

Portfolio Note: The text below is copy for a landing page. Cash Back Offer Wall is a service developer kit (SDK) that allows app owners to integrate gift card purchases into their app as a way to incentivize in-app purchases.

The copy below is targeted at web developers and offers a monetization solution around the main business driver – making money.

I'm not a web designer, so this layout is designed to give a visual representation to readers and provide some (limited) guidance to the developer who will incorporate this into the landing page.

This company also furnished a website mockup (recommended), so we both had a pretty good idea of what the site would look like before we got started.

LANDING PAGE

CASH BACK OFFER WALL - LANDING PAGE COPY

TOP MENU BAR:

HOME | OUR SDK | OUR PARTNERS | OUR COMPANY | CONTACT

LOGIN | REGISTER

HERO

HED1 TEXT: **Offer top-branded gift cards through your app.**

HED2 TEXT: A monetization solution for iOS & Android developers.

CTA (Button): GET STARTED NOW

PULLDOWN INFO

TITLE: Earn money with every in-app purchase.

TEXT: It's true. According to a study by NAPCO[1], consumers will spend \$170+ billion in gift cards in 2019. Cash Back Offer Wall is a simple-to-use app integration that connects your users to gift cards from brands they already love.

Whether you're looking to incentivize your in-app purchases or monetize your user base in a fresh new way, Cash Back Offer Wall can help you make more money from your app without changing a thing.

CTA (Button): SIGN UP TODAY

OUR APP (menu anchor)

SUGGESTION: Six info-boxes, 4 columns / 2 rows

[HED:] About Cash Back Offer Wall

Item 1: Non-intrusive Integration

Cash Back Offer Wall is only visible when accessed through your designated UI.

Item 2: 150+ Top Brands

From Amazon to Wal-Mart, we've got brands your customers will love.

Item 3: Instantaneous User Rewards

Users receive gift cards instantly so that they can get back to your app.

Item 4: Incredible CPM

Brand availability and ease of use make earning more with every impression a breeze.

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Item 5: 30-Minute Setup

Our quick and easy setup process will have you up and running quickly.

Item 6: Outstanding Support

Our team handles customer support and new brand integrations so that you don't have to.

Item 7: 21-Day Pay Cycle

Enjoy payments every 21 days via wire transfer.

Item 8: Fraud Protection

Alongside our merchant partners, we monitor in-app transactions for fraudulent activity.

CTA (Button): GET STARTED NOW

OUR PARTNERS (menu anchor)

SUGGESTION: A graphic showing logos from major brands.

Text: Earn more with every interaction by providing more value to every user.

CTA: SIGN UP TODAY

Our Company (menu anchor)

[HED:] **OUR COMPANY**

Text: We're a Los Angeles-based team of experts with over ten years of experience working with in-app monetization. Our goal in creating Cash Back Offer Wall is to provide a simple and easy-to-use solution for developers to earn more revenue with every app-based transaction.

Contact (menu anchor)

[SECTION IS COLUMN]

[ROW 1]

HED: **Contact**

Text: Learn more about Cash Back Offer Wall!

[FORM:]

First Name:

Last Name:

Email:

Company Name:

Message:

[ROW 2]

HED: **Connect With Us**

Text: We'd love to learn more about your business and how Cash Back Offer Wall can add value to the apps you create.

Send us a message using our contact form or connect with us on social media.

[SOCIAL MEDIA BUTTONS]

SIGN UP PAGE:

[HED] Sign up and start earning more today!

Text: Join us today to learn more about our SDK and to access your earnings dashboard!

[FORM]

Text: Enter your email and create a password below.

EMAIL:

PASSWORD:

[CHECKBOXBOX] Remember me.

[BUTTON] CREATE ACCOUNT

Return link (below form): <- Back