

The LiveBall Difference

The online marketing ecosystem has evolved. Gone are the days of one-size-fits-all landing pages. The need to relate to visitors instantly is critical. LiveBall is software that enables you, the marketer, to convert more online visits into business.

LiveBall combines sophisticated landing page design and publication tools with the industry's most advanced testing platform. This powerful solution allows you to design, test, and launch highly personalized, targeted landing experiences for your marketing programs. LiveBall's enterprise-scale software gives you increased agility and helps you generate results.

Drive conversions

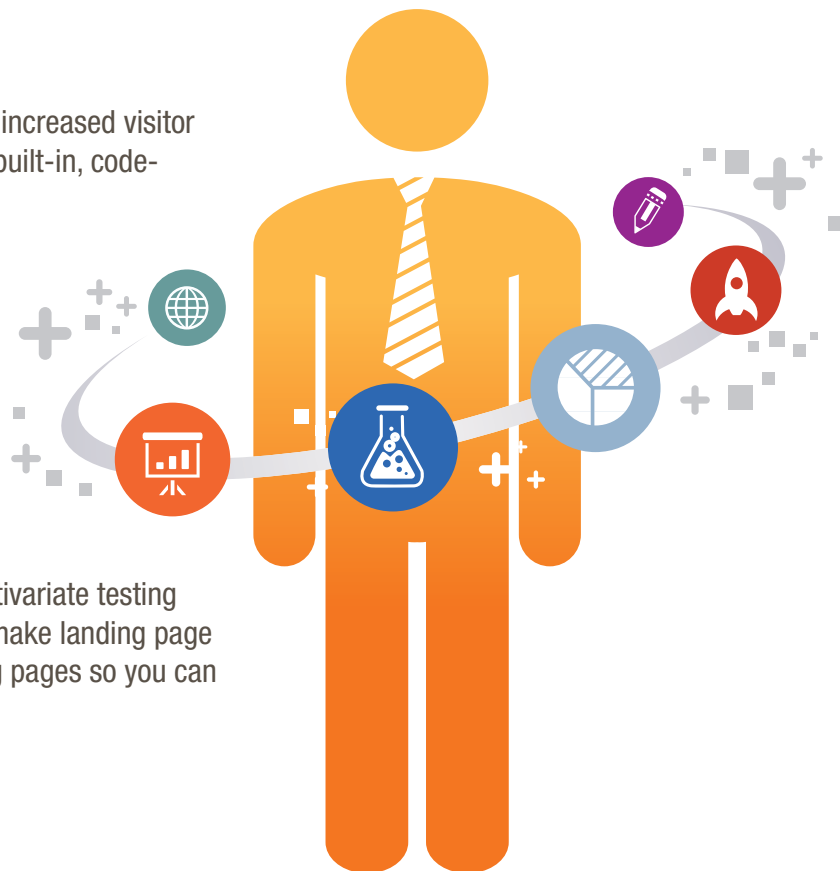
LiveBall is a landing page solution built with the marketer in mind. With LiveBall, you can launch elegant landing pages, microsites, and even multi-step experiences with ease. It's a scalable solution that focuses on giving you the freedom to experiment and build upon what works for your brand. Driving traffic to the most effective page layout, imagery, content, or overall experience to increase conversions becomes your top priority. No longer will it be a "how" but a "when" and "what."

Increase engagement

Landing experiences that respond to visitor behavior drive increased visitor engagement and, ultimately, more conversions. LiveBall's built-in, code-free logic and widgets allow you to add dynamic content, interactive page elements, personalization, and more. In a competitive market, gain a competitive advantage by relating to your visitors instantly with content that matters.

Optimize strategically

No longer get caught in the rut of six-month-long landing page waves—or worse—no testing at all. LiveBall provides the testing agility to get started with A/B and multivariate testing immediately. LiveBall removes the technical barriers that make landing page testing difficult by automatically diverting traffic to winning pages so you can stay focused on strategy and results.



