

PPC Landing Page Evaluation: CrowdStor Smart Rental Lockers

Goal

Convert paid traffic (Google Ads, LinkedIn Ads, remarketing) into demo bookings or guide downloads.

Executive Summary

The CrowdStor Smart Rental Lockers landing page presents a strong foundation for paid campaign performance, combining credible use cases with clear commercial benefits. However, the current layout and flow underperform in conversion efficiency, particularly due to a lack of above-fold CTAs, limited form visibility, and minimal social proof.

Communications Edge's analysis indicates a **CRO Readiness Score of 78%**

(Grade B).

With targeted adjustments—streamlined CTAs, embedded forms, mobile optimisation, and testimonial integration—the page could achieve a 90+ performance rating.

These improvements would elevate Quality Score, reduce cost per lead, and increase conversion rates from **2–3% to 6–8%**, turning this page into a high-performing PPC asset capable of delivering predictable, measurable lead generation for CrowdStor.

10. CRO & Performance Readiness Score

Category	Score	Notes
Message Match	A-	Strong intent alignment; refine headline keywords
Offer Clarity	A	Clear benefits and value
CTA Design	B-	Add above-fold form and consistent CTA
Visual Hierarchy	B	Improve scan ability and layout
Form UX	C+	Needs on-page form; reduce friction
Trust Signals	B-	Add testimonials and proof
Speed & Mobile	B	Optimise for Lighthouse 90+
Keyword Alignment	B+	Add transactional phrasing
Analytics Tracking	B	Confirm event + UTM setup
Overall CRO Readiness	B (78%) Strong structure: small fixes can reach 90+	

Expected PPC Metrics (Post-Optimisation)

Metric	Benchmark	Optimised Target
CTR (Google Ads)	3.5–4.5%	5–6% (with message match ads)
Conversion Rate (Form/Download)	2–3%	6–8%
Cost per Lead (CPL)	£60–£80	£35–£45
Leads per £5K Spend	60–80	110–130 (split between guide + demo)

A significant factor

ADD “Value Trade Element”, Padel Lockers - Free Capex, earn revenue, save cost Guide.

Quick Wins Summary

- Add an above-fold form and clear CTA (“Get Smart Locker ROI Guide”).
- Create sector-specific landing pages.
- Include testimonials and revenue metrics.
- Improve mobile speed and sticky CTA visibility.
- Confirm GA4 + CRM attribution tracking.