Product Positioning

Product Name: Unbounce Convertables
Market Segment: Digital Marketing Teams
Buyer Persona: Campaign Strategists

Problem
Campaigns strategists are responsible for the development, execution and performance of their campaigns -- usually as measured by conversion rate, cost per acquisition or number of new leads. Whether the traffic to those campaigns is organic or paid, these strategists need to deliver results by getting the most conversions they can. Being able to get more conversions without having to pay or struggle for more traffic is a big advantage but it's hard to do because it usually requires development resources, and a lot of time.

Solution
Unbounce Convertables give digital marketing teams a way to convert more of the traffic going to their brand's website by helping them launch targeted offers with overlays and sticky bars that generate more leads, clicks and customers.

POSITIONING STATEMENT (25 words or less)
Convert more of the traffic you already get to your website with Unbounce Convertables

Product Description (50 words or less)
Get more leads, clicks and customers by putting the right offer, in front of the right visitor, at the right time, on any page of your site. Set up by installing a single snippet of code once, then quickly launch custom overlays and sticky bars for all of your campaign needs.

Convertables Problem-Oriented Features:
1. **Convert more of the traffic you already get** - Use overlays and sticky bars to convert more of the traffic you already get on any page of your website and blog
2. **Design and publish without IT** - Forget about relying on developers. Unbounce's drag-and-drop builder lets you design and launch on-brand Convertables that blend seamlessly into your site
3. **Target your offers to the right visitor** - Put the right offer in front of the right visitor with advanced targeting rules like geolocation, cookies, referral URL, and UTM parameter
4. **Set up with just one line of code** - Install a single snippet of javascript one time to power every Convertable across your entire website. Use GTM to set up in under 17 seconds* (Trust me)
5. **Publish to any page of your website -** Publish new overlays and sticky bars to any page of your website or blog without having to leave Unbounce
6. **Automatically personalize your copy** - Running PPC? Use dynamic text replacement to automatically change your copy to match your visitors' search terms and improve your landing page experience
7. **Create an optimal user experience on mobile** - With sticky bars and device specific targeting, create a better mobile experience and take advantage of Google's mobile ranking signals