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The LiveBall Platform Features



Robust web experiences

- Create single landing pages, multi-step experiences, microsites, app-like mobile experiences, and more—all without code or web development resources.
- Gain total flexibility to create the pages you need with 65 out-of-the-box, custom-branded templates, plus the option to create even more custom templates.
- Refine your templates in whichever way you see fit: swap layouts, swap content elements, add content elements, copy existing pages, and more.

Powerful, customized features driven by marketing

- Publish Flash, video, social elements, RSS, and widgets without developers.
- Automatically display mobile versions of pages.
- Use built-in, code-free page logic for dynamic content substitution, keyword insertion, geo-location, personalization, and more.
- Use XML web services, API calls, and lookup tables for an even higher degree of sophistication.



With the flexible, reactive nature of the LiveBall templates, I can modify and iterate landing pages on the fly, which ultimately makes it so much easier to create targeted, specific landing pages.

Jesse Abrams, Digital Associate Marketing Manager, General Mills Canada



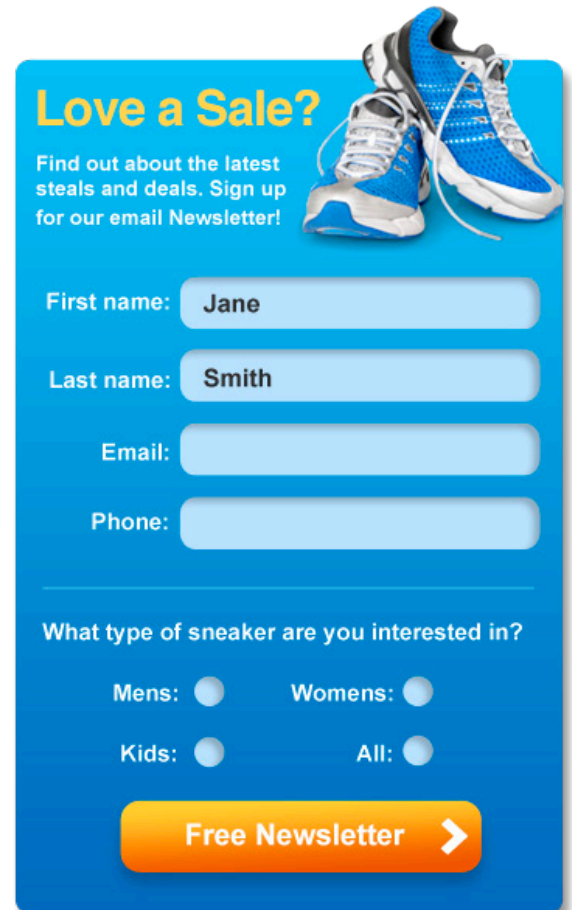
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Built-in best practices

- Browse purpose-based, categorized experiences for lead generation, e-commerce, social, mobile, and more to quickly find what you want to launch.
- Select from a variety of types of experiences, such as landing pages, microsites, land-and-jumps, category pages, content pages, form pages, etc.
- Input your own content & take it live—go from idea to launch in minutes, not days.
- Create your own customized Quick Starts for quick access to your favorite landing experiences.

Code-free interactive content

- Accordions help you display text, images, and links within drop-downs so that visitors can select the content that they would like to view.
- Tabbed content displays text and images within a tabbed environment, much like a microsite, but without taking your visitors to other pages.
- Lightboxes are pop-up-like boxes that can overlay either an external website or a page within your landing experience.
- Image, product, and content rotators can automatically cycle through a series of text, images, and links, or any combination of all three.
- Layered content makes it possible to place text, links, or both over a single image—maximizing page real estate.
- The option to create customized, ready-made widgets — the sky is the limit. You can utilize ion's award-winning services team to make your landing page vision a reality with customized ready-made widgets and interactive content.



Flexible forms, exports, and integrations

- Forms: Marketers can experiment with front-end form display without touching back-end data collection and exports.
- Exports: Export to multiple systems, automatically or manually, for any single (or group of) campaign(s).
- Integration: Open, customized integration options to meet your business requirements.



With ion's post-click marketing services, Citrix can easily deploy online campaigns, track results, and modify campaigns in real time to optimize our spend, while providing a consistent, flexible framework for click landing experiences.

