



# Using advanced landing page techniques to grow B2B leads

Three must-read success stories for B2B digital marketers



## Better clicks + better pages = more business.

When the right people click — and are given what they expect — they convert. And they buy. And they stay. When you're transparent about who you are, you get the same in return. When both the marketer and the user are honest, everyone finds success. It's like matchmaking. And in B2B marketing, it's the key to success.

Mutual transparency makes it much easier to see where your best customers and prospects come from. When you can see that clearly, you can also see where they don't come from. Then it becomes easy to shift your spend to the best sources of customers. It's much harder to confidently make that call without authentic data you can trust.

Using post-click performance and behaviors to impact the streams of clicks that feed your marketing machine represents a major overhaul in thinking. It means that a sizable piece of your marketing emphasis moves from ads to the pages those ads link to. It means treating pages like extensions of ads. It can't be the web content team that makes this happen. It has to be the advertising or marketing team. It has to be continuous.

***Extend the ad through the pages that follow. Cater to intent. Optimize spend based on user behavior. Then scale it across your entire organization. Here are three examples of how that strategy is working...***

Bronto saw a 65% reduction in paid-search spend resulting in a net increase in the number of leads and the quality of those leads.



### Catering to intent and reducing spend by 65%.

Bronto Software focused their pay-per-click (PPC) spend by using post-click metrics to determine where the right people were coming from. A click was not a click. A click became a person with intent. Understanding that intent led to a 65% reduction in paid-search spend resulting in a net increase in the number of leads and the quality of those leads.

Bronto's post-click emphasis informed their media spend. How did they get at user intent? By asking. They attached meaning to the decisions that users made in highly specialized landing experiences. For Bronto it wasn't about behavioral targeting or inference, it was about the explicit choices users made in navigation- and distraction-free landing pages. These campaign-specific pages were nimble extensions of their marketing messages — made possible by Bronto's decision to have them live outside of their website infrastructure. Only there could they exercise the message and offer agility they needed.

Specific options were put in front of users in the form of targeted landing experiences called conversion paths. Within two quarters of adopting this strategy, Bronto had multiplied their conversion rate from 2% to over 18%. They did it with 159 conversion paths on 80 specific sources of traffic. Over 800 campaign-specific pages drove this unprecedented change.

Today, Bronto Software is nearly three years into this online marketing strategy. They are

running 898 landing experiences on 580 sources of traffic with a lifetime average conversion rate of 17.8% across both PPC and email marketing. That's over 4,500 agile web pages delivering remarkable value.



## Micro-targeting for 2,500% improvement.

Another example of click optimization comes from Citrix Systems. The \$1.2 billion enterprise software company adopted a similar strategy to that of Bronto, but they did it while micro-targeting via paid search. They found their needle in a haystack niche of hospital administrators, but they also found that over 70% of the clicks they were paying for were not even in the neighborhood of their target audience.

They too moved to agile pages outside of the confines of their website infrastructure. Beyond the grind of IT and multi-departmental processes, their landing pages flourished. They created these pages without navigation or other distractions and as extensions of the ads that were feeding them traffic.

After a year of splitting the spend between Yahoo and Google, post-click data empirically revealed that Yahoo was far less likely to deliver the target within two weeks of moving to conversion paths. The Yahoo spend was moved to Google and the post-click landing experiences were further optimized. Ultimately, the result of the three-week effort was 2,500% improvement over the original baseline.



## Scaling 9% conversion rate to 220 countries.

DHL needed a way to manage and optimize hundreds of B2B lead-gen landing pages on their own. They had been using agencies to build and test campaign-specific landing pages, but as a company that has operations in over 220 countries, they needed a solution that that would allow them to easily launch and use advanced landing pages on a global scale.

Using cloud-based software, DHL's marketers were able create campaigns and test alternatives in a matter of minutes. With their initial test, DHL started to use landing page software with marketing departments in fifty countries. They quickly saw conversion rates increase from a very low rate to nine percent, and they were ready to do more.

In 18 months DHL has created 3,325 marketer-created landing experiences in 220

Citrix saw a mere three-week effort yield 2,500% lead-gen improvement.

DHL saw lead-gen conversion rates climb to 9% when the applied post-click strategies in a 50 country trial. They've since applied the strategies globally in 220 countries.

countries and territories in the Americas, Europe, and Asia — with amazing success.

Despite having many different regional marketing departments creating their own campaigns, DHL is able to ensure their global brand consistency by using custom branded landing page templates. Now armed with detailed and instant campaign reporting, they can also make smarter marketing decisions based on individual campaign or global trends. So, if DHL sees that a campaign is performing well in one region, they can launch the same campaign in other regions within minutes using conversion tested and proven landing pages.

## B2B patterns and trends.

The patterns and trends are exciting for B2B lead-gen. When you take control and produce niche, long-tail user experiences, good things happen. In fact, great things happen.

But there's some between-the-lines learning here to point out as well. The motive for giving you a shower of big numbers is partially to show that this strategy is realistic, but also to illustrate that these campaign-specific landing pages are highly disposable. They need to be fast and easy to create, so you're willing to kill the ones that don't perform without worrying about your lost investment.

