



<https://bsandco.us/>

Our Co-Founder



Chormaic Sullivan, Co-Founder



Andrew Beauchamp, Co-Founder

Our Team



Gaby Perez Cota,
Graphic Design



Jimena Caldino, Project
Management



Israel Marmol, Graphic
Design



Diana Jimenez,
Administration

Our Team



Jimena Robledo,
Copywriting



Maria Espina,
Graphic Design



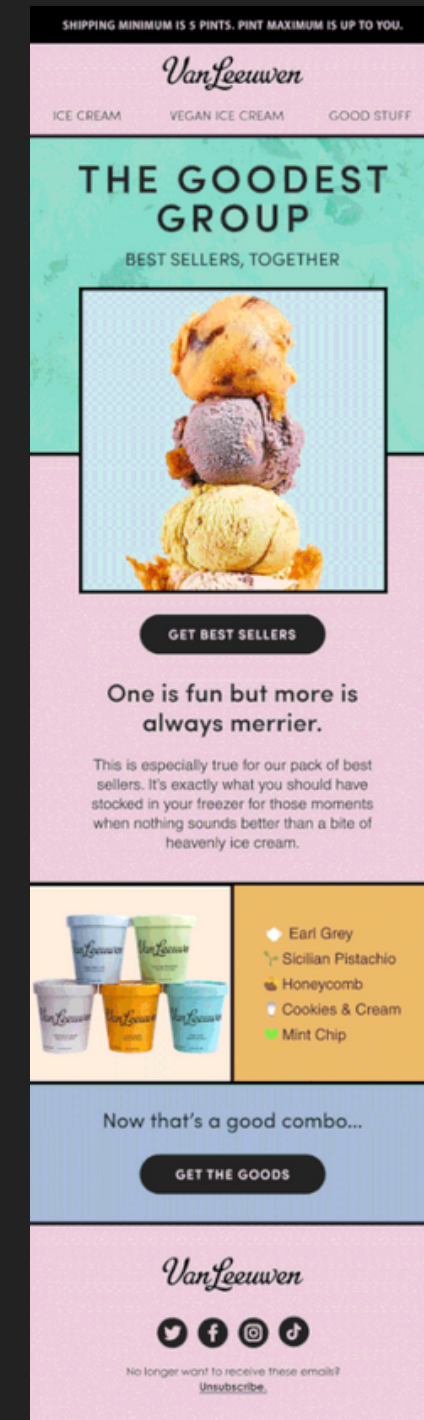
Lyndie Lavender,
Copywriting



Ana Fer Cházaro,
Klaviyo Strategy

Optimizing Landing Pages for Facebook Ads

With the increase in demand of Digital marketing, where attention spans are shrinking, optimizing landing pages for Facebook ads has become more crucial than ever. As the saying goes, "speed equals success," and this principle holds true for the online realm. According to Facebook, When consumers see an ad and tap to engage with it, the next page they see is commonly known as a landing page. In a recent survey, 80% of people said the experience a business provides is as important as its product. A survey by Emplifi found that 32% of consumers would stop doing business with a brand they love after only one negative experience. Ensuring that the ad-to-destination page experience is optimized for mobile is essential for brands' growth and performance. In this blog post, we'll explore the significance of speed in the context of landing pages and provide actionable tips on how to optimize them for maximum impact.



Optimize Images and Multimedia Elements

Large image and video files can significantly contribute to slow loading times. Compress and resize images without compromising quality to reduce their file size. Consider lazy loading for multimedia elements, ensuring that they only load when they come into the user's viewport. This not only improves page speed but also enhances the overall user experience.



CONTACT US

Phone Number

+1 971-208-5341

Email Address

andrew@bsandco.us

Address

Portland, Oregon 97214,
US



THANK YOU!