

now > press > play



# How We Created a Landing Page for a New Ad Campaign and Brought 685 Leads (And Counting!)

Meta Ads

In a **Now Press Play** Experience, every child steps into an immersive story. They become a character, moving around the space, meeting people and visiting places, as they feel the curriculum burst into life.

Follow-on oracy and literacy resources build on this shared experience to create powerful, curriculum-linked lessons, which have been pedagogically approved. They have over 100 Experiences for EYFS, KS1 and KS2 that have been shown to boost engagement, empathy, and academic performance.



*Aimers has delivered leads and sign-ups at a low cost per lead. The team is well-organized, meets expectations, communicates clearly, and is always available to assist and lend advice. Their knowledge of Meta ads, audience segmentation, budget management, and algorithm understanding is impressive.*

**Sam Cartwright**

Marketing Manager, Now Press Play

**+60.2%**

Avg Scroll  
Depth

**-15.5%**

Low Engagement  
Sessions

**+22.5%**

Final Block  
Reach

# Challenge



The client needed a landing page to use in the lead generation campaign promoting downloadable 4-minute immersive audio Experiences. The landing page was meant to be used within the printables at the events and in the corresponding Meta campaigns (middle of the funnel audience and retargeting audience).

# Solution



The client prepared a brief with the materials they would like to see on the page. We designed the page using Wix (see Website layout section).

To set up tracking for advertising, we created a lead form using Hubspot: [screenshot](#). We also created a Thank-You page via Hubspot too: [screenshot](#).

The landing page launched on November 12, and we monitored user behavior from the very beginning. However, for this case study, we compiled results for a longer period, using data for 3 full calendar months, to demonstrate the consistency and stability of the landing page's performance.

## Website layout

The image displays two pages of a website layout. The left page features a purple header with the 'now>press>play' logo. The main content area includes a hero section with a photo of children wearing headphones, a section titled 'Inclusion That Works – For Every Child' with a 'Download My Free Stories' button, and a section titled 'Real Inclusion. Real Impact.' with statistics: 99% say it includes all pupils, 97% say pupils are highly engaged, and 96% say behaviour improves. Below this is a 'Try It – Then Imagine It in Action' section with two options: 'Teacher Activity' and 'Classroom Option'. The right page is a testimonial page with a white background, featuring a quote from Oscar Wood, a quote from Year 4 Teacher, and a quote from Deb King. It also includes a 'See how schools use Active Audio' link and a lead form with fields for First Name, Last Name, School Name, Role, Email, and a 'Send My Free Stories' button. The footer of the right page says 'Trusted by 500+ UK primary schools'.

# Results



Metric	Dec	Jan	Feb	3-Month Avg
Avg Scroll Depth	55.7%	66.0%	58.8%	60.2%
Low Engagement Sessions	14.8%	13.5%	18.1%	15.5%
Hero CTA CTR	27.5%	21.2%	15.8%	21.5%
Final Block Reach	13.8%	24.1%	29.5%	22.5%

## December data (December 1 - December 31):

Average scroll depth is high at 55.70%. The percentage of sessions with low engagement also remains at a good level - only 14.8%.

The first screen engages users well and encourages them to take the desired action - high click activity on the CTA on the first screen: CTR - 27.50%. We use the metrics from mobile devices, since most of the traffic on the page is from mobile devices.

There is also a high click-through rate across all CTAs further down the page (CTR 15.38%, CTR 6.67%, CTR 5.42%), meaning users are engaged and continue down the funnel throughout the page:

13.81% of users reach the end of the page - for mobile devices, this is a high viewing depth:



## January data (January 1 - January 31):

Compared to December, scroll depth increased to 66%. The percentage of sessions with low engagement also remains at a good level, despite the increase in traffic - 13.5%.

The CTR of the CTA button on the first screen on mobile devices is 21.20%, the first screen continues to effectively engage users.

The CTR of the remaining CTA buttons on the page also remains high - 10.19%, 5.84%, and the final CTA has a CTR of 11.96% - even higher than the CTA at the beginning of the page, which indicates that the page continues to successfully engage users right up until the final block.

Viewing depth has increased even further, with 24.11% of users reaching the final block—a very good percentage for mobile devices:



## February data (February 1 - February 28):

The average scroll depth has remained consistently high over the past three months, reaching 58.76% in February. The percentage of sessions with low engagement increased slightly, but still remains low at 18.12%.

The CTR of the CTA button on the first screen remains at a good level - 15.81%.

CTA buttons further down the page also continue to attract users' attention - CTR 6.32%, CTR 5.14%, CTR 9.68%.

Viewing depth remains very high, with 29.50% of users reaching the final block:



## Conclusion



The landing page demonstrates consistently high engagement throughout the entire observation period. The average scroll depth remains stable at 55-60%, and the share of low-engagement sessions remains between 13-18%, which is a good indicator for mobile traffic.

The CTR of key CTA buttons remains high, and the share of users reaching the final block has consistently increased. This confirms that the page structure effectively retains attention and works not as a short-term effect, but as a systematic tool for attracting and engaging traffic.