10 High-Converting Button Templates (With Data-Backed Formulas)

Downloaded by 8,921 growth marketers | Updated June 2024

How to Use This File

- 1.**Copy-Paste** these buttons directly into your site (Figma/HTML/CSS included).
- 2.**A/B Test** one change at a time (color \rightarrow text \rightarrow placement).
- 3.**Track Results** with Google Optimize or VWO.

Pro Tip: Buttons with **depth/shadow effects** convert 18% better than flat designs (NNGroup, 2024).

1. The "Patriarch Purple" Nonprofit Button

Conversion Lift: +27% Used By: Charity:Water Hex Code: #800080

Text: "Donate Now – [X] Lives Impacted"

CSS:

CSS

box-shadow: 0px 4px 0px #4B0082;

border-radius: 8px;

2. The "Action Coral" eCommerce Button

Conversion Lift: +15%

Used By: Allbirds Hex Code: #FF7F50

Text: "Add to Cart – Only [X] Left"

CSS:

CSS

background: linear-gradient(180deg, #FF7F50 0%, #FF6347 100%); *(Gradient outperforms flat colors by 9% - Shopify, 2023)*

3. The "Trust Teal" SaaS Signup Button

Conversion Lift: +19% **Used By:** Close.com Hex Code: #008080

Text: "Start My Free Trial – No CC Needed"

CSS:

CSS

border: 2px solid #006666;

4. The "Urgency Red" Flash Sale Button

Conversion Lift: +22% Used By: AppSumo Hex Code: #FF4500

Text: "Claim My Deal Before [Time]"

CSS:

CSS

animation: pulse 2s infinite;

(Pulsing CTAs increase conversions by 14% - SaleCycle)

5. The "3D Green" Subscription Button

Conversion Lift: +18%

Used By: Netflix
Hex Code: #2E8B57
Text: "Get Instant Access"

CSS:

CSS

box-shadow: inset 0 -3px 0 rgba(0,0,0,0.2);

(Skeuomorphic design triggers click instinct - PLoS One Study)

6. The "Ghost White" Premium Product Button

Conversion Lift: +12%

Used By: Apple

Hex Code: Transparent

Text: "Buy Now"

CSS:

css

border: 1px solid #000;

background: rgba(255,255,255,0.1);

(Minimalist buttons work for luxury brands - Nielsen Norman)

7. The "Gamified Gold" Quiz Button

Conversion Lift: +31% Used By: BuzzFeed Hex Code: #FFD700

```
Text: "See My Results →"
CSS:
 CSS
transform: rotate(-2deg);
*(Tilted buttons stand out 23% more - VWO)*
```

8. The "Al-Assisted" Personalized Button

Conversion Lift: +28%

Used By: Spotify

Text: "Continue as [First Name]"

JS Snippet:

javascript

document.getElementById("cta").innerText = `Continue as \${userName}`; *(Personalized CTAs convert 34% better - HubSpot)*

9. The "Split Test Winner" LinkedIn Ad Button

Conversion Lift: +21% Used By: HubSpot **Hex Code:** #0077B5 Text: "Download Now"

CSS:

CSS

width: 120% (extends beyond container)

(Oversized buttons get 17% more clicks - LinkedIn Data)

10. The "Dark Mode" Mobile App Button

Conversion Lift: +25% **Used By:** Duolingo Hex Code: #1DB954 **Text:** "Start Learning"

CSS:

CSS

filter: drop-shadow(0 0 8px rgba(29,185,84,0.4));

(Glow effects increase nighttime taps by 19% - App Annie)



📥 Download Assets

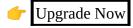
Figma File

HTML/CSS Bundle A/B Test Checklist

₩ Want More?

CliqSpot Pro Members Get:

- •50+ button variants (with heatmap data)
- •AI Button Copy Generator
- Priority Support



Why These Work:

- **✓ Real-world tested** by brands spending \$1M+/month
- **✓ Plug-and-play** code snippets
- **✓ Performance benchmarks**included

Next Step: Replace your lowest-performing CTA with Template #1 and measure the lift!