

Video Squeeze Page 3 Way Split Test

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Disclaimer

This report has been written to provide a guide for video squeeze pages and the results shown are individual to my tests. In no way or form am I saying you will have the same results. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content and your personal results will most likely vary. My biggest recommendation is TEST and find out what's best for YOU.

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The Test Pages

I tested the 3 most common layouts I've seen being used online for a PPC opt in campaign video squeeze pages I created in April

I assigned the names to the pages based on who I saw using them not for any other reason.

So the 3 video squeeze pages are:

The Kern Video Squeeze:

Very basic page with just the video and a opt in form to the right



Ingresa tu Nombre:

Ingresa tu email:

Ver Video Ahora

The Deiss Video Squeeze

This is more elaborate and it follows some of Ryan's recommendations for a good PPC landing page

"Descubre El Secreto De Como Ganar Dinero En Internet Desde La Comodidad De Tu Casa Con Tus Propios Info-Productos"



Una vez adentro descubrirás...

- 8 videos que te explican paso a paso como obtener una tajada del mercado millonario de productos de información...
- 5 Sitios **INDISPENSABLES** para saber que es lo que tus clientes quieren comprar...
- La herramientas de análisis de mercado más grandes del mundo a la cual **YA TIENES ACCESO**...
- El elemento primordial que debe tener todo anuncio...
- Y mucho, mucho más...

Vas a obtener acceso inmediato a esta serie de videos que podrás ver en la comodidad de tu hogar. Simplemente llena el

OBTEN GRATIS 8 TUS 8 VIDEOS DE "DINERO CON INFO-PRODUCTOS":

Ingresa tu correo electrónico e inmediatamente tendrás acceso a los 8 videos de Haciendo Dinero Con Info-Productos...



Primer
Nombre

Email
Primario

Acceso Inmediato >

**Verifica que sea tu correo primario para asegurarte que recibiras los videost.

Privacidad Asegurada: Su dirección de correo electrónica está segura con nosotros.

The No Video - Video Squeeze Page:

This actually isn't a video squeeze because you don't get to see any video until after opting in.

Watch How A "Regular Guy" Went From Barely Scraping By To Six Figures A Year With An "Automatic Product Launch" Every Month...

You Can Flat-Out HAVE The Full 48-minute Case Study Training...

- He's not a big name guru
- He had a low-priced product in a weird little niche
- He didn't have a big list...

Some people think product launches are a bunch of guru hype.

But the reality is there's a bunch of regular folks who are doing product launches in all sorts of regular markets (or even some tiny little weird markets) and making small fortunes.

John Gallagher did it teaching people about "medicinal and edible herbs and plants."


Todd Brown did it in the massage therapy market... with a list of only 312 people.

And Jane Savoie did it in the "dressage" market (dressage is HORSE BALLET (no, really) - and she made \$140,000 launching a product to 817 people.

If you want to get REAL case studies to find out how they did it (and how YOU can do it in your market), then just enter your email address in the field to the right...

Talk soon,
Jeff Walker

FAKE VIDEO



Free Instant Access Instructions:

Enter your email address in the form below for instant access to the "Food Stamps" training video plus 3 bonus training videos not available anywhere else...

Enter Your Email:

**Please double-check that your email address is correct or, you won't be able to get all the free training material. I take your privacy very seriously - your information is NEVER shared.

RESULTS

Kern Video Squeeze	12.3% opt in rate
Ryan Deiss Squeeze	15.4% opt in rate
Fake Video Squeeze	6.3% opt in rate

Originally I was only going to do the Kern style squeeze page and even though it converted pretty well I would have left an additional 20% - 25% opt ins on the table thus increasing my cost per lead.

Yes I know the conversion rate is low, but this was a “Make Money Online” offer presented to “job search” traffic.

Conclusion : ALWAYS TEST!

Tool used to do the split test: [Affiliate Prophet](#)

[Affiliate Prophet](#) is a great tool very easy to use, shows you keywords and referring URLs and if you get the PRO version you also have heat maps, multivariant testing and some other cool features.