## All of these successes are built on disposable pages.

The somewhat cavalier sales saying goes 'some will. some won't. so what. move on.' and the same could be said of landing pages. Some will work. Some won't. Kill the ones that don't. In order for that approach to work, you cannot over invest in any one funnel.

Disposable user experiences aren't unprofessional, ill-branded or half-hearted. You need an agile method to deliver nimble, professional pages in minutes — not hours, days, weeks or worse. You have to keep the total cost of a page relatively low and the quality of the user experience very high.

## Link stability is not the same as page stability.

The disposability of pages does not lend itself to the web development world. In web dev, pages and their links are preserved. In the online marketing world, links are divorced from pages, so that they can persist even when the pages behind them die. The way to think about it is that you link to a place — what gets displayed in that place changes all the time, but the place itself is stable. It's unlikely that a website content management system is going to make that sort of flexibility easy — if it supports it at all. Your website is about stable pages in stable places. The best online marketing experiences are always in flux.

This is the crux of testing that yields dramatic results. You must be able to easily vary

what's shown to users. Why? To find the pages that are most likely to convert them from casual, impulsive clickers into engaged prospects or customers.

Bronto, Citrix and DHL are three examples of the redefinition of normal. Their businesses have been transformed by incorporating agile, targeted landing page experiences into their online marketing. In all three cases, the transformation happened within weeks or months. They let nothing stand in their way and they were rewarded for their persistence.

# 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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# Catch more fish.

Manage Enterprise-Scale  
Post-Click Campaigns  
with LiveBall.



**Inc.**  
**500**

 **on**



# LiveBall software...

LiveBall is software for a whole new breed of marketer.  
From a whole new kind of marketing technology company.

It's software for marketers and agencies that helps them catch more fish.

LiveBall optimizes the performance of online campaigns by delivering ideal user experiences.

With LiveBall, anyone can make & optimize conversion-focused, user experiences — without code, developers or help from the IT department. There's nothing to install, nothing to maintain, nothing to worry about.

LiveBall turns post-click friction into freedom by delivering enterprise-scale marketing agility. Subscribe to LiveBall and start making and optimizing post-click campaigns.



- **Produce & launch** brand-standard multi-page post-click experiences — microsites, conversion paths & landing pages — without code or developers
- **Target & track** content, offers and forms with codeless segmentation & conditional rules
- **Test & optimize in real time** using instant, integrated A/B and multivariate methods



"As soon as we get statistical significance on a test, we drive immediately to a champion in real time. On Mother's Day alone, the real-time change in traffic splits resulted in over \$45,000 in incremental revenue."

*Tessa Fraser*  
Interactive Marketing Manager, AG Interactive, Inc.



## ...and services to ensure your success.

You want to maximize your PPC, email, social, affiliate, direct and online advertising results. You're in the right place. Our services can help you get the most out of your LiveBall subscription by giving you all the expertise you need to be successful.

ion has been delivering technology-driven online marketing services since 1997. We're passionate about helping our customers achieve success. From implementation to optimization, our team will help you make LiveBall an integrated and productive piece of your digital marketing program.

### When it comes to post-click marketing, we've got your back—and your ROI.

Some of our service packages are outlined below. When you subscribe to LiveBall, let us know which services make sense for you. Not sure? We can help you figure it out.

Service	LiveBall Support	Smart Launch	Post-Click Coaching	Full Service	Custom Engagements
<b>Description</b>	We train & support you	We do the initial work to get you off on the right foot	Strategic and tactical guidance to maximize results	We manage & execute your post-click programs	Personalized professional services based on your needs
<b>Your Need</b>	Using LiveBall	Expert help launching LiveBall	Expert guidance	Ongoing landing page management & testing	Let's talk
<b>Timeline</b>	Lifetime of your subscription	2-6 weeks	2+ months	4+ months	Based on needs
<b>Price</b>	Free!	\$5,900	From \$2,500 / month	From \$12,200 / month	Based on scope



"I love LiveBall. We use it to convert our paid search, email marketing and even online quizzes to leads. Our SEM conversion rate is up to over 15%, our leads are higher quality and we've reduced our spend by two-thirds."

*Sally Lowery  
Internet Marketing Manager, Bronto Software*



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

#### For marketers. By marketers.

Point, click and change it. Change what? Everything — forms, text, images, Flash, links, brands, page layouts, SEO controls — you name it.

#### Testing without code or IT

Test it all. LiveBall delivers sophisticated testing without code or developers. Launch A/B or MVT in three clicks.

#### Industry-leading forms

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

#### Unparalleled SEO features

Nine ground-breaking features that make LiveBall the most search-friendly post-click 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 proven, flexible page 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 fast.

### LiveBall is cloud-based, marketer-friendly and scalable.

Enterprise-class software-as-a-service (SaaS) 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 your LiveBall pages — from 10,000 to millions per month — starting at \$1,295 per month.

- ◆ **Content management** — make all the pages you want
- ◆ **Testing** — powerful A/B and multivariate 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



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www.ioninteractive.com

Look who's powered by ion's LiveBall platform:

