

# The Best Landing Pages Start Here



# With ion

## Building extraordinary pages just got easier.

Create, publish, test, and analyze landing pages with the leading platform trusted by hundreds of global brands like Dell, DHL, General Mills, and more.

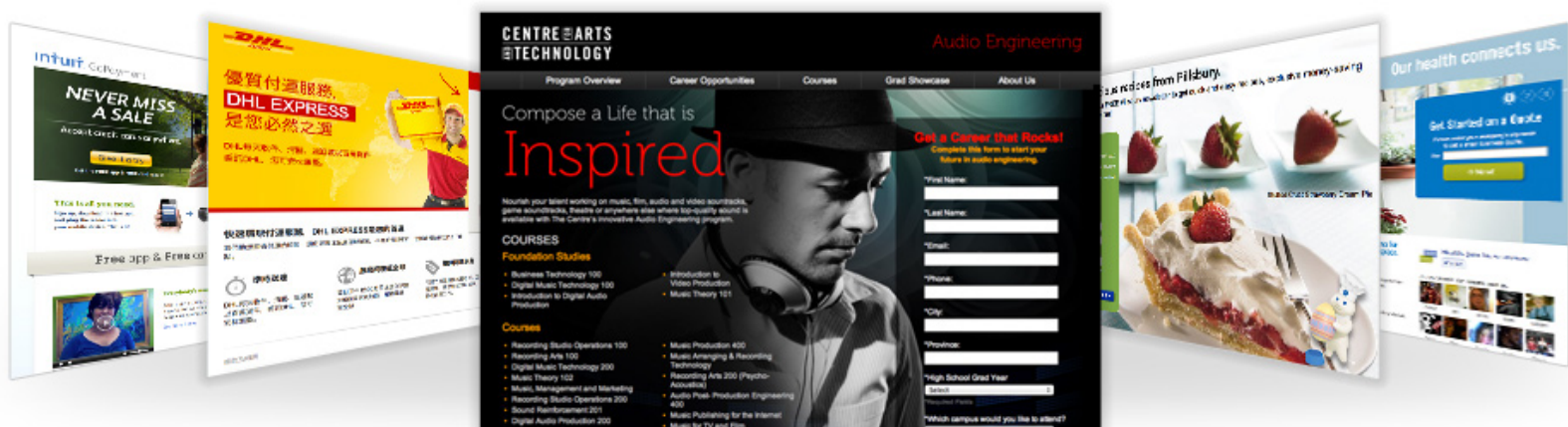
Across modern marketing departments, landing pages are a vital part of successful online programs. While there are several options for creating landing pages, most are limiting and include only basic 'generalized' capabilities for publishing and testing landing pages. Typically, marketers make landing pages using:

- ✓ Hand-coded static pages
- ✓ Outsourced agencies & freelancers
- ✓ Website content management systems
- ✓ Blogging platforms
- ✓ Marketing automation & email platforms

If you are using any of these methods while attempting to simultaneously provide a fabulous user experience, achieve better conversion results, and/or incorporate advanced customization, then you've probably already felt the pains that coincide with using an inadequate solution.

While each of these approaches will help you make pages, you'll have a hard time juggling your goals for conversion, ROI, and agility. The good news is that there is a platform that can help — no matter how advanced or sophisticated your ideas, integrations, and customization requirements may be. LiveBall is the most advanced landing page management platform available. Its flexible enterprise features will help ensure that your pages and programs can change and grow with you, while also helping you take advantage of the latest, most sophisticated trends in landing page creation and testing.

**Here's what makes LiveBall the most advanced landing page solution available:**



## 1. Amazing web experiences

### Better conversion rates start with better landing pages.

With professionally-designed templates that centralize brand while decentralizing content, you can create a variety of pages while adhering to brand standards. LiveBall's templates, and the entire page creation process, are remarkably flexible and rather 'untemplate'-like. Marketers can move, add, or change page elements, add pages & content easily, link pages together to create multi-page experiences, and experiment with a variety of different templates—all while creating beautiful, browser-tested, and conversion-focused user experiences. This creative freedom will allow you to experiment to determine the most effective page layout, imagery, content, and overall experience to help you lift your conversion rate.

