

# Services: Right Ad, Wrong Landing Page

Marketing agency Systematic Startup uncovered an innovative hack using Junction AI's Google Ad testing for their client MomsBestFriend.com. The client's landing pages were the issue, not the search ads.



## Challenge

Systematic Startup manages search ads campaigns for MomsBestFriend.com. It's a competitive market targeting locations nationwide. They must spend smart to get results.

Their ads deliver traffic to specialized landing pages, Systematic Startup believed the landing pages were the issue, not the ads.

## Solution

Systematic Startup discovered an innovative hack using Junction AI's Google Search Ad testing.

The test template includes the url for the traffic destination. The AI analyzes the destination to asses impact and harvest useful insights to improve ad creative. Systematic Startup swapped the client's landing page url for a competitor's, kept the same search ads, and tested.

Junction AI predicted the ads would "over perform" proving the need to invest on the landing pages, not more ads.

## Results

With these insights Systematic Startup had evidence to focus investment on the landing pages to improve results.

And they **avoided costly live experimentation** saving thousands of dollars.

Armed with the evidence, Systematic Startup saved a lot of time and money, plus **directed investment where it was needed**.

## Client Profile



Sector: **Services**

Product used: **Google Ads**

More info: [systematicstartup.com](http://systematicstartup.com)

Google Text Ad  
**MomsBestFriend - Nanny Ad**

Headline1

Headline2

Description1

URL

[ADD FIELD\(S\)](#)

Junction AI analyzes the url destination to capture data that powers predictions and insights. With as many as 28,000 data points and up to 75 million tests in mere seconds marketers get the evidence they need.

## Impactful Results



### Be Proactive

Insights to guide performance marketing



### Take Action

Immediate and actionable analysis



### Spend smarter

Drastically reduce time, costs and risk of failure

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