



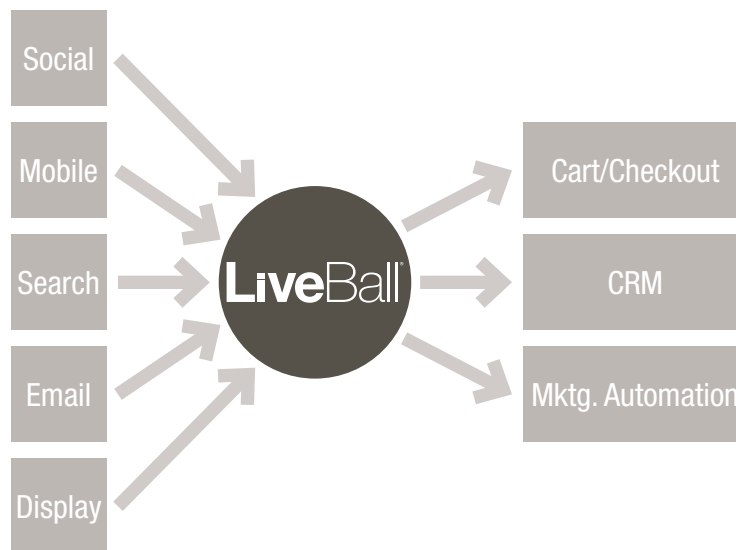
LiveBall optimizes the performance of online campaigns by delivering ideal user experiences. It significantly reduces the resources required to manage long-tail content and optimize conversions.

As a direct result of using LiveBall, customers see significant increases in revenue and profit.

- ▶ American Greetings reduced its cost-per-acquisition by 20% in three months.
- ▶ Bronto Software increased its lead-gen conversion rate from 2% to 18% in five months.
- ▶ Citrix Systems increased its search engine conversion rate from 0.5% to 12% in three weeks.

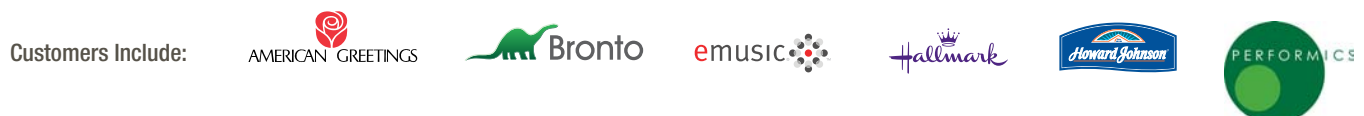
### Optimizing the gap between ads and results

LiveBall optimizes the gap between online ads — search, email, mobile, social, display — and results. It creates the first impressions a brand makes on users. By determining a user's intent and then focusing on it, LiveBall significantly increases user satisfaction. That satisfaction translates into more engagement, more leads and more revenue.



### Putting marketing in control

LiveBall is technology for marketers. It's a whole new class of easy-to-use software that saves resources, increases agility and improves results. It's IT independent — putting marketing in control of campaigns from beginning to end. LiveBall is cloud based — making it quick to launch and maintenance free. To use it, marketers log-in with a web browser. And for all the enterprise features of the platform, training takes less than two hours. It's low overhead and high impact.





# LiveBall<sup>™</sup> The most complete conversion optimization platform.

## LiveBall gives marketers the power & freedom to execute.

### For marketers. By marketers.

Just point, click and change it. Change what? Everything — forms, text, images, Flash, links, brands, page layouts, SEO controls — you name it. All IT free.

### Testing without code or IT

Test it all. LiveBall brings sophisticated testing into the 'no-code zone'. Launch A/B or MVT in three easy clicks.

### Industry-leading forms

LiveBall includes an agile, flexible, sophisticated no-code forms engine. Make pain-free, world-class forms all by yourself.

### Unparalleled SEO features

Nine ground-breaking features that make LiveBall the most search-friendly landing page platform.

### Clear, actionable reporting

Effortlessly get meaningful, real-time reports as HTML, PDF or Excel XLS and automatically send them to colleagues.

### Mobile optimization

Every user deserves an ideal experience. LiveBall keeps that promise by optimizing for the latest mobile devices.

### Flexible, branded templates

'Template' is no longer a dirty word — not even in the most creative circles. LiveBall includes a proven set of flexible templates, custom-branded for you.

### Flexible conditional logic

Design your own if/then statements for advanced logic — trigger actions from 31 different conditions — code-free.

### Asset management

LiveBall centralizes images, Flash, fulfillment, forms, email responders, tags and templates, so it's easy to reuse them.

### Seamless data sharing

Export to Salesforce.com, post to a form, send email, a delimited or vCard file — LiveBall gets your data where you need it.

### Flexible open integration

LiveBall customers mix and match components in their own loosely coupled architecture to attain best-of-breed status in each key sales & marketing area.

### LiveBall usability

LiveBall gets out of your way — saving you time & resources at every step. Even the training is short and simple.

## LiveBall is cloud-based and IT free.

Cloud-based software is reliable, easy to buy and easy to live with. With LiveBall, you simply order your solution, we provision it and get you started, you just log in and use it. You pay based only on the number of unique visitors you send to the platform.

**Content management** — make all the pages you want

**Testing** — three clicks for powerful A/B testing

**Reporting** — real-time analytics at your fingertips

**Hosting** — go live in minutes

**Support** — high-touch service from nice people

**Users** — everyone in your company can use it

**Quick start** — everything you need to get started fast

**Unlimited seats** — everyone can use LiveBall

**Unlimited pages** — create and launch all the pages you want

**Unlimited visits** — multiple visits from a unique count as one

**Unlimited testing** — run all of the code-free tests you want

**Unlimited support** — via phone & email — for one user

Customers Include:

