7 ways to advance your landing pages with LiveBall's no-code testing

ion

Introduction

Idea-Driven Marketing

Marketing ideas have historically had to filter through layers of design, production and technology before they become reality. This has robbed marketers of the immediacy and agility fast becoming the hallmarks of successful online campaigns. Testing is bringing marketing ideas and alternatives to their audiences. Agile testing empowers marketers to take their ideas to their audiences quickly and easily — without code and without IT.

LiveBall's Culture of 'Yes'

The freedom that marketers gain from 'going direct' with their ideas leads to revolutionary changes in how market-ing gets developed and delivered. These changes are even more revolutionary than the desktop publishing revolution that turned print upside down in the late eighties. Giving marketers the ability to cut out all middle men and put themselves in a direct feedback loop with their audience finally delivers the two-way conversation that has long been imagined.

Gone are the days of dogmatic defense of abstract ideas. 'Let's test it' replaces 'that'll never work'. 'We can do that today' supplants 'let's look at resources and schedule some time to decide on a go-forward plan'. The new reality of forward-thinking marketing organizations is both fast and free. Fast to execute and free to excel.

LiveBall is optimization software designed to eliminate friction for marketers looking for a way to 'try it'. Instead of hearing how long it will take or that it simply can't be done, LiveBall embodies a new culture of 'yes'. Yes, you can try it. Yes, you can make it happen today. And yes, you'll know how it worked tomorrow. Testing is simply trying new things. And LiveBall lets non-technical marketers try new things without code, without IT, without a degree in statistics and without friction.

7 Ways to Improve Your Landing Pages with LiveBall's No-Code Testing

1. Landing Page Testing

Optimizing the first impressions you make on users is a proven step towards improving your online marketing results. Creating and testing sophisticated, high-performance landing pages and their elements is crucial to delivering conversion-ready anding page experiences.

LiveBall enables landing page conversion rate optimization with both A/B and multivariate testing — without code or IT. Begin by A/B testing different elelments on the page, such as headlines, images, or forms. Run parallel controls and compare those results against your LiveBall pages — in real time. Once you have a champion, refine it using LiveBall's multivariate testing tools — by varying page content and forms. LiveBall does the heavy lifting so you can focus on what's being tested and free your mind of how it gets accomplished.

i·on

2. Microsite Testing

Creating and testing multipage, navigable user experiences can be daunting and time consuming. Even the most sophisticated content management systems are outside their core competency when multiple independent experiences are required.

Microsites differ from landing pages in that they can deliver more information and a more involving experience. But just like landing pages, microsites require constant testing and tweaking to optimize results.

LiveBall makes complex microsite creation and testing simple. Using a standard web browser, non-technical marketers can create, deploy and test feature-rich navigable microsites without code or specialized resources. A/B test microsites against one another to optimize flow, navigation, messaging and conversion. Refine content and test form variations within pages of your microsites using LiveBall's code-free MVT features.

3. Conversion Path Testing

Most content management systems (CMS) were designed primarily to edit websites. As websites become less relevant and users demand more specific and more contextually pertinent content, the CMS gets further and further away from its roots.

Conversion paths shine when segmentation into specific groups helps refine messaging and improve visitor engagement. Less specific traffic drivers like paid search engine marketing often benefit from message-matched user experiences that speak very clearly and simply to visitors.

Conversion paths appear very simple to users, but are in fact quite complex to assemble and test — unless you're using Live-Ball. ion's LiveBall platform makes the creation and testing of complex, multipage, multi-branch conversion paths easy. Market segments can be created as tags within LiveBall that can be applied to any action a user might take. This allows marketers to see and focus on the sources of traffic that convert the best for their most wanted market segments. Conversion path testing is accomplished in three clicks using LiveBall's A/B testing features and it can be augmented with multivariate content or form testing within pages. All testing is accomplished without code, help from IT or other specialized resources — putting all of the power and control within marketing's hands.

4. Message Testing

Online marketing — especially search engine marketing — provides an almost instantaneous channel for generating targeted traffic. This is a tremendous opportunity for controlled message testing. Instead of focus groups and usability tests, controlled experiments can be run on real web traffic in real time. How people respond to messaging in real experiences is invaluable data for organizations to carry forward into broader applications.

