



# A Nonprofit Organization Helps More People with LiveBall.

*"LiveBall provided a turn-key solution that helped us close the time-to-marketing, testing and reporting gaps in our landing page development and management processes. More importantly, LiveBall helps us reach more families in need and fulfill our mission to make each health journey easier."*



"We like that fact that LiveBall makes that statistical significance determination on its own. It's really nice to be able to just go in [to LiveBall] and see how pages are performing without manual calculations."

## Background

CaringBridge provides personal and private sites that connect people experiencing a health event to family and friends. Each day over half-a-million people use CaringBridge to send out health updates or show support for friends or loved ones. CaringBridge uses paid search and Facebook ads to help build awareness of their free services to families in need.

## Challenge

CaringBridge is a nonprofit organization that is funded by the generosity of donors. Like all nonprofits, they have to accomplish a lot with limited time and resources. CaringBridge has a small IT department that focuses their time supporting the service by developing new features, ensuring up-time and supporting priority organizational projects. This meant that it could take months to create a landing page for a marketing campaign and that online testing wasn't even an option.

## Solution

In March 2011, CaringBridge started using LiveBall and their online conversion rates soared.

Using LiveBall, the CaringBridge marketing team was able to create landing pages for their pay-per-click (PPC) advertising that segmented their PPC traffic into those visitors who were interested in building their own website and those who were interested in recommending the service to someone else. Not only could CaringBridge make landing pages more quickly, but now they also had the ability to test and optimize landing pages. Using LiveBall's A/B testing features to test different layouts, CaringBridge was able to quickly increase their online conversion rate.

### Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide





### A Faith Resource During Challenging Times

*Free websites support your ministry and connect families.*

**Connection When it Matters Most**  
CaringBridge offers free personal and private websites to help **keep people connected during significant health events**. In just a **few simple steps**, you can create a site for yourself or someone else to **keep everyone within your faith community updated**.

**Ongoing Love, Hope and Support**  
During challenging times, people need **comfort, love and encouragement from their communities of faith**. Visitors to a CaringBridge website can leave messages of support through the **guestbook** — a source of inspiration for patients, friends and loved ones.

**Share Your Story and Stay Connected**  
With CaringBridge, you can ensure everyone receives updates with just one click. A CaringBridge site includes a **journal** where you can **share news, updates and information**, as well as a **photo album** to display images for your visitors.

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## Results

Since launching their first LiveBall campaign four months ago, CaringBridge has seen a 20% increase in online conversion rates for one of their Google AdWords campaigns, and a 100% percent increase in their Facebook ads conversion rate over the previous year.

LiveBall gave the CaringBridge marketing team the ability to immediately implement their ideas, the tools to test and, ultimately, the power to reach more people who could benefit from the free CaringBridge services.

*“LiveBall provided a turn-key solution that helped us close the time-to-marketing, testing and reporting gaps in our landing page development and management processes. More importantly, LiveBall helps us reach more families in need and fulfill our mission to make each health journey easier.”* explained CaringBridge Interactive Marketing Manager, Anna Squibb.

Not only did LiveBall give CaringBridge the ability to test, but it also made landing page testing easy.

*“We like that fact that LiveBall makes that statistical significance determination on its own. It’s really nice to be able to just go in [to LiveBall] and see how pages are performing without manual calculations.”*

## What’s Next

CaringBridge has caught the test bug and they have plans to implement multivariate testing (MVT) on their LiveBall pages.

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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!**



[www.ioninteractive.com](http://www.ioninteractive.com)

i-on interactive, inc.  
200 East Palmetto Park Road, Ste. 107  
Boca Raton . Florida . 33432

One Broadway . 14th Floor  
Cambridge . Massachusetts . 02142

1 888 466.4332	U.S. & Canada
01 561 394.9484	International
01 561 394.9773	Facsimile

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