

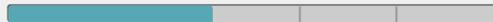
STANSBERRY
RESEARCH
CREATIVE REVIEW

Headline | Copy



- Is there a compelling headline?
- Is the message conveyed in a short, simple and direct way?

Call To Action



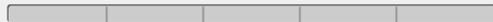
- Is the CTA always visible?
- Does it stand out?
- Does it look clickable?
- Is there a clear user benefit?
- Does it instill a sense of urgency?

Design



- Does the banner have enticing imagery?
- Does the banner maintain a visual hierarchy?

Interactivity



- Is there relevant interactivity?
- Is the interactivity intuitive and user friendly?

Animation



- Does the animation succeed in grabbing the user's attention?
- Does the animation resolve to a frame that makes sense on it's own?



Suggestions

This banner looks pretty good, the imagery is relevant to the topic, and the headline is somewhat compelling to the target audience. There are a couple tweaks we could make that might help improve performance. Specifically I would look at the headline and the CTA.

The headline isn't bad, but it might benefit by adding phrasing that will make it more provocative & personal to the user.

- “Why buying gold will *not* be enough to protect your retirement.”
- “Is buying gold enough to protect your retirement?”
- “Gold is *not* enough: Top 5 ways you can protect your retirement.”

Using an arrow might be an effective CTA, since the landing page for this unit is a video. But since the target audience is seniors, it might make more sense to use a more traditional CTA with text.

- SEE WHY
- LEARN MORE
- WATCH THIS

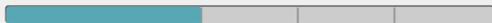


Alignment



- Does the banner and LP share cohesive imagery, and copy?
- Does the page look like what the user expected to see?

Simplicity / Clarity



- Does the LP have a clean, straight forward design?
- Does the navigation make sense?
- Do the buttons stand out, and look clickable?
- Is it clear to the user what they are supposed to do?

Security



- Would you be comfortable entering personal information on this LP?
- Does the LP tell the user it's secure?

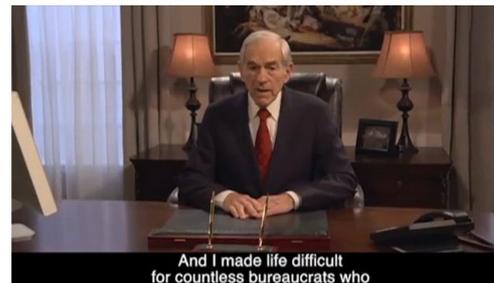
Response



- Do all the buttons and links work?
- Are errors in the forms communicated to the user?

Ron Paul's Final Warning

"My most dire prediction is about to come true. And there's not much time left for you to prepare."



LocalMotions: Here is our Disclosures and Details page. We've broken this information into two distinct parts. Part 1: DISCLOSURES ABOUT OUR BUSINESS and other information that will help you use our work appropriately and give you a far better understanding of how our business works - both the legal offer you and the inevitable limitations of our products. Part 2: PROMOTION DETAILS contains facts, figures, explanations, annotations, full details, and other resources specific to this promotional piece. If you have questions or want more information about the marketing material you just saw, the first place to look is Part 2 of this document. Although this is not a part of our "Disclosures and Details" page, you can view our company's privacy policy here.



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Suggestions

The banner and landing page match up well, using Ron Paul's photo in the banner helps to make this experience seamless. However, we do see a few issues with the landing page.

- 1 There is no indication what the user is supposed to do on this page other than watch the video (which gives no indication of duration). I recommend adding either a CTA to get the "RISK FREE DETAILS" or a small form field where the user can enter their email address to get the information. One or both of these items should be always present on the landing page.
- 2 If the user attempts to close the landing page window they get a pop up notification. This makes me automatically think that the site is malicious in some way. I suggest removing the pop up. I also think you should add some type of protection guarantee to make users feel more comfortable to enter their information.

The screenshot shows a landing page titled "Ron Paul's Final Warning". At the top, there is a quote: "My most dire prediction is about to come true. And there's not much time left for you to prepare." Below the quote is a video player showing Ron Paul sitting at a desk. The video player has a caption: "And I made life difficult for countless bureaucrats who". A circled number "1" is placed over the video player, indicating a suggestion to add a CTA or form field. Below the video player, there is a "Legal Notices" section with small text. At the bottom right, there is a logo for "STANSBERRY RESEARCH". A "Confirm Navigation" pop-up is overlaid on the page, featuring the Chrome logo and the following text: "Confirm Navigation", "You can get all the details RISK-FREE.", "Ron Paul recommends a 'Survival Blueprint' we'll rush by hard copy to your door at no obligation to you whatsoever.", "Inside, you'll learn how to protect yourself from the coming crisis... And how you could double or even triple your net worth, in what could be the biggest shift of wealth in U.S. history. Please: Don't wait until it's too late.", "Stay on this page to learn more.", "Are you sure you want to leave this page?", and two buttons: "Stay on this Page" and "Leave this Page". A circled number "2" is placed over the pop-up, indicating a suggestion to remove it.

