Landing Pages That Deliver Results

Create powerful landing pages for paid search campaigns that deliver a personalized customer experience and result in higher conversion rates.

The Paid Search Reality

Increased competition for keywords is making it difficult for ecommerce merchants to effectively use paid search marketing to hit aggressive customer acquisition and ROI targets. More than ever it is critical to take control of the entire paid search experience, all the way through to landing pages, to ensure that consumers have a relevant post-click experience – and convert to customers.

Deliver Relevant, Dynamic Pages

Our Customer Experience Layer enables Baynote solutions to deliver personalized responses seamlessly regardless of how you are interacting with your customer on your website, tablet or mobile device. Unlike standalone landing page systems, Baynote observes how people interact with your products across your catalog and uses that intelligence to deliver better landing page results.

Easy to Implement

Baynote Personalized Landing Pages is Software as a Service (SaaS), which makes it easy to deploy. Dedicated landing pages developed with Baynote technology are not part of your main website, lending merchandisers complete control of the content.

Baynote Delivers

In the Moment, Automated Learning

Baynote Personalized Landing Pages automatically connect search terms with products and content that consumers actually engage with onsite, so you can deliver timely and relevant product recommendations.

One URL for Ads

With Baynote, all your search traffic is driven to a dynamic page that is rendered "on the fly." That means you don't have to manage hundreds of pages to enable relevant consumer experiences.

Content Control

Our Customer Experience Layer was developed to meet the needs of the largest and most demanding online retailers. With Baynote, you have unparalleled power to control content on your landing pages; for example, pinning or blacklisting certain products or brands based on specific keywords.

About Baynote

Baynote is a leading provider of personalized customer experience solutions for multi-channel retailers. Using Baynote's patented approach, retailers personalize the shopping experience across touch points, increasing consumer engagement, conversions and order values. For more information about Baynote, visit http://www.baynote.com.

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