- ✓ Create single landing pages, multi-step experiences, microsites, app-like customer experiences, and more—all without code or web development resources.
- ✓ Gain total flexibility to create the pages you need with 65 out-of-the-box custom-branded templates, plus the option to create custom templates.
- ✓ Refine your templates in whichever way you see fit: swap layouts, swap content elements, add content elements, copy existing pages, and more.

As an art school we have to make sure that things are very visually appealing — and in that sense very creative — and before LiveBall we were very limited.

*Teresa Doulos,  
Interactive Marketing  
Manager,  
Centre for Arts and  
Technology*

LiveBall has empowered the MarketingProfs marketing team to create elegant, high-performance landing pages. We launch and test pages in minutes and robust minisites within days.

Megan Leap  
Online Marketing  
Manager,  
MarketingProfs

## 2. Unparalleled sophistication at your fingertips

### Powerful, customized features driven by marketing.

In today's online marketing environment, what starts as a requirement for a simple landing page can quickly grow into a more complex, highly-sophisticated user experience. In the LiveBall platform, you can transform simple pages into sophisticated customer experiences without having to start over, change URLs or move platforms.

Even simple, single-page landing experiences can take advantage of LiveBall's conversion-boosting functionality with code-free, marketer-managed features such as dynamic content substitution, automatic mobile-optimization, progressive profiling, and more. With LiveBall, you'll have all the sophisticated functionality you need to make every one of your landing pages into targeted, specific conversion machines.

- ✓ Publish flash, video, social elements, RSS, and widgets without developers.
- ✓ Automatically display mobile versions of pages.
- ✓ Use built-in, code-free page logic for dynamic content substitution, keyword insertion, geolocation, personalization, and more.
- ✓ Use XML web services, API calls, and look up tables for an even higher degree of sophistication.
- ✓ Best in class platform—ion uses an agile development process that typically results in significant releases 6-8 times per year, ensuring that LiveBall always offers the most advanced functionality.

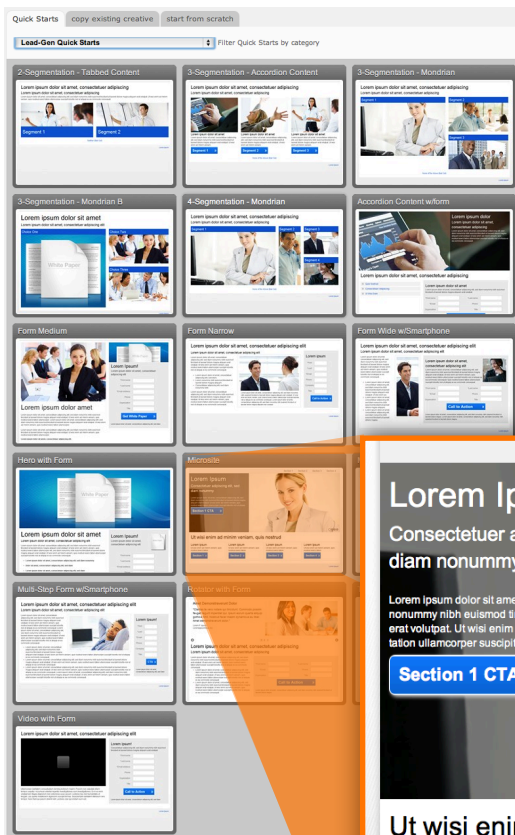




### 3. Built-in best practices

#### Minimize production time & resources with 58 Quick Start experiences.

LiveBall comes with 58 'Quick Start' landing experiences—landing pages, microsites, conversion paths, mobile pages, and more. Quick start experiences are fully designed, “pre-built” pages ready for you to pop-in your own content, take them live, and move on to the next thing on your to-do list. Quick Starts are not just prefab pages, they are proven performers. Quick Starts were designed based on best practices learned through years of testing. In this way, they are the fastest way to create and launch high-quality landing experiences.