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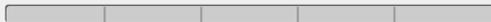
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Ron Paul's Vital Warning for U.S. Seniors

22-year Congressman explains a huge problem few Americans know about.

[Click to read more >](#)

STANSBERRY RESEARCH

Suggestions

This banner looks like it should perform pretty well. The headline style and copy along with the CTA make the ad look similar to content. We have a couple minor suggestions for this unit.

We might want to A/B test this unit using different hero imagery. Rather than showing the ex congressman it might make more sense to show a senior citizen.

There is also an opportunity to test adding animation to this concept in the form of an image gallery. We could include the photo of Ron Paul, along with a couple shots of senior citizens, *possibly looking concerned*. Adding animation might be a good way to draw more attention to this ad unit, while keeping the feel of the ad.



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Simplicity / Clarity



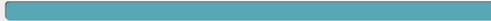
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Expert Says: "Look Who's Going Bankrupt Next in America"

08.08.2015 BY MIKE PALMER, STANSBERRY RESEARCH

No one believed Porter Stansberry seven years ago.

As head of one of America's largest independent financial research firms, Mr. Stansberry's work back in 2008 led him to a bold, but worrisome, conclusion:

That the world's largest mortgage bankers – Fannie Mae and Freddie Mac, which at the time were responsible for nearly 50% of all the mortgages in America – would soon go bankrupt.

RELATED: [Ron Paul: "Crisis Bigger Than 2008 Is Coming"](#)

In fact, in June of 2008, while their stock prices were still trading at well over \$20 per share, Stansberry published a report to his customers titled: "Fannie Mae and Freddie Mac Are Going to Zero."

Stansberry explained:

Who don't work in the financial industry, it might be hard to immediately grasp what's so dangerous about the leverage employed by Fannie Mae and Freddie Mac. But what Fannie and Freddie do and why they're in trouble is the next.

— and if not for a bailout from the Federal Government, they would be bankrupt.

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New Social Security Law Begins April 29th [Devastating]

New U.S. Currency Law Now In Effect [Devastating]

Ron Paul Predicts The Next Big Stock Market Crash

You'll Never Believe How Bad The U.S. Economy Is Until

Suggestions

The banner and landing page align fairly well, they both use the same headline, copy and CTA style.

1 I like using the image of Barack Obama in the advertorial, but it might hurt the alignment of the banner and the landing page a little bit. If you decide to try using an image of senior citizen in the banner I would continue that image into the landing page. That will create a more cohesive experience for the user, and they will be more inclined to trust and this site and continue reading.

Unlike the previous landing page, this page does a better job of giving the user options for links they can click on. Since all of the links lead back to the other landing page, I would consider adding a small form to this landing page where the user could enter their email address to get the information.

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What's next?

— and if not for a bailout from the Federal Government, Fannie Mae and Freddie Mac would be bankrupt.

Sponsored content by Stansberry Research

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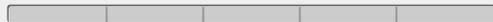
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Expert Breaks His Silence



You'll never believe how bad the U.S. economy is until you see this

Stansberry Research [Learn more >](#)

Suggestions

Similar to the previous banner, the imagery, headline, copy and CTA all make this banner look very similar to content, which should help to generate a fairly high click thru rate. We don't have many suggestions for this banner other than simply trying multiple headlines and images to see which version performs the best.

One additional thing that might help to improve this banner's performance, is to convert it to HTML5 rather than a static ad and add interactivity. This could be something simple, like when the user rolls over the banner, the headline becomes underlined. Or you could try a version of this unit where you use an image gallery, and allow the user to scroll through multiple photos.



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A Multi-Millionaire's Personal Blueprint For Surviving the Coming Currency Collapse:

"This is what I'm doing to protect my family and my finances - I recommend you do the same."

Dear Fellow American,

Do you believe America's financial problems from 2008 have been fixed?

Do you think we are on the brink of another banking crisis, or a problem with our currency?

If you are concerned about these possibilities, you are not alone.

We are now facing serious economic problems in the United States.

about to get much, much worse.

dence is piling up all around us...

nt months, we've seen nearly \$8 trillion disappear from world stock markets... and a ng 70% of investors lose money in 2015.

e great Warren Buffett lost \$11 billion dollars.

ooking at a collapse in corporate bonds... and plummeting oil and commodity prices.

ch shows the "too big to fail" banks, the top five largest financial institutions (the

Expert Breaks His Silence



You'll never believe how bad the U.S. economy is until you see this

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