

LiveBall[®]

LAUNCH PADS

3-2-1 Liftoff!

Launch pads are a collection of pre-built, sophisticated user experiences ready for your messaging. They empower marketers to take control and launch their own landing pages, micro-sites and conversion paths with very little effort. Professionally designed, high-converting pages are now attainable — fast. Literally in minutes you can go from nothing to launched. All you do is copy a launch pad, paste in your messaging and launch.

It's like bottled rocket fuel for your online marketing.

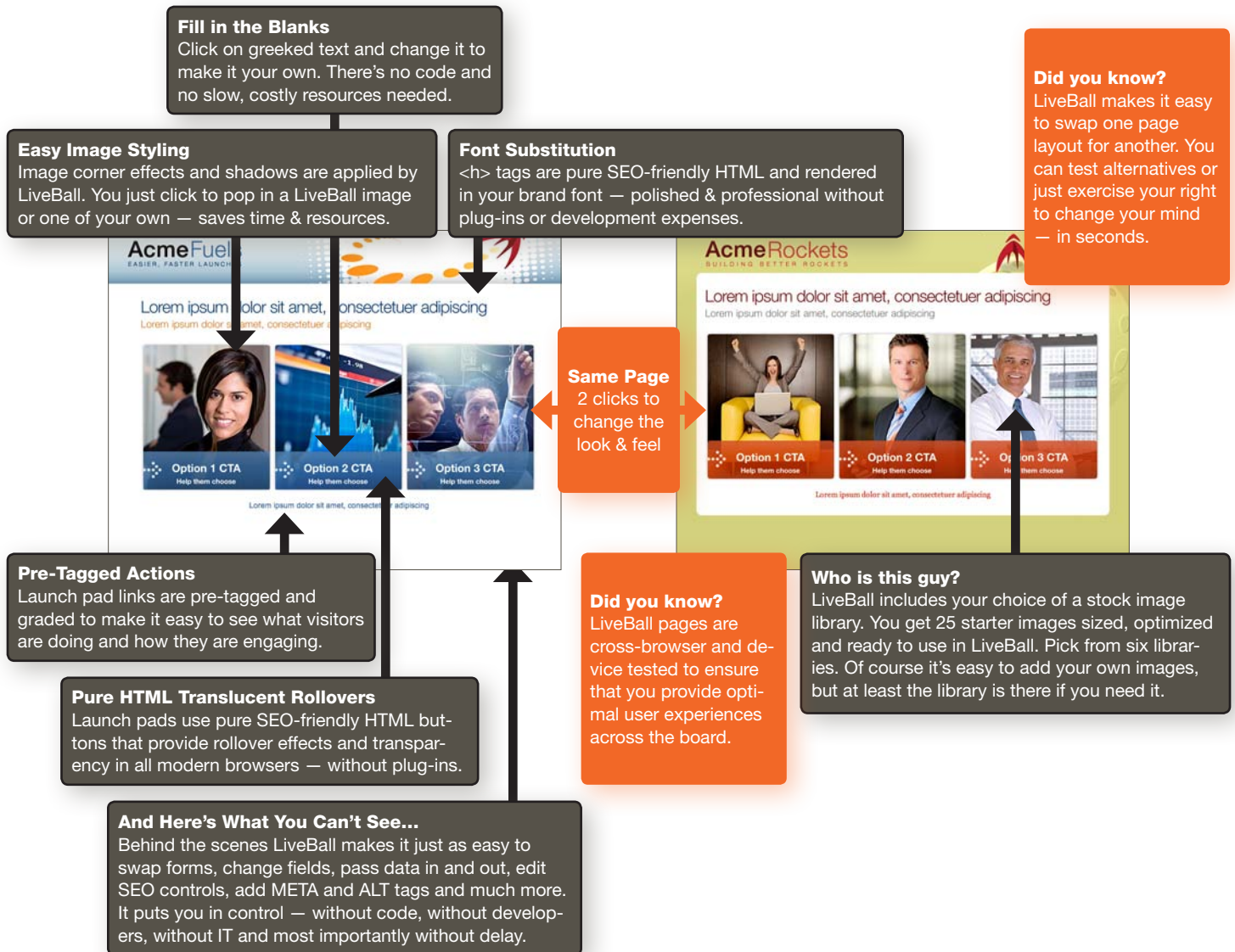
3-2-1 Liftoff!



The best landing pages start here.

LiveBall®

anatomy of a LiveBall launch pad page



The best landing pages start here.

United States & Canada: 1.888.466.4332 (1.888-ion-idea) | All Others: +01.561.394.9484

LiveBall

the best pages come from LiveBall templates

Every LiveBall page template includes advanced, flexible options that let you mold it to your needs. LiveBall lets you control how many of those options you see by giving you three working modes — preview, template and advanced. The example below shows one LiveBall page in its three editing modes. Switch modes anytime with one click.

preview

Simplicity and clarity are the watchwords in preview mode. You can still click on things to edit them.



template

The most common recommended options are shown in template mode. Just click to add or edit.



advanced

Advanced mode shows you all available options. Use as few or as many as you like. Click to add or edit.



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LiveBall®

three launch pad framework options

When you subscribe to LiveBall you choose a collection of master page layouts. We have three standard frameworks or you can ask us — or any other web developer — to create a custom framework just for you. Anything that can be made using HTML and CSS can be transformed into a dynamic LiveBall framework. And whatever framework you choose will be custom-branded with your look & feel — colors, fonts, buttons, corner treatments, backgrounds, etc. Here are ion's three standard LiveBall frameworks shown in fictitious ACME brands.

946

At 946 pixels wide, this framework is optimized for 1024x768 resolution.



The 946 framework includes fifteen page templates and twelve launch pad landing experiences. You can explore the launch pads on page 5 and get detailed specifications on page 37.

760

At 760 pixels wide, this framework is optimized for 800x600 resolution.



The 760 framework includes fifteen page templates and twelve launch pad landing experiences. You can explore the launch pads on page 18 and get detailed specifications on page 37.

mobile

This framework is device optimized for the most popular smartphones.

The mobile framework includes six page templates and five launch pad landing experiences. You can explore the launch pads on page 31 and get detailed specifications on page 37.



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946

LiveBall's 946 launch pads are 946px wide — optimized for display at 1024 x 768 screen resolution. 12 launch pads are built from 15 highly flexible page templates. Each page template includes basic and advanced options including areas for dynamic 'no code' forms, widgets, video, images, Flash and text.

Customers choose to custom brand the 946 framework when the width and capabilities align with their needs. 946 launch pads are shown on the following pages and the detailed specifications of the framework are available on page 37.



