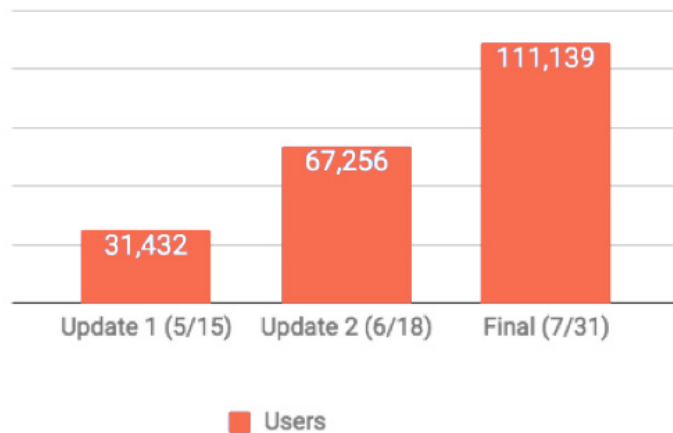


# Landing Page Takeaways

Landing Page Visitors



- The landing page conversion rate exceeded the 1-3% benchmark.
- The 5% conversion rate has remained consistent throughout the campaign.
- 46% of the audience who played a video on the landing page were 55 or older.