Diane Kalmanowicz, Director, Web Marketing, Citrix Systems, Inc.

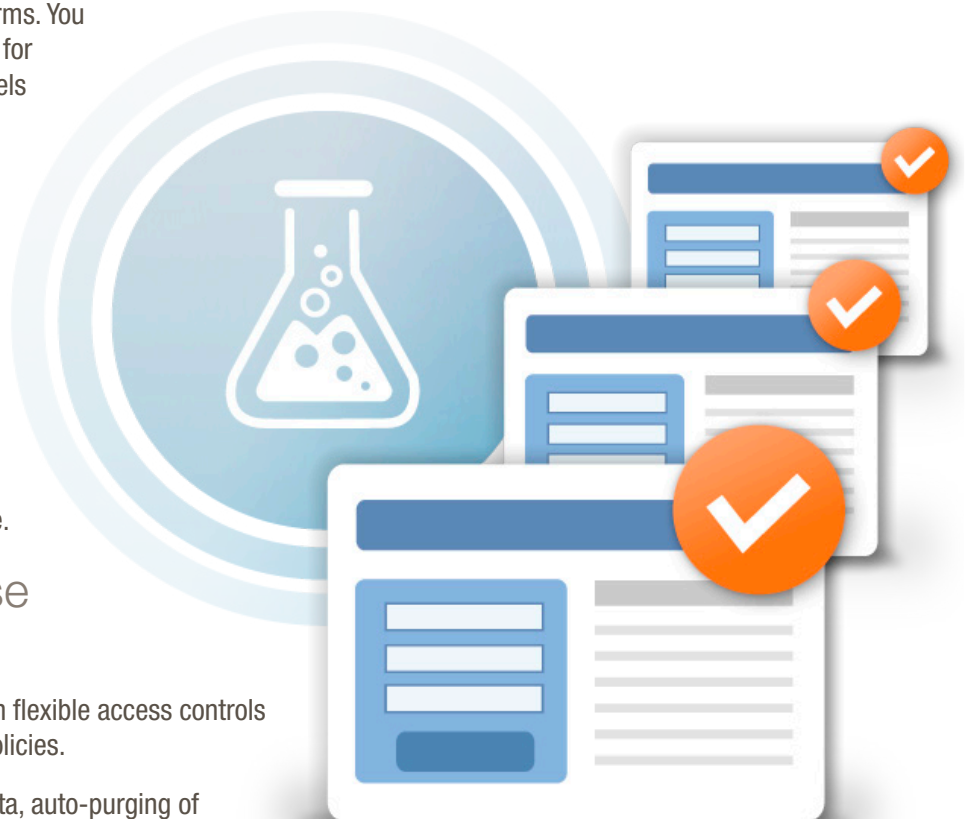


Conversion-focused analytics

- 20+ performance gauges help you evaluate everything from the effectiveness of your media buys to user behaviors that lead to conversion, dayparting charts, keyword performance, and more.
- Track and analyze behavioral data for conversion insights.
- Customized automatic reporting that's easy to configure with point-and-click choices.
- Integrate LiveBall with call tracking to accurately track both form and phone leads with a unified view in your LiveBall console.

Agile A/B and multivariate testing

- Launch A/B tests without code—test layouts, conversion paths, forms, and content.
- Launch multivariate tests (MVT) without code—test combinations of images, copy, and forms. You can even get an estimated timeframe for test duration, depending on traffic levels and your preferred level of statistical significance.
- Set your statistical confidence level anywhere between 80-99%, based on your unique requirements.
- Opt to automatically route traffic to best-performing pages or content combinations based on statistical confidence—set your test, and LiveBall will take care of getting traffic to the most efficient experience.



Secure, reliable enterprise solution

- Secure single-tenant architecture with flexible access controls and strong administrator password policies.
- AES-256 encryption of respondent data, auto-purging of sensitive data upon export, custom SSL certificates, and IP restrictions.
- 24/7 technical operations monitoring with datacenter and network redundancy at world-class Tier 1 facilities.
- LiveBall is capable of handling millions of unique visitors per month.