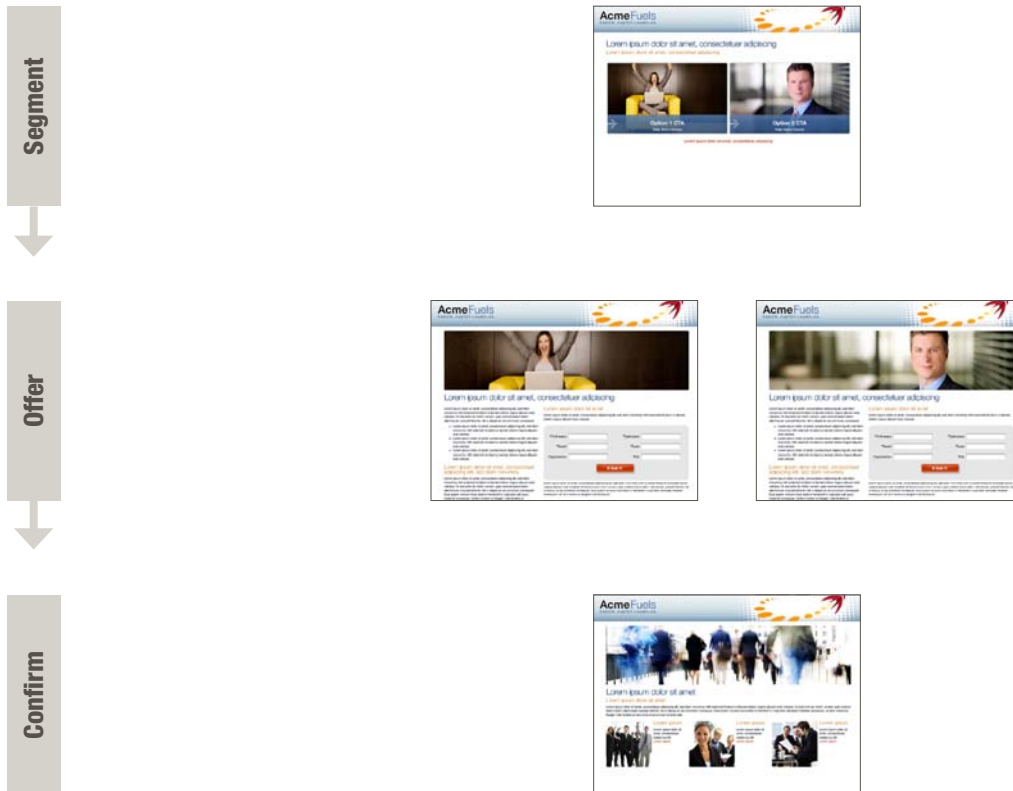
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LiveBall®

946 2-segment conversion path

Segment visitors into two groups, give them segment-specific offers and thank them post-conversion.



Launch pad user experiences like this one are custom-branded* for you and are part of every LiveBall. Launch best-practice packed landing pages, microsites and conversion paths with very little effort.



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LiveBall®

946 2-segment + 2-sub-segment conversion path

Segment visitors into four groups, give them sub-segment-specific offers and thank them post-conversion.



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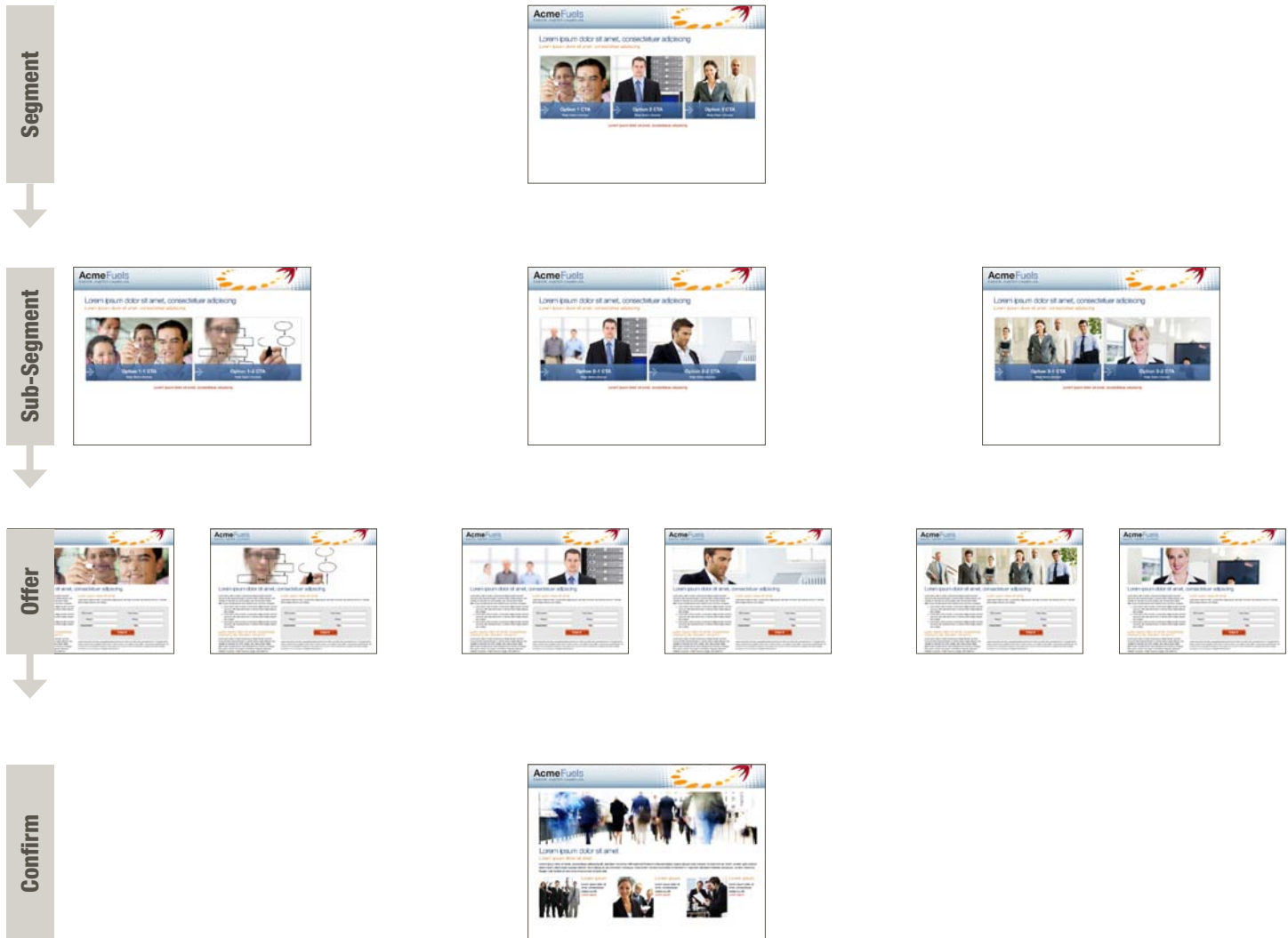
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LiveBall®

946 3-segment + 2-sub-segment conversion path

Segment visitors into six groups, give them sub-segment-specific offers and thank them post-conversion.



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LiveBall®

946 4-segment conversion path

Segment visitors into four groups, give them segment-specific offers and thank them post-conversion.



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LiveBall®

946 landing page narrow form

Landing page with a custom narrow form and a post-conversion 'thank you' page.

Landing



Confirm



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LiveBall®

946 landing page medium form

Landing page with a custom form and a post-conversion 'thank you' page.

Landing



Confirm



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LiveBall®

946 landing page 2-column form

Landing page with a custom two-column form and a post-conversion 'thank you' page.

Landing

Confirm



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LiveBall®

946 3-section microsite

Microsite with navigation, home page, three sub-pages, a conversion form on every page and a 'thank you' page.

Home



Sections



Confirm



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LiveBall®

946 4-section microsite

Microsite with navigation, home page, four sub-pages, a conversion form on every page and a 'thank you' page.

Home



Sections



Confirm



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LiveBall®

946 5-section microsite

Microsite with navigation, home page, five sub-pages, a conversion form on every page and a 'thank you' page.



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LiveBall®

946 6-section microsite

Microsite with navigation, home page, six sub-pages, a conversion form on every page and a 'thank you' page.



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760

LiveBall's 760 launch pads are 760px wide — optimized for display at 800 x 600 screen resolution. 12 launch pads are built from 15 highly flexible page templates. Each page template includes basic and advanced options including areas for dynamic 'no code' forms, widgets, video, images, Flash and text.

Customers choose to custom brand the 760 framework when the width and capabilities align with their needs. 760 launch pads are shown on the following pages and the detailed specifications of the framework are available on page 37.



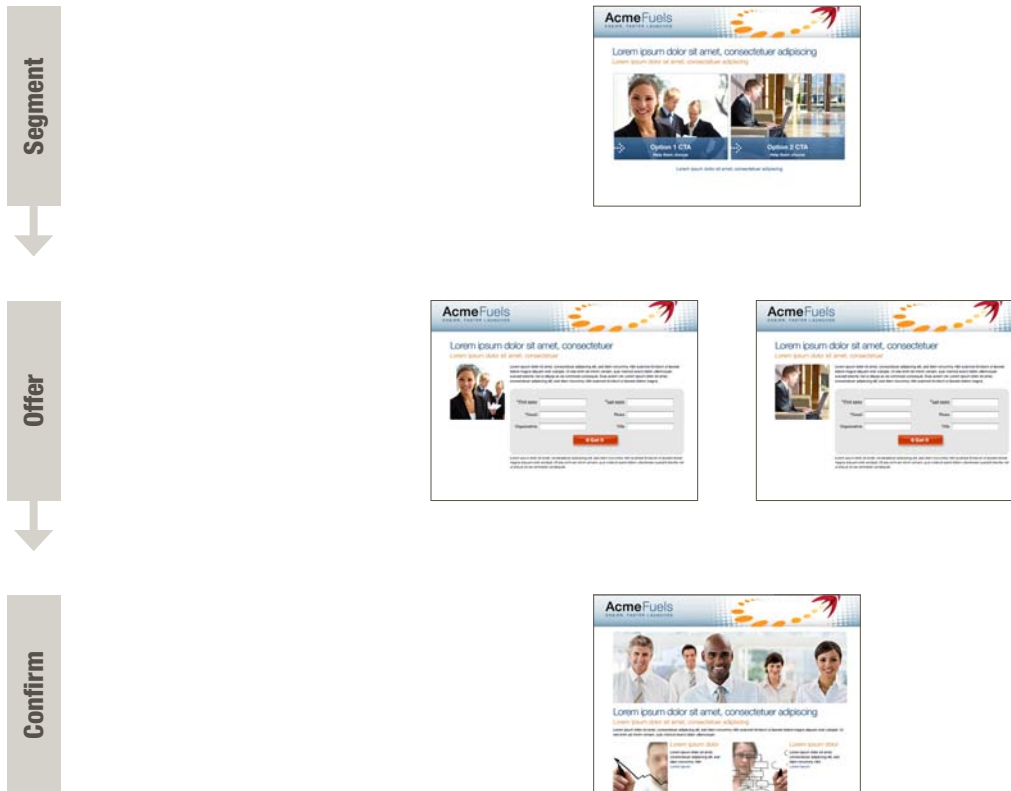
The best landing pages start here.

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LiveBall®

760 2-segment conversion path

Segment visitors into two groups, give them a segment-specific offer and more information post-conversion.



Launch pad user experiences like this one are custom-branded* for you and are part of every LiveBall. Launch best-practice packed landing pages, microsites and conversion paths with very little effort.



The best landing pages start here.

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LiveBall®

760 2-segment + 2-sub-segment conversion path

Segment & sub-segment visitors into four groups, give them a sub-segment-specific offer and thank them post-conversion.



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The best landing pages start here.

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LiveBall®

760 3-segment conversion path

Segment visitors into three groups, give them a segment-specific offer and more information post-conversion.



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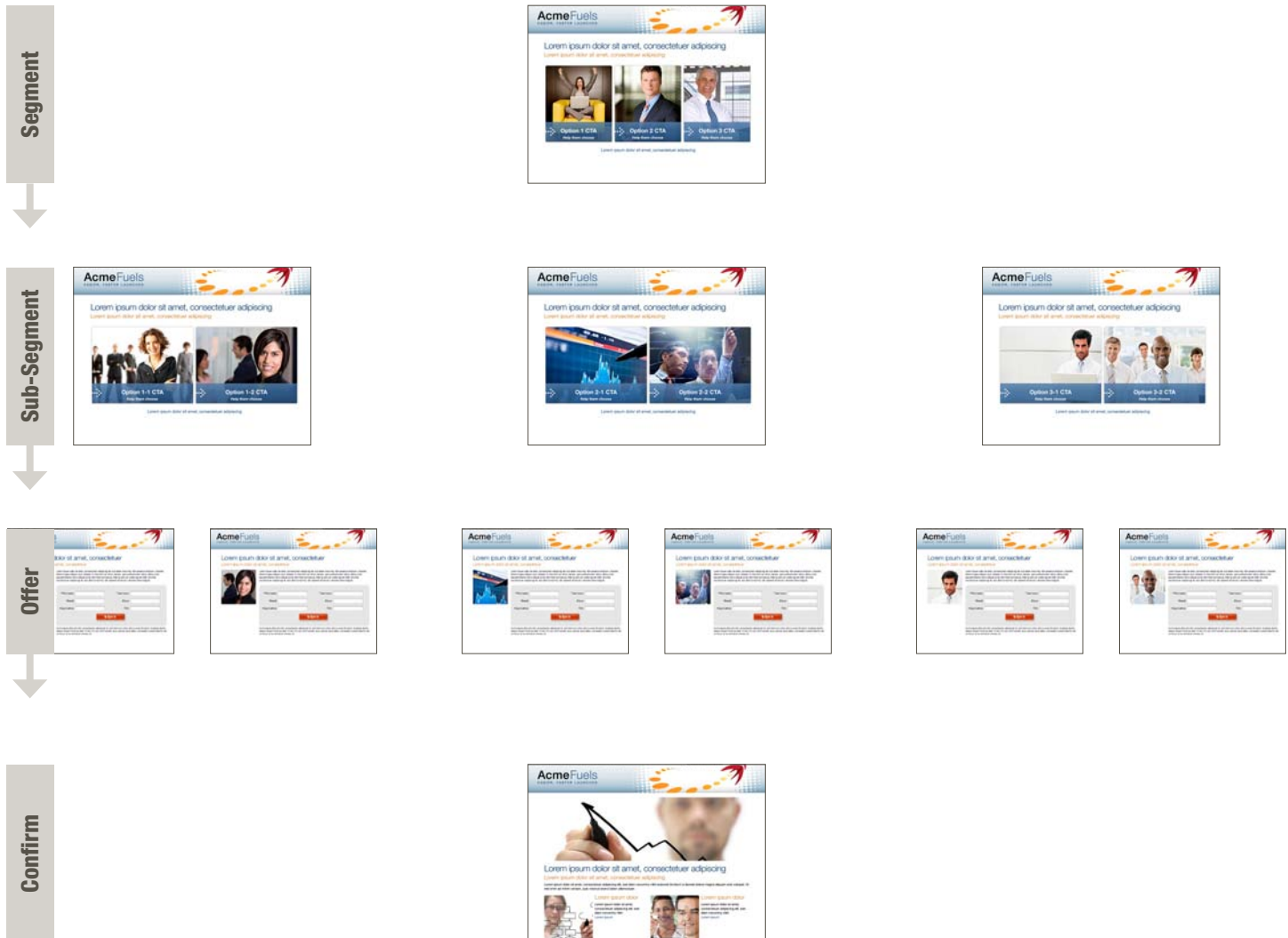
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LiveBall®

