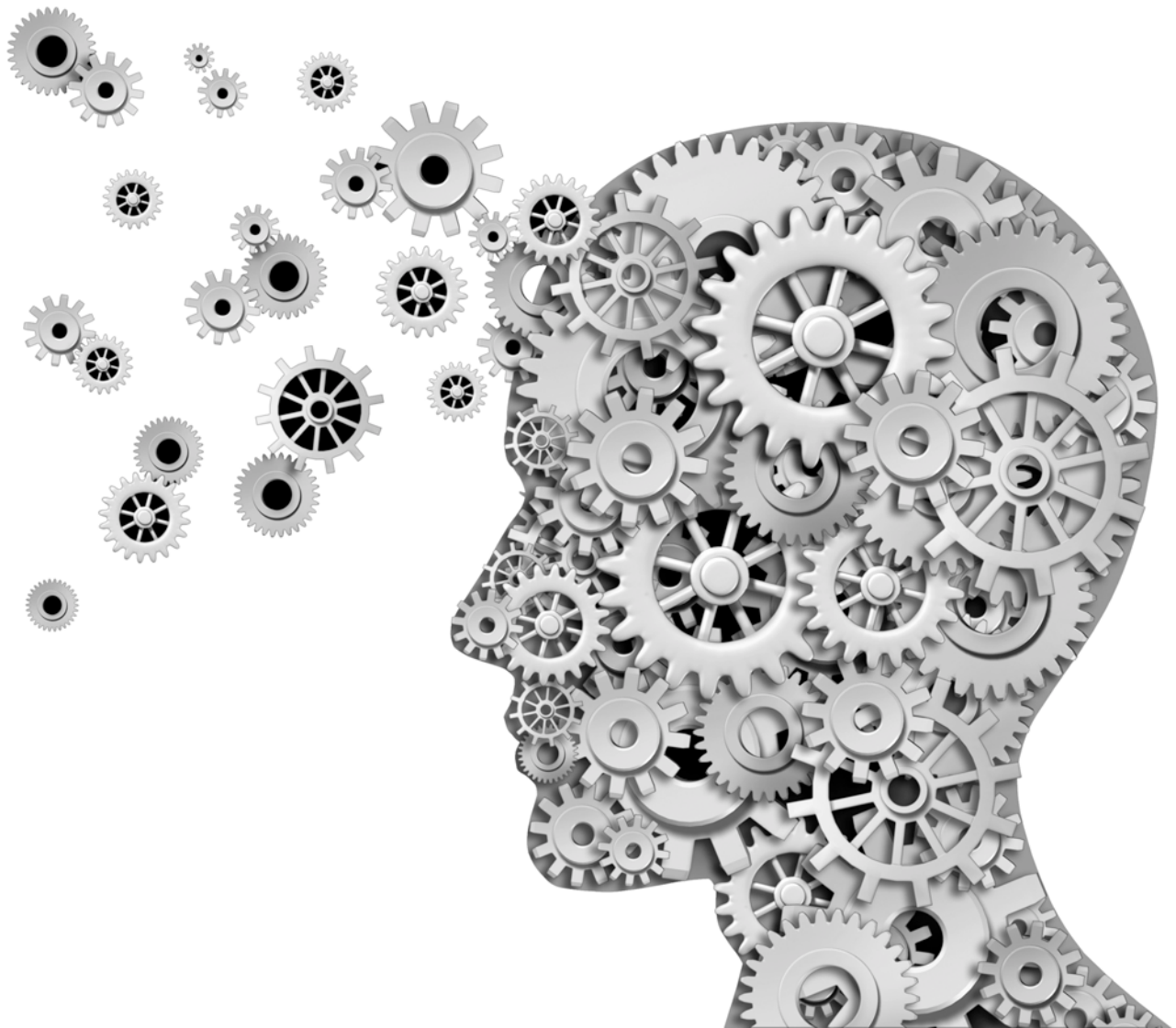




## Creative Use of LiveBall Custom Landing Pages Triples Output of Custom Travel Division

*"Using LiveBall, we've been able to triple the number of proposals we send out on a weekly basis. We can create a completely personalized proposal in about 15-20 minutes, compared to more than an hour before."*



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## Background

G Adventures is the leading adventure and eco tour company, founded on the core belief that travelers should experience authentic adventures in a responsible and sustainable manner. The company offers hundreds of different adventure tours spanning the globe — even including expedition cruises to Antarctica — with enormous variety in activities, service level and style of travel. In particular, G Adventures specializes in creating customized itineraries for groups and independent travelers.

Customized travel is a high-touch service. After receiving inquiries via phone call, email or website form, G Adventure Specialists must create unique and personalized itinerary proposals for each inquiry.

## Challenge

G Adventures first engaged ion's LiveBall platform to create custom campaigns for lead generation via search advertising and email. At the same time, the group travel department was growing, and the company put a greater focus on building this business segment. In order to maintain its aggressive growth rate, G Adventures needed to increase the number of custom travel proposals created for prospective clients. The problem was, proposal creation was a time-consuming process: it took over an hour to prepare a proposal using Word.

## Solution

After their initial experience with LiveBall, G Adventure specialists realized the platform could also be used to create custom proposals and itinerary pages on the fly without the need for additional design, web development or IT assistance. The ability to rapidly produce rich, customized proposals was essential to helping them meet their business objectives.

After custom travel inquiries come in via phone call, email or website form, G Adventure specialists create a personalized itinerary proposal for each individual or group using LiveBall. Each proposal is created as a two-page "path" including a personalized title, all of the itinerary details, maps and images specific to the adventure, pricing, terms and conditions, and a photo and contact information of the G Adventure Specialist.

When the proposal is complete, an email is sent to the client including a personalized URL for the custom landing pages.

According to Greg Hayes, Online Marketing Manager, *"Using LiveBall, we've been able to triple the number of proposals we send out on a weekly basis. We can create a completely personalized proposal in about 15-20 minutes, compared to more than an hour before."*

The LiveBall-created proposals have had a big impact on customer service as well. Greg says, *"Clients love the personalization on the itinerary. It's easy for them to share the URL with others in their group — for example, with a family reunion."*

Keeping all the proposals in one place also makes the team more flexible and agile.

### Buyer's Guide




Everything you need to choose the right landing page platform.



"Because all Adventure Specialists have access to the console, it's much easier as a team to track when proposals go out, share information and follow up. If one consultant is out for the day, a fellow team member can easily step in," according to Greg.

In their first 8 months of using LiveBall, the G Adventure specialist team has been able to create hundreds of custom landing experiences. Because of their innovative use of LiveBall, G Adventures has been able to increase their output of group and custom travel proposals by 300 percent.



Terms and Conditions

Life is either a daring adventure or nothing.  
Helen Keller

### MWR LIBERTY TRAVELS TO UGANDA

**Highlights**


One of Africa's major highlights, Bwindi Impenetrable National Park is home to half of the world's population of mountain gorillas, the world's most endangered ape. Trek in the mountains through lush rain forests to the natural habitat of these amazing creatures, with a breathtaking reward of finding yourself in the company of a family of mountain gorillas. Add to that wildlife viewing in the beautiful setting of Lake Mburo National Park, and spending your evenings in comfortable and tasteful safari lodges, and you have an unforgettable African experience.

**ITINERARY**

**Day 1: 13th July 2012**  
Arrival and transfer to your hotel in Entebbe  
Upon arrival Entebbe International Airport, you will meet with your tour guide and transfer to your hotel. This green breezy town was the first capital of Uganda.  
Overnight - Laico Lake Victoria Entebbe Hotel or similar

**Day 2: 14th July 2012**  
Towards Bwindi Impenetrable Forest National Park (B.L.D.)  
Depart Entebbe early and drive through magnificent countryside and tropical bamboo forest on our way to south-western Uganda (approximately 8 hours). We will make some stops along the way: at the equator and for lunch in Mbarara. We continue through stunning volcanic landscape adorned with steep sided hills covered from top to bottom in neatly terraced tea and banana plantations.  
Overnight at Buhoma Lodge or similar

**Day 3: 15th July 2012 Gorilla trekking (B.L.D.)**  
Following an early start we are led by experienced guides as we trek deep into the forest on the slopes of the volcanoes in search of a family of mountain gorillas. Bwindi Impenetrable National Park is the home to approximately half of the world's population of mountain gorillas, the world's most endangered ape. One of Africa's major highlights, a close encounter with these amazing animals is not soon forgotten.  
Overnight at Buhoma Lodge or similar



Rates | Terms and Conditions

We live in a wonderful world that is full of beauty, charm and adventure. There is no end to the adventures that we can have if only we seek them with our eyes open.  
Jawaharlal Nehru

### Duke men in Tibet

**ITINERARY**

**Day 1 / Oct 4 Beijing**  
Take a private transfer to your hotel. You will be receiving your Tibet permit at your Beijing Hotel.  
Overnight Donofang hotel or similar (1 Twin room with one extra bed)

**Day 2 / Oct 5 Beijing**  
In the morning you will have a half day guided tour to visit Forbidden city and Tianmen Square. In the afternoon transfer to Badaling.  
Overnight in 3 star hotel at the foot of Great Wall (a triple room)

**Day 3 / Oct 6 Great Wall**  
Rise early in the morning to explore Badaling Great Wall (without cable car) at sunrise. At noon transfer to visit Jinshanling Great Wall (without cable car). Late afternoon transfer back to city center.  
Overnight Donofang hotel or similar (1 Twin room with one extra bed)

**Day 4 / Oct 7 Beijing - Xian**  
Take a transfer to the airport and fly from Beijing to Xian. On arrival take a transfer to your hotel. Afternoon free time to explore the local market in the city center.  
Overnight Xian Jia He Business Hotel or similar (a triple room)

**Day 5 / Oct 8 Xian**  
Guided tour the Terracotta warriors.  
Overnight Xian Jia He Business Hotel or similar (a triple room)

**Day 6 / Oct 9 Xian/Lhasa**  
Transfer to the airport for your flight to Lhasa. On arrival transfer to hotel 'Yak Deluxe'.  
Overnight Hotel Yak Deluxe or similar

**Day 7 / Oct 10 Lhasa (B)**  
Visit Drepung and Sera including car and guide  
Overnight Hotel Yak Deluxe or similar

## Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



# The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

## Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? **Let's talk LiveBall!**



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