion-optimized designs for specific calls-to-action that make it easy for SMBs to manage leads and turn them into returning customers.

LANDING PAGE TEMPLATES

Based on Mono's award-winning Template System, we've built a library of conversion-driven landing page templates that are optimized for a specific conversion type, such as call, book or buy. You can also easily build your own templates by using pre-built conversion-specific row groups and modules.

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 also offers lead capturing functionality and email marketing tools that help SMBs manage all incoming leads and convert them to paying customers.

LEAD ENGAGEMENT

The purpose with landing pages is to drive leads and ultimately revenue. Mono offers a native visitor engagement feature called On-Site Engagements that 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.
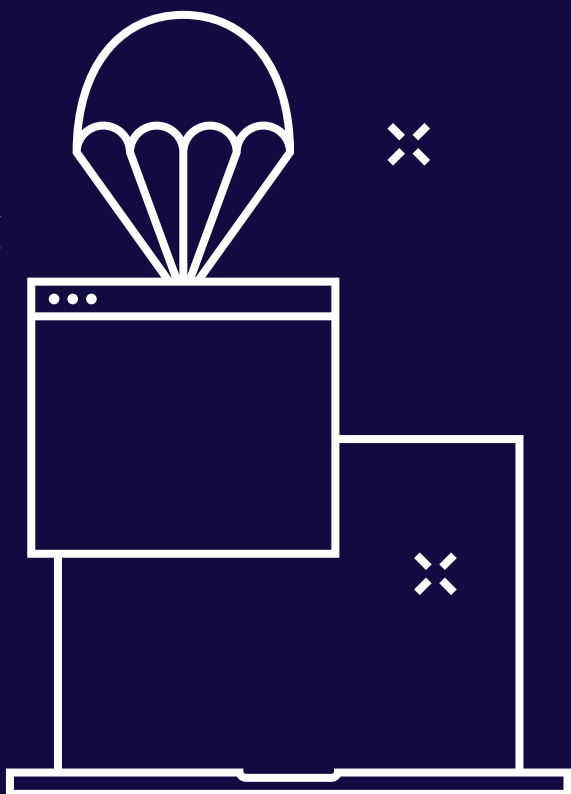
MONO

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
- Native user grouping feature
- Native email marketing feature
- Native e-commerce
- Native scheduling (Coming Q1 2019)
- Call tracking
- SEM integration
- Tag manager and tracking pixel ready

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 to a full website subscription on the Mono Platform.

CONTACT

For more information, please contact your Partner Success Manager or send a mail to **sales@monosolutions.com**

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