LiveBall enables targeted message testing — letting marketers float ideas to narrow slices of traffic. This allows for quick learning that can be applied to broader campaigns or across corporate messaging development. Test copy, design, Flash, forms, video and nomenclature with point-and-click simplicity. Insert your ideas into streams of traffic and siphon off as much or as little as you like. Get instant feedback from users and fold that new knowledge into your future creative. LiveBall gives you more knowledge in less time, using fewer resources.

5. E-Commerce Warming Testing

Warming pages can provide significant lift within e-commerce experiences. By inserting a warming page between a paid-search ad and a catalog/product page, a significantly higher percentage of visitors may be inclined to add to cart. What's more interesting, is that a higher percentage of carts may complete their transactions.

Many shopping cart experiences are sub-par and difficult to improve. Pre-cart warming pages help visitors see more value in the product and the brand behind it. By increasing the value proposition, marketers are providing more fuel to propel people through a likely sub-par cart experience.

LiveBall makes it easy to create and test pre-cart warming pages to find the right ones for the job. The platform provides tracking code that can be inserted during or following the transaction within the cart to track conversion as well as other data like average order value (AOV) — all in real time. By making it fast & easy to increase the value proposition, LiveBall can help improve e-commerce performance.

6. Forms — Data Collection Testing

Forms, like shopping carts, are obstacles to ease of use and visitor satisfaction. The best forms are the ones that make it easy, fast, intuitive and trustworthy for users to share their information. There are many variables involved in finding the 'best forms'. The number of fields, their labels, their presentation, the number of steps in a wizard, the number of columns, button design and labeling — all impact the usability of forms and hence the ROI of the business behind them. Varying and testing these elements can be time consuming, resource intensive and costly.

LiveBall enables no-code, dynamic form testing using both A/B and multivariate (MVT) methods. The platform separates presentation from data collection to allow for easy, independent testing of alternatives without affecting data integrity or CRM compatibility. Marketers can directly control all aspects of data collection and form presentation without code or help from specialized resources like IT. Form experimentation can have a measurable, immediate and direct impact on conversion rates.

7. Social Engagement Testing

Social marketing can sometimes struggle to show its ROI within the marketing mix. But engagement with a brand is highly valuable and often quantifiable. Social conversion — the idea that there is great inherent value in creating or adding to a brand's tribe — is an idea whose time has come.

LiveBall supports the use of social widgets as engagement mechanisms to put social on the same level as lead-gen or transactional conversion. Creating and testing user experiences designed to engage is only the beginning. Leveraging and escalating participation within your tribe to shake out the most passionate advocates can lead to business opportunities. LiveBall provides the agile infrastructure needed to create stimulating, flexible user experiences to transform casual engagement into passionate participation. Social-specific user experiences can range from Twitter landing pages, to micro-blogs, to follow-pages and much more. The list is ever expanding and demands flexibility and agility to deliver great brand experiences.

Create a Culture of 'Yes'