760 3-segment + 2-sub-segment conversion path

Segment & sub-segment visitors into six groups, give them a sub-segment-specific offer and thank them post-conversion.



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LiveBall®

760 landing page narrow form

Entice visitors to convert with a compact form and tempt more engagement post conversion.

Landing

Confirm



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LiveBall®

760 landing page medium form

Entice visitors to convert with a mid-size form and tempt more engagement post conversion.

Landing

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LiveBall®

760 landing page 2-column form

Entice visitors to convert with a two-column form and tempt more engagement post conversion.

Landing



Confirm

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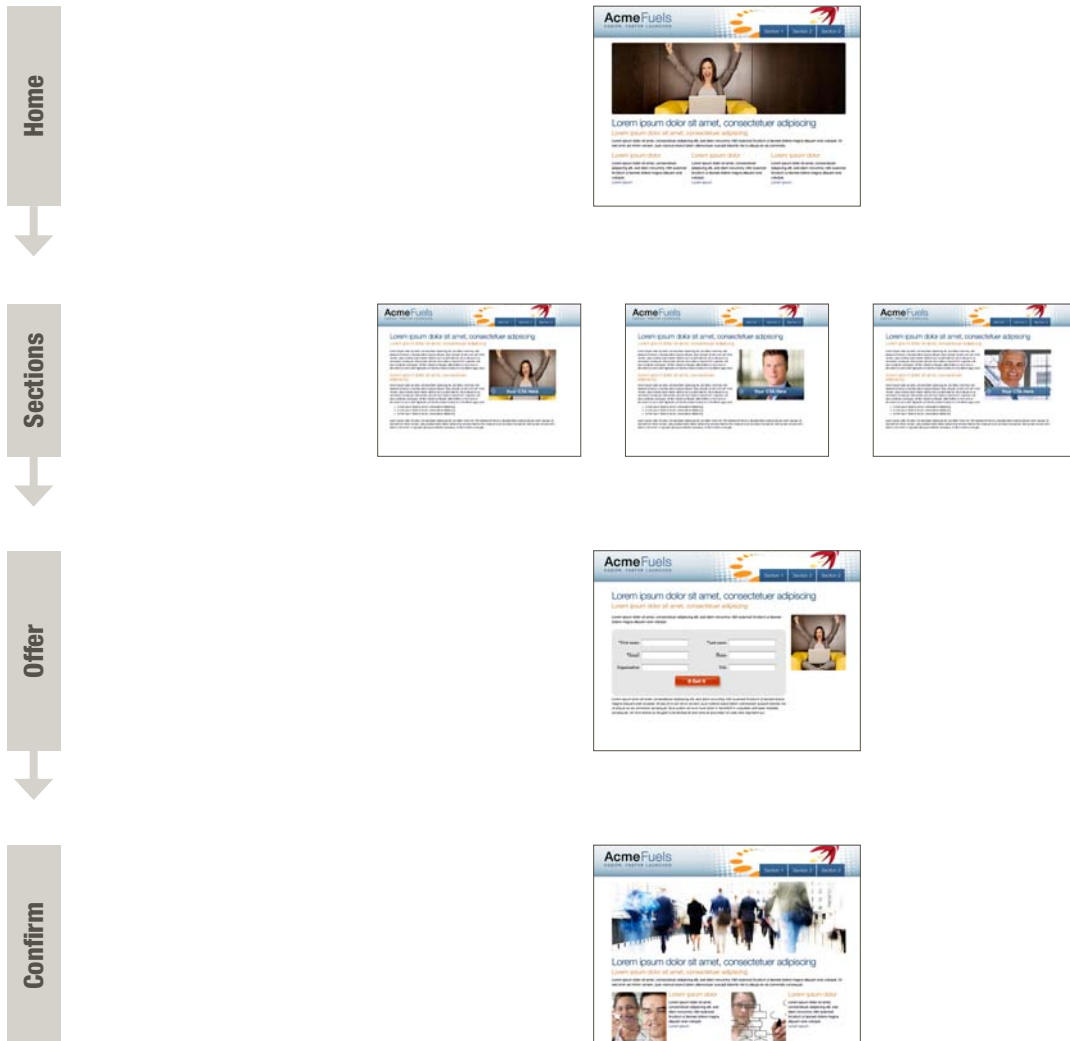
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LiveBall®

760 3-section microsite

Microsite with navigation between the home page and three section pages, plus an offer page with a 'thank you'.



