



# Dynamic. Optimized. Targeted. Landing Page Success Stories



Landing page case studies featuring  
American Greetings, Citrix and Paychex.

## Trusted in the Fortune 500. And everywhere else.

Hundreds of leading brands like American Greetings, Citrix, and Paychex have all turned to LiveBall and our award-winning services team to manage their global landing page platforms for one simple reason: **landing pages that are created and optimized in LiveBall perform better than those that aren't.**

In fact, many LiveBall landing pages perform so well that results such as an immediate conversion lift of 556% or an overall increase of 53% aren't uncommon phenomena.

In order for your landing pages to realize their full potential, they must be dynamic, optimized, and highly-targeted. For this, our team of highly-trained optimization professionals is prepared to work with you in setting your goals, defining your strategy, and executing your plan. From getting started to custom integration projects and everything in between, our mission is to empower your marketing team with the tools and advice necessary to set new campaign benchmarks for your enterprise.

In this short compilation, you'll learn how ion's services team has helped three unique brands define and exceed their landing page conversion goals. Next, consider your goals, and then [ask us](#) how we can help to contribute to your landing page success story.

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## American Greetings achieved fast ROI with landing page testing

"On Mother's Day alone, the real-time change in traffic splits resulted in over \$45,000 in incremental revenue. That's revenue that would have been lost without LiveBall's actionable, real-time approach."

American Greetings has the largest collection of electronic greetings on the web, including cards available at AmericanGreetings.com through AG Interactive, Inc., the company's online division. AG Interactive drives millions of unique visitors from paid search and other online media sources. Their goal is to convert this traffic using online registration for a free trial subscription (which later converts to a paid subscription to AmericanGreetings.com). In the past, this online traffic funneled into the [www.AmericanGreetings.com](http://www.AmericanGreetings.com) home page, or to a single, MVT-optimized landing page.

The marketing team knew they needed to launch aggressive landing page testing in order to lift conversion rates, but faced some executional roadblocks. Implementing testing through IT on the one landing page was slow and arduous, with a multi-month feedback loop to the marketing team. Experimentation with alternative design and content was slower still. When test results were extracted from this process it was months behind and often gave little reliable cause and effect determination.

In order to lift online conversions and reduce cost-per-acquisition, American Greetings needed to develop context-specific landing pages, experiment more broadly with content & layout and view test results & analyses in real-time. They turned to LiveBall, ion's enterprise landing page platform.

### Increased testing agility and speed

American Greetings adopted LiveBall in order to increase agility, speed-to-market, specificity and to ultimately improve conversion performance to lower cost-per-customer-acquisition. With LiveBall, AG Interactive's marketing team can easily create, test and optimize landing pages without IT resources. ion's team worked closely with AG Interactive marketing manager Tessa Fraser to launch and test alternative landing experiences that were specific to market segments and traffic sources.

Within the first 3 months of testing with LiveBall, American Greetings moved from a single

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“LiveBall gives us all the data we need to optimize our marketing spend from end to end. There’s full transparency and accountability that lets us confidently allocate our budget to the keywords and ads that generate the most impact to our business.”

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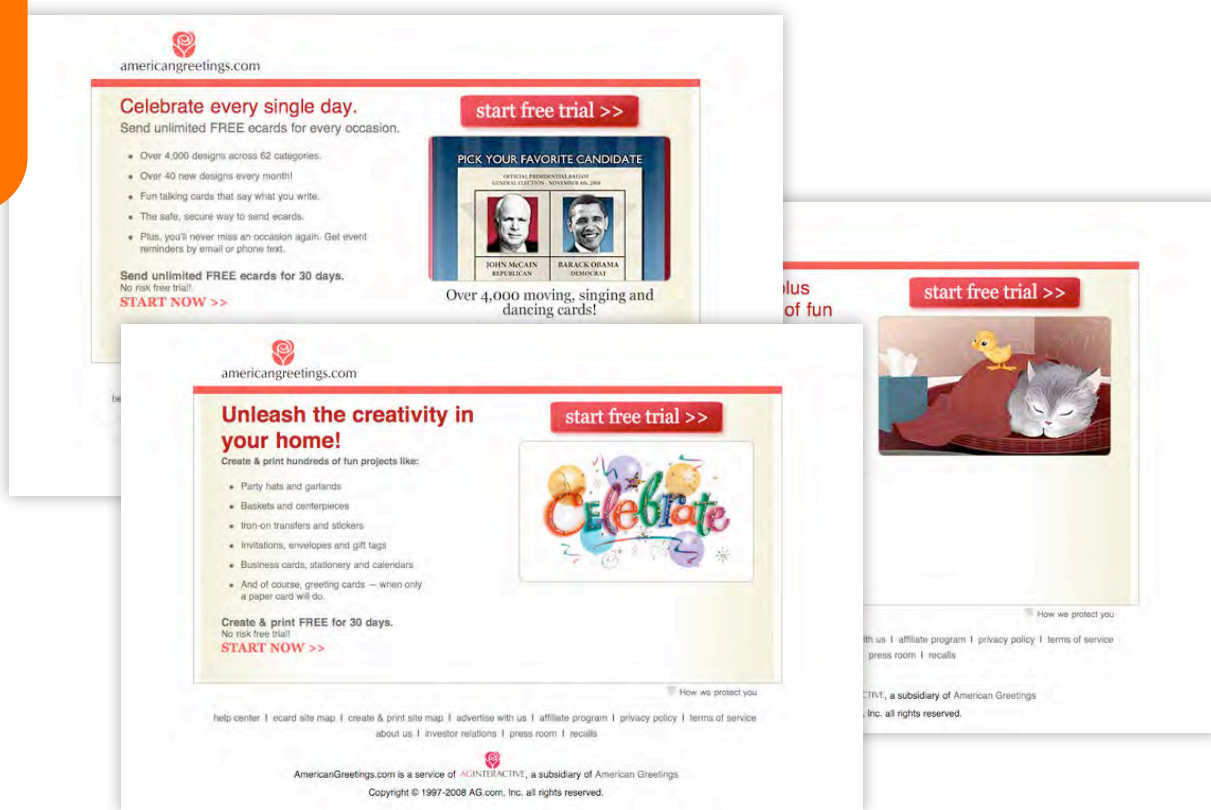
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optimized landing page to over 40 unique landing pages, each context-specific to its source of traffic. Three entirely different design formats were tested with 12 different price points across over 200 different audience segments. By speaking to each segment much more specifically, American Greetings was able to increase conversions despite economic fallout that actually reduced the flow of traffic.