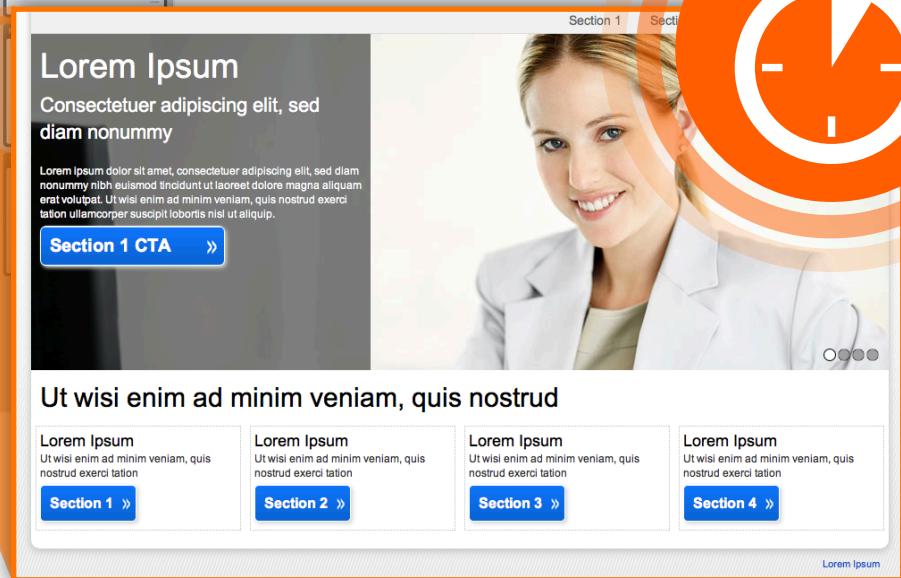


✓ Browse purpose-based categorized experiences for lead generation, e-commerce, social, mobile, and more to quickly find what you want to launch.

✓ Select from a variety of types of experiences such as landing pages, microsites, land-and-jumps, category pages, content pages, form pages, etc.

✓ Input your own content & take it live—go from idea to launch in minutes, not days.

✓ Create your own customized Quick Starts for quick access to your favorite landing experiences.



With the flexible, reactive nature of the LiveBall templates, I can modify and iterate landing pages on the fly which ultimately makes it so much easier to create targeted, specific landing pages.

Jesse Abrams  
Digital Associate  
Marketing Manager,  
General Mills Canada



## ⊕ Men's Shoes

### Mens Shoes

Discover how RunShooz's extreme comfort and innovative design set us any other brand. Free shipping on all sizes and styles.

» Explore Mens Shoes



## ⊕ Women's Shoes

## ⊕ Kids Shoes

## ⊕ Accesories

## ⊕ Blog

We can create a completely personalized proposal in about 15-20 minutes, compared to more than an hour before.

Greg Hayes  
Online Marketing  
Manager,  
G Adventures

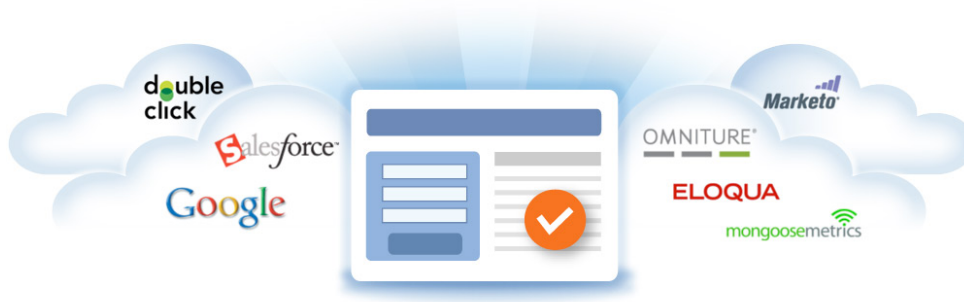
## 4. Code-free interactive content

### Marketer-managed enhanced content for sliders, accordions, lightboxes, and more.

LiveBall comes with something you won't find anywhere else—'ready-made widgets'. Ready-made widgets allow you to publish interactive content like tabs, accordions, image rotators, content sliders, and more. These ready-made widgets allow you to neatly and beautifully provide your visitors with an extraordinary amount of content without overwhelming them or taking them to a

different page. Add ready-made widgets to any LiveBall page, in any content slot, without code. Simply add your own text, images, and links, then watch LiveBall turn out beautiful interactive content that looks like it was created by a web developer. It's as close to magic as you can get in a landing page platform.