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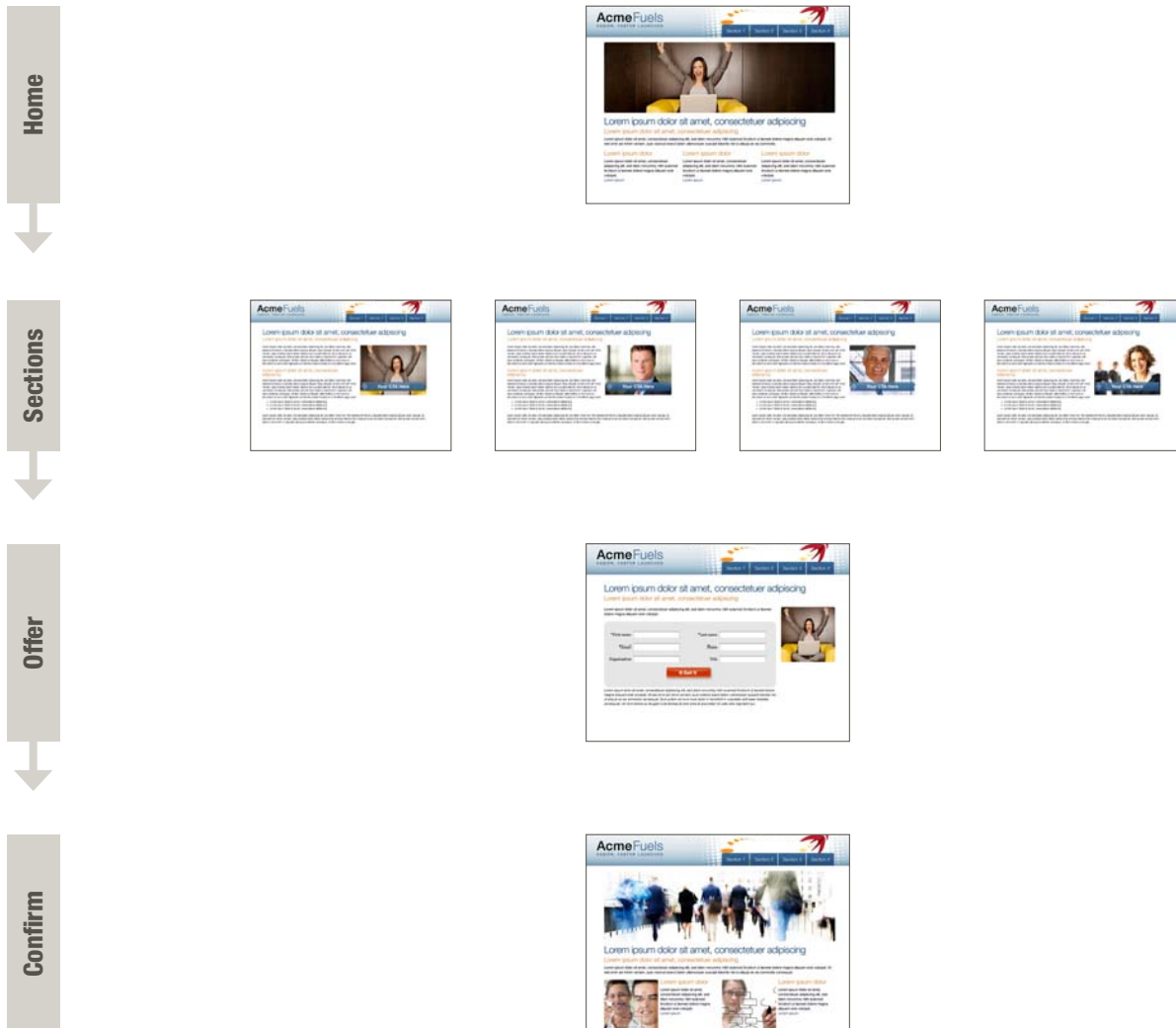
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Microsite with navigation between the home page and four section pages, plus an offer page with a 'thank you'.



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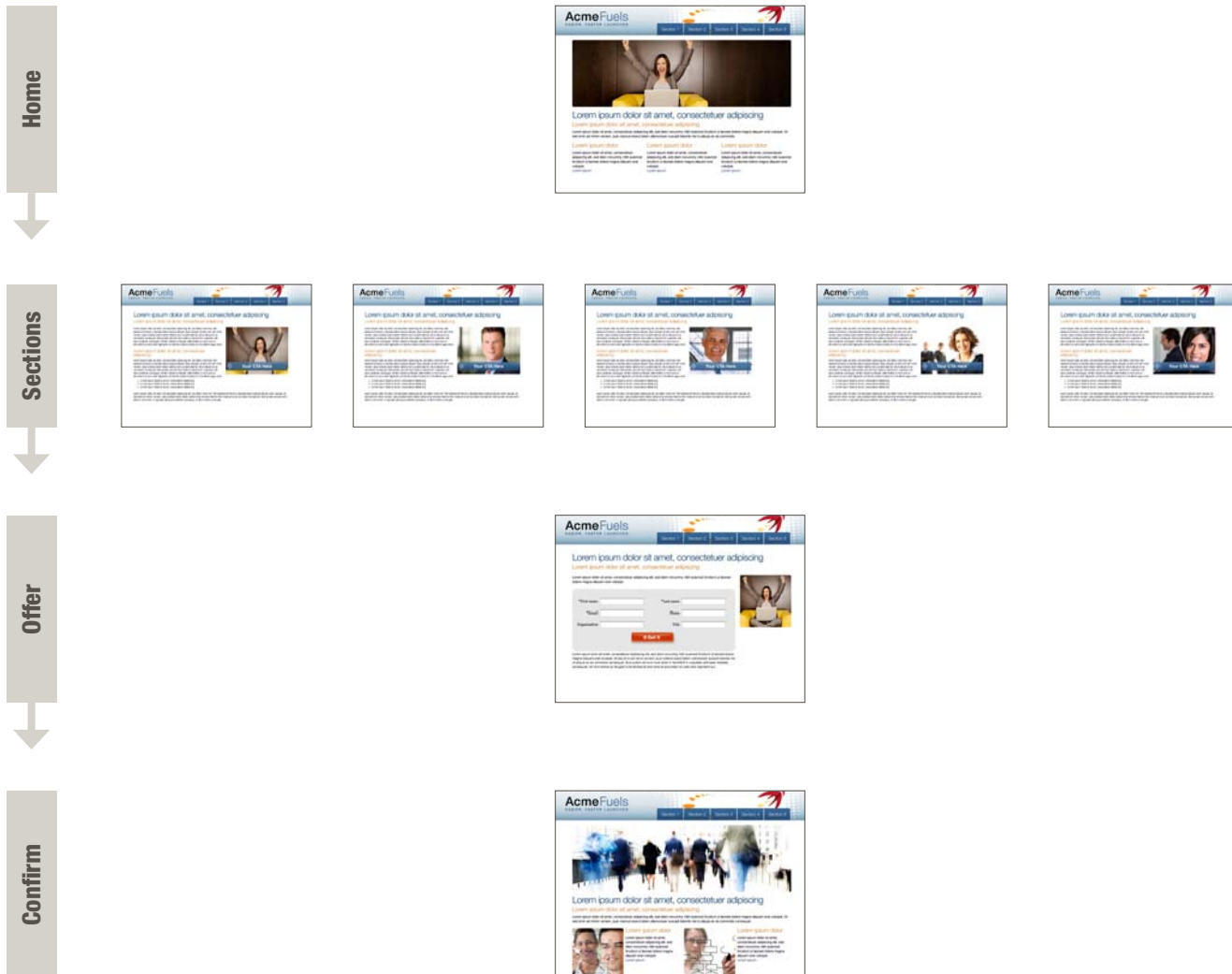
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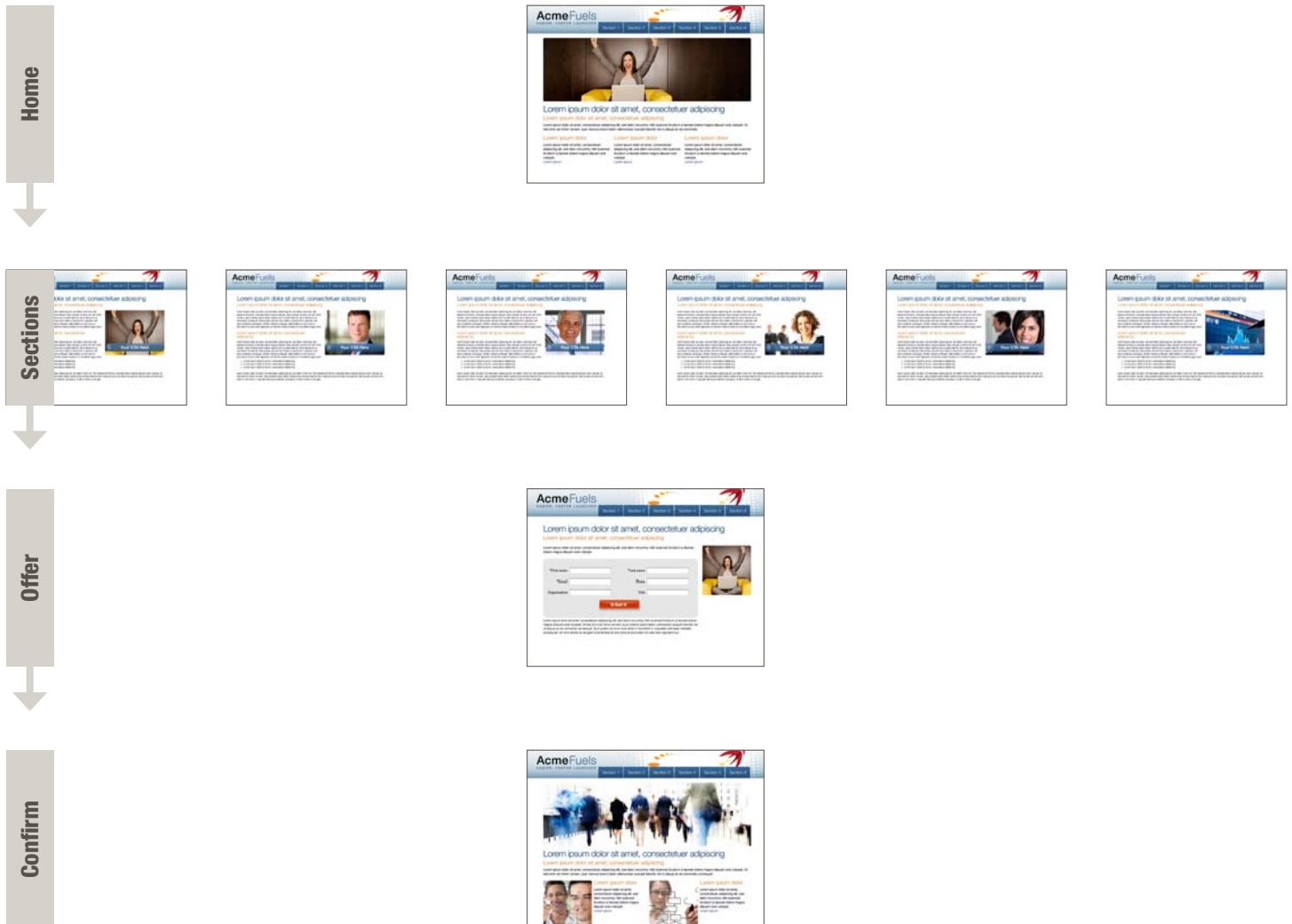
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LiveBall®

