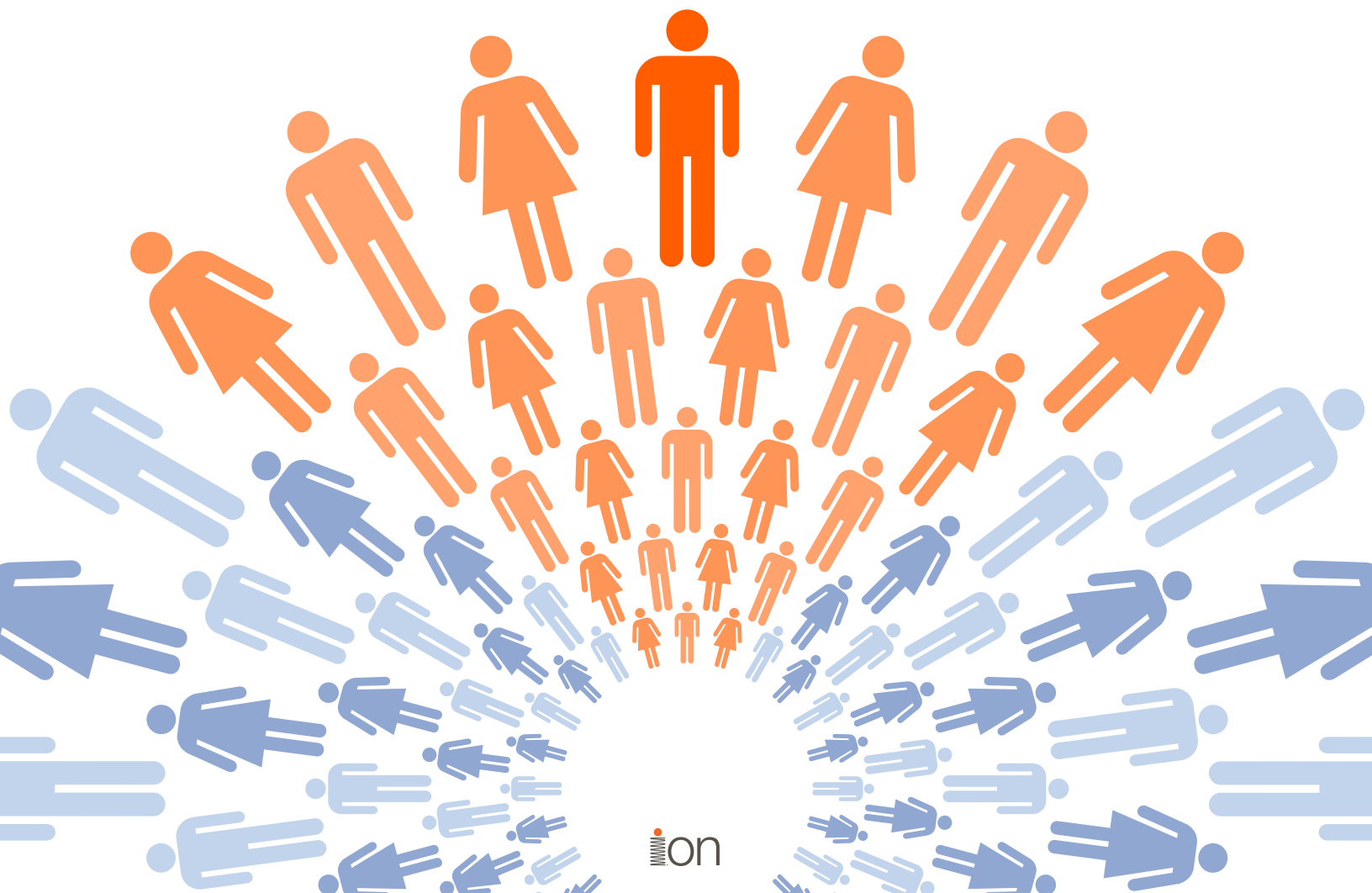




@adler media group

# Lifting Average Conversion Rates to 24% with Message-Matched Landing Pages

*"LiveBall allows our boutique agency to outperform larger shops. We do more with less."*



The flexibility and speed afforded by LiveBall's no-code approach to creating and testing enables them to focus on what they're testing instead of how they're testing it.

## Background

Adler Media Group is an online marketing agency based in North Carolina. They specialize in landing page strategy, pay-per-click management, and graphic design.

## Challenge

Adler Media Group President Cisco Adler recognized that his agency needed a way to quickly build landing pages. They were building websites, but wanted a more robust solution to offer landing page services to all of their clients. Landing page production was slowing the Adler team down, and the added production costs were often too much for their smaller clients. To offer landing pages as part of their services, the Adler Media Group needed the ability to quickly make high-quality landing pages that were cost-effective.

## Solution

Adler Media Group discovered that with LiveBall they could do a lot more for their clients.

With LiveBall, the Adler Media Group could quickly build sophisticated landing pages without code or developers in a fifth of the time it took previously took them. Thanks to the time that they are saving, they are able to leverage LiveBall to produce remarkable results for more clients.

### Buyer's Guide



Everything you need to choose the right landing page platform.

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THAT IN ALL THINGS GOD MAY BE GLORIFIED

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- Both B.S. and B.A. degrees are available

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[Fill in Your Info](#)

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88% 82% of Belmont Abbey College seniors rated their college experience as excellent or good, compared with a national average of 85% and 89% at other Catholic colleges and universities. 99

— National Survey of Student Engagement (NSSE)

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## Increased speed and scalability

The Adler Media Group also assists Belmont Abbey College with their email marketing and landing page development. Before LiveBall, their email marketing campaigns simply linked to a page on the college's website, and the tracking and profiling was limited.

Now, with LiveBall, the Adler Media Group can quickly and easily create campaign or event-specific landing pages. In their email marketing efforts, the college links to specific landing pages and then segments prospective students based on what's most important to them in a college experience. LiveBall has also made it possible for the college to track the actions of web visitors throughout their landing experiences, which gives the admissions department a much better idea of what potential students want before they even get the student on the phone.

Linking to a specific landing page instead of linking to the college's website lifted average conversion rates to 24%.

## What's next

Another perk of using LiveBall is the console-wide reporting, which gives Adler Media greater insight into trends across their entire client base. This allows them to leverage overall trends, and often results in an earlier success rate for new clients.

"Thanks to the broad picture that LiveBall provides across our client base, I can look at a new client's business model and have a fairly sound strategy right off the bat", Adler said.

Adler have recently noticed that microsites are performing much better for clients with slightly more complex products, so they are looking forward to testing more microsites across their client base.

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# 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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