

Our Services. Your Peace of Mind.



A sophisticated marketing program that drives results sounds easy, but the reality is that many marketers are faced with the challenge of optimizing their program while maintaining growth.

The evolution of visitor expectations and the increased accountability by marketing departments oftentimes leaves one wondering where to start. We know that creating a program that converts takes hard work, analysis, planning and ideas.

With ion's professional services program, we deliver creative and knowledgeable marketers who know landing page optimization thoroughly.

Why? Because they've walked a mile in your shoes. These are individuals who collectively understand the role landing page optimization plays in marketing performance. In addition, they've worked with hundreds of brands to give guidance on landing pages, test plans and results. We also realize that every organization has different needs, and we've created our professional service solutions with that in mind. **From strategic coaching to full service – we offer a variety of solutions to get you on the fast track to driving more conversions.**



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 also providing a consistent, flexible framework for click landing experiences.

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



Strategy. When It Matters.

Focused

We don't throw out multiple ideas hoping that something will stick. Instead, we learn your business, your objectives, and your marketing programs. Because of that, we create a focused strategy that allows you to create results. The best part: we include tactical advice that you can go to market with, focused on the most impactful and lowest-hanging fruit first.

Conversion-Driven

We understand that results matter. When ion's team sits down to discuss your optimization strategy, we come with the knowledge that in order to be successful, you will need an action plan. Our strategists provide:

- Tactical "how-to" steps
- Best practice advice
- Clear and concise strategy
- Resources to leverage
- Example insights
- Specific deliverables and deadlines

Accountable

Our strategic coaching isn't an intangible service – it's an accountable service with real deliverables. Included in your strategic coaching are:

- **Stakeholder kickoff.** Designed to transfer knowledge from your team to ours. We will review previous and current landing pages, current campaigns and sources of traffic, benchmarks, goals, objectives and target audience.
- **Landing page test plan.** Based on the stakeholder kickoff ion will prepare a plan documenting initial campaigns or traffic sources for testing and outlining our initial testing recommendations and suggested LiveBall page templates.
- **Coaching.** ion will review client-created landing experiences and provide recommendations and strategic guidance on landing pages and tests.
- **Pre-launch review.** ion will review client-created landing experiences for LiveBall best practices, console organization, tagging, and QA.
- **Review and analysis.** ion will provide an analysis of test results along with campaign highlights and recommendations.
- **Dedicated account management.** As part of your post-click coaching engagement with ion, you will have access to a dedi-



cated account manager and our account services, including:

- Review of conversion results to provide suggestions and analysis
- Training and review of best practices
- Email and telephone support

We want each customer to walk away with a testing strategy that will drive revenue growth, but we also realize that it's sometimes hard to accomplish alone.



We use LiveBall in more than 100 countries worldwide – and the scalability is rock solid. We rely heavily on the expertise and input we get from ion before rolling out our global campaigns.

Digital Marketing Manager, Small Business Transportation Services Company

Accelerated Results. Today, Not Tomorrow.

When having the right solution isn't enough, ion offers a full suite of services to ensure you accelerate your revenue results today. From landing page optimization strategy to production and analysis – ion's team does the heavy lifting so you can focus on your marketing program health. An experienced multidisciplinary team of landing page optimization professionals works with you to define objectives, plan test waves, execute creative, produce landing page experiences, test alternatives, document learning, and provide reporting and analysis.

Our full-service model is a partner in the truest sense of the word. Our team becomes an extension of your marketing department, working with you closely to ensure that your goals and objectives are met and that any strategy executed aligns with those same initiatives.

Focused

When results matter – focused collaboration is essential. When ion's team sits down to discuss your optimization strategy, we come with the knowledge that in order to be successful, you will need an action plan. Our full-service team starts the conversation with:

- Benchmark information
- Targets
- Offers and messaging
- Goals and objectives

Collaboration begins with the first conversation. Your business objectives become ours, and we create a focused strategy to drive results. From integration options to first-wave deployment, ion's full-service team delivers a highly optimized LiveBall strategy.

It doesn't end with ion and you, however. We also work with any external teams that influence or impact your marketing program to ensure that we have a strategy that fits your entire marketing program, not just one component of it.

Conversion-Driven

Our test plans are based on your business needs; for most marketers, that means optimizing performance programs to drive increased conversions. We create a plan for you documenting the initial campaign, including hypothesis, objectives, anticipated outcomes, and next steps. This is an iterative process that updates with each wave and includes final results. It's all of the perks of coaching, with the benefits of a team that has been there and knows how to get results:

- Clear and concise strategy
- Example insights
- Advanced implementation
 - Rules
 - Forms



- Integrations
- Exports
- Comprehensive analytics
 - KPI-driven
 - Results-focused

Accountable

Accountability for ion's full service team begins at kickoff and continues throughout the partnership. ion will help you focus on meaningful landing page optimization that drives conversions. It isn't enough that we say it; we ensure we are held accountable for it. As part of the full-service model, development as well as milestone-driven review and analysis are key ingredients for success:

- **Program Overview.** The goal of the overview is to identify technical constraints as well as provide immediate insight into a testing strategy. This "kick-off" includes opportunities to consider for testing, marketing program review and KPI understanding.
- **Test Strategy.** From marketing strategy to test strategy, the test plan outlines what will be tested and where. In addition, the test plan will include creative strategy and execution details.
- **Management.** As an outstretched arm of your marketing department, we ensure we are providing overall management of your landing page strategy.
- **Monitoring and Analysis.** Monitoring performance is a key component that will influence optimization tactics and drive decisions. Ion's full-service team reviews performance of your company's landing experiences and reports performance benchmarks to you.
- **Design Services.** From copywriting to front-end development – ion's production and design team are here to ensure you have the look, feel and brand proposition you are hoping to convey.

ion will review results in realtime and predetermined periods during the duration of the program in order to analyze user behavior and plan iterative tests based on results. This frequent review will be shared with your team during biweekly meetings. Each test wave is documented in a test flow and provided to you at the start and conclusion of each wave. This test flow document aligns with the objectives and outcomes of your test to maximize learning and analysis.

Dedicated

As part of your full-service engagement with ion, you will have access to a dedicated account manager who knows your business and partners with you in creating a relationship that works for you.

- Optimization strategy, test planning and analysis
- Project and schedule management
- Email and telephone support
- Company implementation-specific LiveBall training if/as needed



Services. Customized for You.

We realize that not everyone fits into a strategy or full-service umbrella. That is why we've included personalized professional services customizable to the client's needs. We will help you define scope, deliverables and timeline.

We provide strategic and tactical consulting, including:

- creative services, such as design and copy
- production services, such as multi-geo rollouts
- test planning, management & analysis
- one-on-one and large-scale training (online or onsite)

In addition, we offer just about anything else related to landing page optimization and your landing page software platform. We'll even move your existing campaigns and pages into your LiveBall console.



Our scope can range from a helping hand to global implementation guidance. **It's up to you.**