760 6-section microsite

Microsite with navigation between the home page and six section pages, plus an offer page with a 'thank you'.



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mobile

LiveBall's mobile launch pads are optimized for 320 x 480 screen resolution (plus landscape rotation) on the Apple iPhone, Motorola Droid, Palm Pre and Blackberry Storm. 5 launch pads are built from 6 highly flexible page templates. Each page template includes basic and advanced options including areas for dynamic 'no code' forms, widgets, video, images and text.

Customers choose to custom brand the mobile framework when they need to optimize for mobile devices. Mobile launch pads are shown on the following pages and the detailed specifications of the framework are available on page 37.



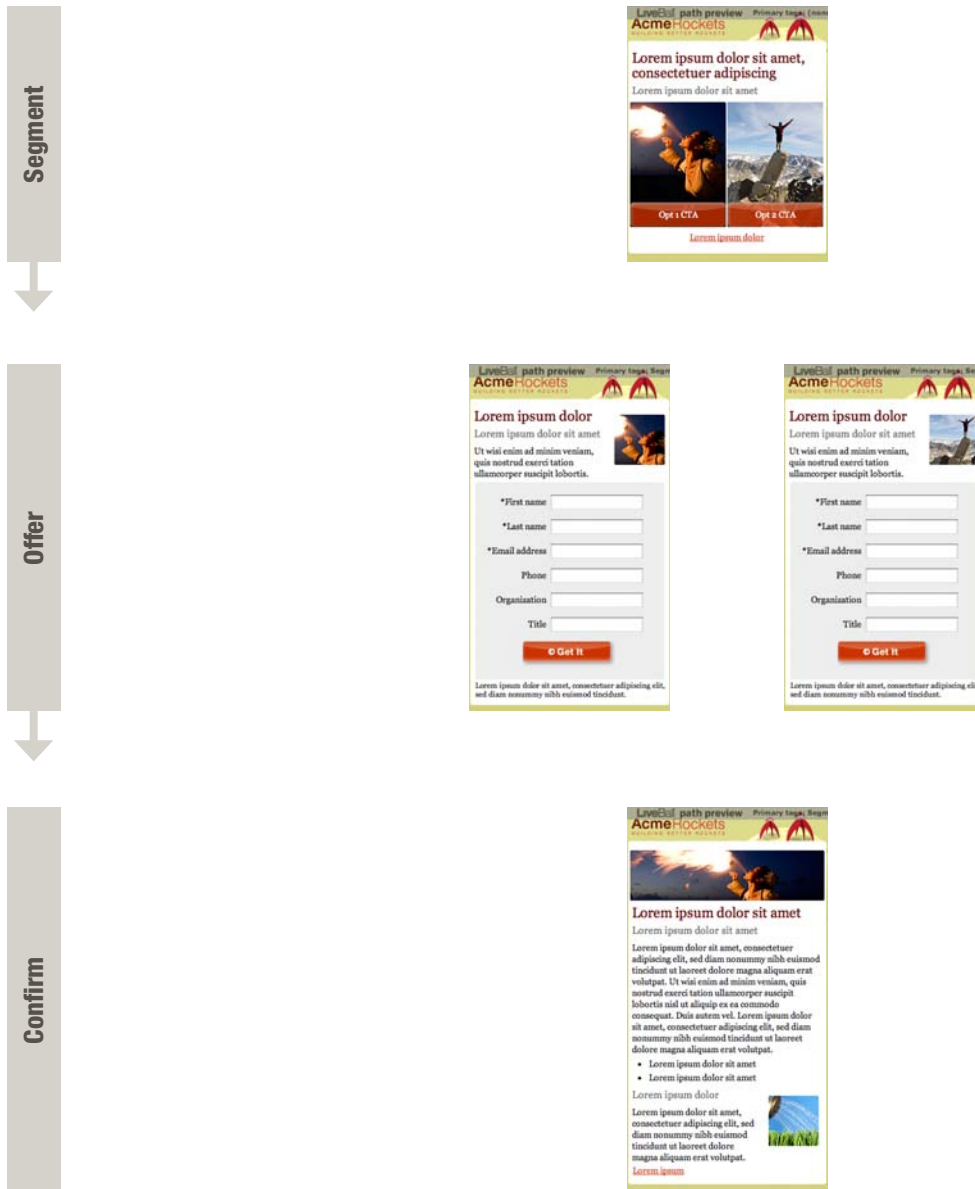
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LiveBall®

mobile 2-segment conversion path

Segment mobile visitors into two groups, give them segment-specific offers and say 'thank you' post conversion.



