

Catch more fish.

Manage Enterprise-Scale
Post-Click Campaigns
with LiveBall.



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



"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
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*



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



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

www.ioninteractive.com

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