- ✓ Accordions help you display text, images and links within drop-downs so that visitors can select the content that they would like to view.
- ✓ Tabbed content displays text and images within a tabbed environment, much like a microsite, but without taking your visitors to other pages.
- ✓ Lightboxes are pop-up-like boxes that can overlay either an external website or a page within your landing experience.
- ✓ Image, product, and content rotators can automatically cycle through a series of text, images, and links, or any combination of all three.
- ✓ Layered content makes it possible to place text, links, or both over a single image—maximizing page real estate.
- ✓ The option to create custom ready-made widgets—the sky is the limit. As a special project, ion can create ready-made widgets to your specific requirements.



We wouldn't be able to report on the full scope of how much revenue and how many leads paid search is driving without both LiveBall and Mongoose Metrics.

*Jesse Kanclerz  
Paychex Search  
Marketing Analyst*

## 5. Flexible forms, exports and integrations

### Total flexibility to capture your conversions, your way.

Forms, exports, and integrations are the backbone of the modern online marketer. We know that in order for you to build a successful landing page program, your critical data must be managed and translated across all of your business platforms.

With LiveBall, you can create any form presentation that you can envision: single column, two-column, multi-step forms and more. In addition, you can change the order of fields, change the name of the fields that display for visitors, and fully localize—all without affecting the behind-the-scenes data collection and export processes. You can even create custom HTML forms for advanced functionality and display options.

Forms can be created, changed, and customized without affecting the back-end data collection and export requirements necessary for integration into your Salesforce, marketing automation, call tracking, analytics, and other marketing technology platforms. You can have respondents routed to different or multiple exports depending on visitor qualifications, and you can also import data in real-time from web services and external databases to dynamically change a visitor's experience.

LiveBall's export features are super flexible. You're not tied to any single data export format or any one system. You have the freedom to export data to several systems or people at once, and in several different formats, all from a single campaign.

Integrations between marketing technology systems are an important part of online marketing—everything has to talk and work seamlessly together. We know that in order for you to build a successful landing page program, the data you collect needs to be shareable and usable, regardless of what other platforms you are using. That's why we provide open integration options. With LiveBall, you'll have all the capabilities and support necessary for web post and email exports, submitting to XML and JSON web services, a native Salesforce API, secure FTP, and more. LiveBall has been successfully integrated with Aprimo, DoubleClick, Eloqua, Google Analytics, Infusionsoft, Marketo, Mongoose Metrics, Omniture (Adobe), Pardot, Hubspot, Siebel, and countless proprietary IT systems. If you need something even more custom, our technical services team will work with you to make it happen.

- ✓ **Forms:** Marketers can experiment with front-end form display without touching backend data collection and exports.
- ✓ **Exports:** Export to multiple systems, automatically or manually, for any single (or group of) campaign(s).
- ✓ **Integration:** Open, customized integration options to meet your business requirements.

Before LiveBall we had anecdotal conversion metrics. Now we have 3x improvement, higher quality leads, more tailored campaigns and better forecasting. People believe it's a magic bullet.

*Mykola Sarazhynskyy  
Marketing Manager,  
The University of  
St. Thomas*

## 6. Conversion-focused analytics

### Specialized, deep-dive visibility into real-time performance helps you lift your conversion rate.

With LiveBall, you'll always have conversion-focused, real-time analytics at your fingertips. Although LiveBall integrates with your organization's existing web analytics tools, like Google Analytics, SiteCatalyst, or Webtrends, our customers consistently tell us that it's their LiveBall reports that are invaluable.

LiveBall's reports give you broad visibility into your landing page performance—from a macro view across everything that you're running down to the granularity of any individual page. For example, in an instant, you can compare the traffic and performance of groups of landing pages against each other to see what's working and what isn't, or what's getting traffic and what isn't. Also, at the page level, you can analyze user behavior and determine which page actions lead to the most conversions.