Launch pad user experiences like this one are custom-branded* for you and are part of every LiveBall. Launch best-practice packed landing pages, microsites and conversion paths with very little effort.



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LiveBall®

mobile 2-segment + 2-sub-segment conversion path

Segment & sub-segment mobile visitors into four groups, give them sub-segment specific offers and thank them post conversion.



Launch pad user experiences like this one are custom-branded* for you and are part of every LiveBall. Launch best-practice packed landing pages, microsites and conversion paths with very little effort.



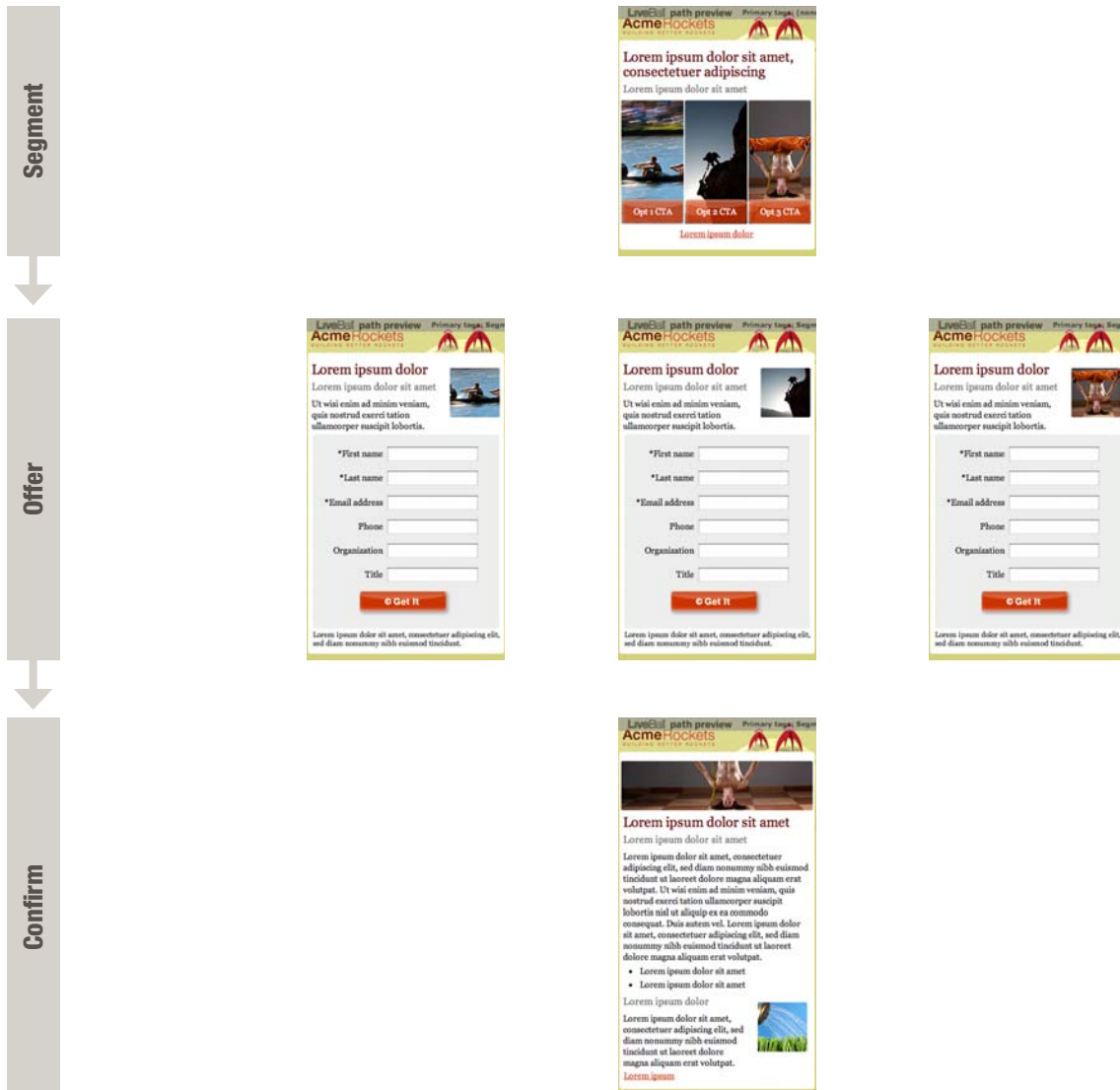
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LiveBall®

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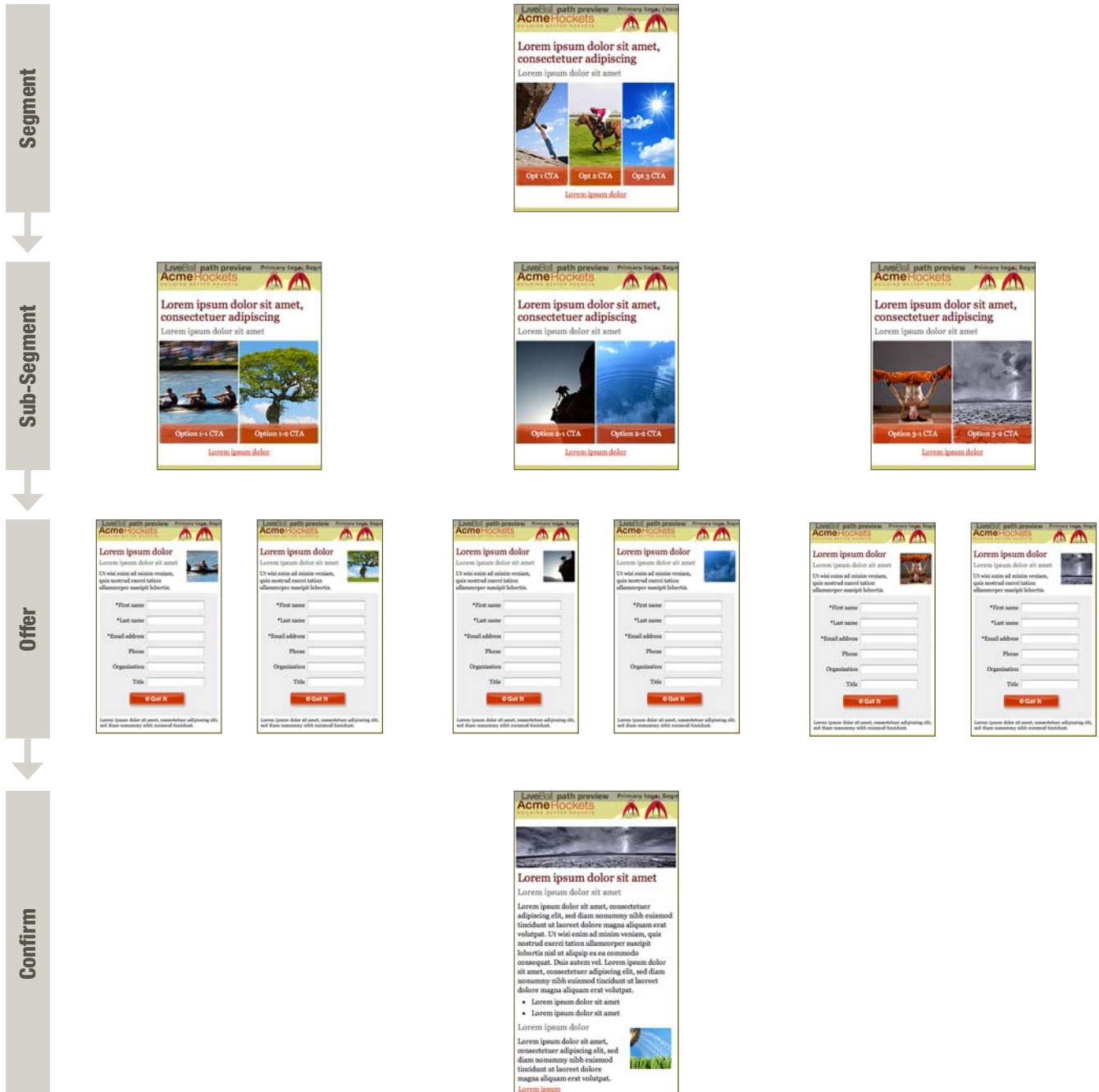
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LiveBall®