Idea-driven marketing flourishes in a culture of 'yes'. Agile marketing is unimpeded and free to succeed in a fast-paced world where change is the only constant. Trying out ideas in real time on real people is the foundation of high-speed, high-performance marketing. Testing those ideas in landing pages, microsites, conversion paths, messaging, warming pages, forms and social marketing is the constant that drives innovation, performance, revenue and ROI. It's the culture of 'yes, we can try that — right now'. And it's made possible with LiveBall.
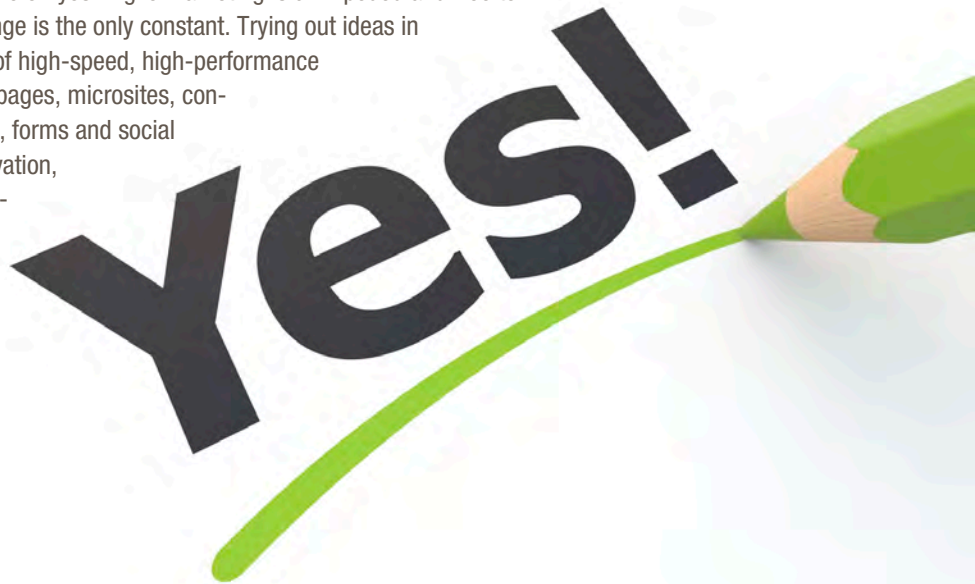
LiveBall optimizes the performance of online campaigns by delivering ideal user experiences. It significantly reduces the resources required to manage long-tail content and optimize conversions.

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.

Social

Mobile

Search → **LiveBall**

Email

Display

Cart/Checkout

CRM

Mktg. Automation
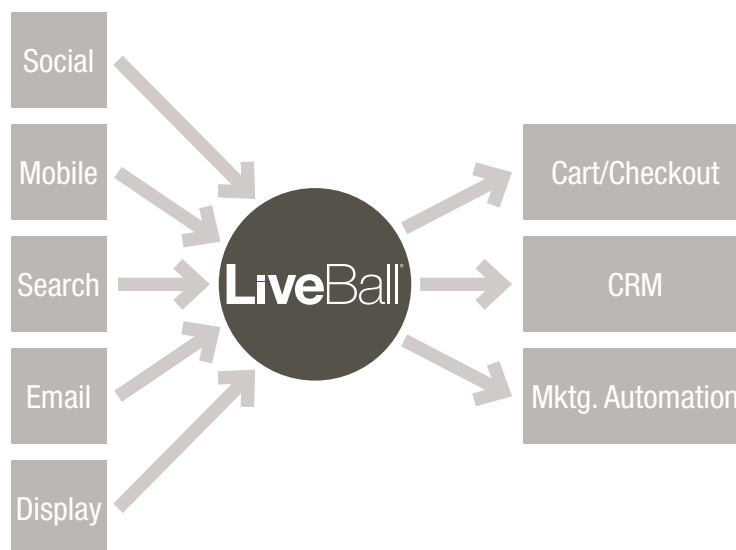
Putting marketing in control

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.

Customers Include: AMERICAN GREETINGS Bronto emusic Hallmark Howard Johnson PERFORMICS
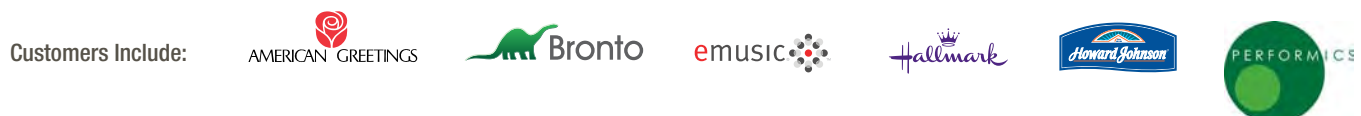
Catch more fish.

Manage Enterprise-Scale
Post-Click Campaigns
with LiveBall.

Inc.
500

ion

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

Inc.
500

…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
Description	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
Your Need	Using LiveBall	Expert help launching LiveBall	Expert guidance	Ongoing landing page management & testing	Let's talk
Timeline	Lifetime of your subscription	2-6 weeks	2+ months	4+ months	Based on needs
Price	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

ion

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

Inc. 500

ion

1.888.ion.idea (466.4332) or +01.561.394.9484 outside the U.S. & Canada

www.**ion**interactive.com

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

AMERICAN GREETINGS   Bronto   **bwin**   **DHL** EXPRESS   emusic