LiveBall's analytics are real-time, conversion-focused, and action-oriented for instant visibility into your landing page programs. Dive deep into day parting, test results, keywords, geolocation, and more with just a few clicks.

- ✓ 20+ performance gauges help you evaluate everything from the effectiveness of your media buys, user behaviors that lead to conversion, day parting charts, keyword performance, and more.
- ✓ Track and analyze behavioral data for conversion insights.
- ✓ Customized automatic reporting that's easy to configure with point-and-click choices.
- ✓ Integrate LiveBall with call tracking to accurately track both form and phone leads with a unified view in your LiveBall console.



## 7. Agile A/B and multivariate testing

### Know what works—and what doesn't—in real time.

With LiveBall, you can easily launch A/B and multivariate tests without code or developers. Setting up an A/B test with two or more landing pages pitted against each other is as easy as sliding a scale and letting LiveBall handle the rest. Once LiveBall calculates that your desired level of statistical confidence has been reached, LiveBall can automatically route your traffic to the most effective page. Try different headlines, copy, images and content with multivariable tests that require no code and no technical support. You can preview page combinations in the multivariate testing screen and track which elements are exerting the strongest influence on your conversion rate. LiveBall makes setting up and running tests easy, so you can focus on your strategy and results.

- ✓ Launch A/B tests without code—test layouts, conversion paths, forms and content.
- ✓ Launch multivariate tests (MVT) without code—test combinations of images, copy, forms. Even get an estimated timeframe for how long a test will take depending on traffic levels and your preferred level of statistical significance.
- ✓ Set your testing statistical confidence, between 80-99%, based on your unique requirements.
- ✓ Optionally automatically route traffic to best performing pages or content combinations based on statistical confidence—set your test and LiveBall will take care of getting traffic to the most efficient experience.



I'm never married to anything. Whatever gets results in testing is all I'm interested in. With LiveBall, I can try everything easily — without IT — I have total control.

Scott Brandt  
Vice President of  
Marketing, SurePayroll

## 8. Freedom to grow

### You'll never outgrow LiveBall.

In an enterprise environment, it can be challenging to stay on top of the explosion of campaign experiences needed to effectively run today's online marketing programs. For many marketers, this is further complicated because their landing pages live all over the place. Some may be created in a website CMS, while others were created by an agency or contractor. Still others may be in a variety of platforms. This decentralization of the process of creating, testing and analyzing landing pages makes for untenable complexity. LiveBall simplifies this confusion by enabling total agility, centralization and scale.

**The first step in growing your program is to centralize your pages within one platform that's flexible enough to grow with you and smart enough to make the process quicker and easier. LiveBall is just that, and more.**

By centralizing your content in LiveBall's flexible organizational system, each subsequent landing page that you make will be easier and take less time. We're talking minutes and hours, not days or weeks. Unifying all of your campaign content within one specialized platform makes it easier to manage hundreds of pages, run A/B and multivariate testing, and to adapt campaigns over time. LiveBall's global content management system makes it easy to add an image, create a form, or even create an entire landing experience just once, and then deploy it in as many places as you like. By storing your content in global libraries instead of at the individual page level, you'll never need to recreate the wheel.

Because LiveBall makes it possible to manage an unlimited number of campaign-specific landing pages and paths, it's a natural fit for companies managing multiple brands, regions or clients. By having all regions in one platform, global managers can easily and quickly pull reports to compare best performing campaigns and then recommend which local campaigns should go global or vice versa. A campaign landing page from a marketing team at your global headquarters can be copied over by each regional marketing manager who can then localize and launch a region-specific version all within the same platform — all without code in minutes.

**LiveBall gives your program the freedom and flexibility to grow big, to increase your speed to market, and to quickly realize marketing ROI.**

- ✓ Maintain all of your campaign experiences—there's no limit on page creation—in a single, centrally managed environment with customizable categorization—organize by region, by product, by brand, by client, or in any way you require.