mobile 3-segment + 2-sub-segment conversion path

Segment & sub-segment mobile visitors into six groups, give them sub-segment specific offers and thank them post conversion.



Launch pad user experiences like this one are custom-branded* for you and are part of every LiveBall. Launch best-practice packed landing pages, microsites and conversion paths with very little effort.



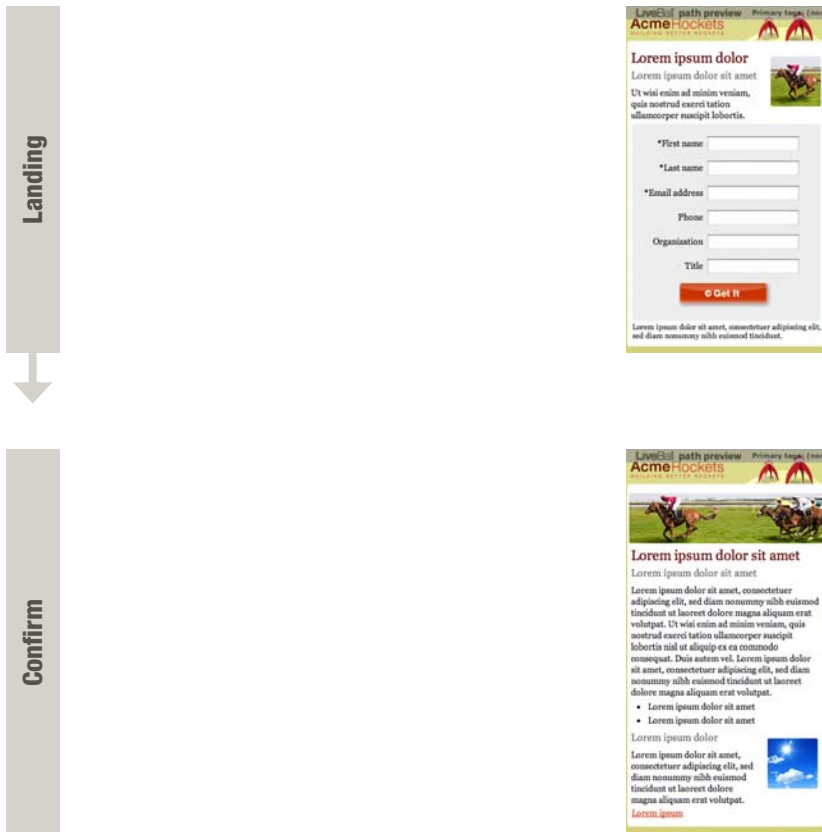
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LiveBall®

mobile landing page

Give mobile visitors a simple landing page with an offer and say 'thank you' post conversion.



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launch pad specifications

LiveBall includes all three launch pad frameworks and 29 launch pads. We custom brand one of those frameworks as part of standard setup. All three frameworks can be branded for you. Other frameworks for pop-ups, iFrames and more are also available.

We make completely custom frameworks for some customers and many make their own frameworks.

946

feature	specification
width	946px
resolution	1024x768px
Flash usage	minimal — image containers only
SEO	95% — no ALT tag support on Flash images
font substitution	Yes
page layouts	15
dynamic text	Yes
dynamic images	Yes
dynamic forms	Yes
dynamic Flash	Yes
dynamic widgets	Yes
dynamic iFrames	Yes
advanced layouts	Yes
swap layouts	Yes
launch pads	Narrow Form Landing Pg Normal Form Landing Pg 2-Col Form Landing Pg 3-Section Microsite 4-Section Microsite 5-Section Microsite 6-Section Microsite 2-Seg Conversion Path 3-Seg Conversion Path 4-Seg Conversion Path 4-SubSeg Conv Path 6-SubSeg Conv Path
tested & optimized	Firefox 3.x+ Safari 3.x+ Chrome 4.x+ Internet Explorer 6.x+
custom options	Anything that can be made in HTML & CSS can be made into a dynamic LiveBall template. Ask us how.

760

feature	specification
width	760px
resolution	800x600px
Flash usage	minimal — image containers only
SEO	95% — no ALT tag support on Flash images
font substitution	Yes
page layouts	15
dynamic text	Yes
dynamic images	Yes
dynamic forms	Yes
dynamic Flash	Yes
dynamic widgets	Yes
dynamic iFrames	Yes
advanced layouts	Yes
swap layouts	Yes
launch pads	Narrow Form Landing Pg Normal Form Landing Pg 2-Col Form Landing Pg 3-Section Microsite 4-Section Microsite 5-Section Microsite 6-Section Microsite 2-Seg Conversion Path 3-Seg Conversion Path 4-Seg Conversion Path 4-SubSeg Conv Path 6-SubSeg Conv Path
tested & optimized	Firefox 3.x+ Safari 3.x+ Chrome 4.x+ Internet Explorer 6.x+
custom options	Anything that can be made in HTML & CSS can be made into a dynamic LiveBall template. Ask us how.

mobile

feature	specification
portrait width	320px
landscape width	480px
resolution	320x480px
dynamic rotation	Yes
mobile-optimized	Yes
Flash usage	none
SEO	100%
font substitution	No
page layouts	6
dynamic text	Yes
dynamic images	Yes
dynamic forms	Yes
dynamic Flash	Yes (not recommended)
dynamic widgets	No
dynamic iFrames	No
advanced layouts	Yes
swap layouts	Yes
launch pads	Landing Page 2-Seg Conversion Path 3-Seg Conversion Path 4-SubSeg Conv Path 6-SubSeg Conv Path
tested & optimized	Apple iPhone Motorola Droid Palm Pre Blackberry Storm
custom options	Anything that can be made in HTML & CSS can be made into a dynamic LiveBall template. Ask us how.



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