[LiveBall] was a key enabler in our online lead gen strategy that resulted in a 10X increase in opportunities for our sales teams in a two year timeframe”

Josh Mueller  
Senior Manager of  
Business Digital  
Marketing, Dell

- ✓ As campaign requirements change, pages can be adapted without having to move experiences, change URLs or start over.
- ✓ Use as many domains and subdomains as you'd like within your LiveBall console. LiveBall URLs are completely customizable (custom fallback, redirect URLs, favicons, SSL information, etc.) and there is no limit on the number that you can create.
- ✓ LiveBall uses the global-standard UTF-8 character set; its database supports.
- ✓ Provide access to an unlimited number of users and, if you choose to do so, limit their access to certain landing page groups, global content libraries, or integration settings.
- ✓ Detailed, customizable reporting on both the macro and micro level makes following global or company-wide trends just as easy as comparing e-mail traffic to PPC in any campaign.

## 9. Secure. Reliable. Enterprise.

### Peace of mind for the landing page cloud.

LiveBall fulfills the security and reliability requirements of the toughest IT departments—even though you'll never need their direct involvement. In the design of the platform itself, we've taken every precaution. LiveBall's secure single-tenant architecture, AES-256 encryption of respondent data, auto-purging of sensitive data upon export, custom SSL certificates, and 24/7 technical operations monitoring are just a few of the many safety and reliability features LiveBall offers. **It's our auditable dedication to security and reliability that has made LiveBall the right choice for leading brands in the financial and computer security industries.**

While we take every precaution that we can to ensure that your LiveBall console is safe and secure, we can also promise you that no matter how much traffic you send our way, LiveBall can keep up.

**LiveBall is capable of handling millions of unique visitors per month.** For instance, one of our consumer game customers serviced over ten million unique visitors in a single month through their LiveBall pages—which at times meant they were sending upwards of 50,000 unique visitors per hour and using over 4 terabytes (TB) of content. It's important to have that scalability when you need it most—even if it's just a sudden burst of traffic for a wildly successful campaign.



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 providing a consistent, flexible framework for click landing experiences.

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

- ✓ Secure single-tenant architecture with flexible access controls and strong administrator password policies.
- ✓ AES-256 encryption of respondent data, auto-purging of sensitive data upon export, custom SSL certificates, and IP restrictions.
- ✓ 24/7 technical operations monitoring with datacenter and network redundancy at world-class Tier 1 facilities.
- ✓ LiveBall is capable of handling millions of unique visitors per month.

## 10. Expert support and professional services

### **We've got your back, with the most dedicated team in online marketing.**

Our support goes well beyond the traditional support provided by most marketing technology platforms. Whether you open a support ticket, pick up the phone, or send us an email, you will have a dedicated account team here at ion ready to help. We get you started with customized, one-on-one online training sessions that are specific to your needs. Our Smart Launch service will help you to create your first landing experiences, set up integrations, build forms, QA, and go live. Once you are live, we're always here to answer your questions, provide solutions, demonstrate new features, and point you in the right direction.

In addition to support, we also provide strategic services to help you manage your landing page programs. Our services range from helping you get started to custom engagements for new projects and even full service management. Whatever you need help with, our expert team is here, and you're in good hands. Our services team has years of experience with landing page optimization and online marketing best practices. We put some of the most imaginative and experienced conversion optimization professionals at your beck-and-call—for everything from coaching and brainstorming to test plan development and creative production. We hope you'll be delighted by the level of "TLC" you receive from your ion team.



- ✓ Dedicated account team provides continuity for your programs.
- ✓ Expert assistance goes beyond platform support and includes landing page best practices and conversion optimization.
- ✓ Experienced professional services team for concept-to-completion and management of pages and testing programs.

## Make the best landing pages

There are many ways that LiveBall is different from the other options out there, and we've gone through a few of the most important ones here. All of these differences boil down to one overriding reason why LiveBall is the only choice for marketers serious about results: with LiveBall, you can make the best landing pages. And better conversion rates start with the best landing pages.

LiveBall takes away the organizational complexities that slow us down, removes the barriers of coding languages, and provides marketers with the right features to ably create and test the most advanced, results-oriented landing pages.

**The best landing pages start with LiveBall. [Let's talk about how LiveBall can help you.](#)**

Previously, we had a tool, but no solution. Now, we have a tool and a solution.

*Josh Carroll  
Digital Marketing,  
North America  
Western Union, Inc.*