Each unique landing page format was quickly customized and messaged to closely match the PPC ads that were sending traffic. The testing resulted in an almost immediate 30% increase in conversion and a subsequent 20% decrease in cost-per-acquisition (which is a net benefit that includes the added expenses associated with ion's LiveBall platform and conversion services).

After a few months of ion's full-service landing page management to get them started, American Greetings now runs their landing page program on their own, using the LiveBall platform to easily create, test and optimize in real-time. Tessa says, *"There's so much flexibility in the templates. We run 13 or 14 tests simultaneously at any one time and get quick, actionable learning. And we've easily extended LiveBall with additional brands like BlueMountain and PhotoWorks."* Over their first five months using LiveBall the American Greetings online marketing team created over 700 unique landing pages tested across hundreds of unique sources of traffic.



The real-time testing & analytics in LiveBall ensure traffic arrives at best performing landing page for each unique traffic source. Tessa says, *"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. That's revenue that would have been lost without LiveBall's actionable, real-time approach. We don't continue to lose on any test — we auto-optimize as soon as we have significance."*

## Driving real ROI at scale

New tests are always in the works at American Greetings. The conversion goal for 2010 was over 40% higher than 2009, and 2011 targeted another 33% lift over 2010.

Perhaps the most substantial opportunity for conversion rate improvement lies in optimization of the pages that follow the initial landing page — the product romance pages. Until now, American Greetings' optimization efforts have focused solely on the initial landing pages of multi-page experiences. However, initial tests of alternate romance pages suggest that even the smallest adjustments result in significant increases in conversion performance.

American Greetings uses ion's LiveBall platform to drive real business ROI at scale. Tessa says *"The little things make the biggest differences. LiveBall gives us incredibly fast speed to market and learning. It's a visual tool that lets us focus on what's working to improve our results."*



Citrix was able to allocate media spend based on landing page behavioral analysis

Based on real-time data [a new path] was crafted and launched with nearly double the results

## Background

With over 180,000 customer organizations, Citrix Systems is the global leader in access infrastructure software. Citrix provides secure, easy, instant access to business-critical information at any time from anywhere. Their marketing efforts require a similar level of immediacy.

## Synopsis

With post-click marketing, ion helps Citrix to achieve increased conversion rates in a narrow target market, and reallocate media dollars to realize greater ROI.

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## Challenge

In 2005, Citrix launched a paid search campaign to generate leads for the company's compliance solutions for the Health Insurance Portability and Accountability Act (HIPAA). The search campaign directed respondents to a topic-specific minisite that resulted in a 0.5% conversion rate.

In 2006, two factors led to a shift in the campaign strategy. First, feedback from the Citrix inside sales team was that the campaign was generating poor quality leads. Next, Citrix determined that decision makers in hospital purchasing were the most qualified prospects—a much smaller subset of the healthcare industry than previously targeted.

## Objective

The objective of the new campaign was to target hospital-purchasing decision makers and generate qualified leads at a higher conversion rate than the original campaign.

## Solution

The challenge was that the paid keywords generating the traffic were not hospital-specific. The new campaign needed to “weed out” respondents who were not part of the target audience, and hit decision makers with messaging that was specific to their hospital's size and needs.

ion created a message-matched set of landing pages with segmentation that directed respondents down, forks based on the size of their hospital.

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## Results

Based on post-click marketing segmentation analysis—conducted in real time—Citrix immediately learned that more than 70% of respondents were not in their target audience of hospital decision makers.

Even with only 30% of the respondents in the target audience, conversion rates still soared 556%, based in large part on the directed paths and audience-specific messaging.

Within 10 days of launch, the ion RTP matrix (Respondents/Traffic sources/Paths) revealed that respondents from Google were better qualified and were converting at a higher rate than respondents from other search engines in the media buy. By week three of the campaign, the budget was moved entirely to Google.

The campaign launched with two test paths. Immediate real-time analysis revealed that path A was performing significantly better than path B. Based on these results, path C was crafted and launched with nearly double the effectiveness of the already highly successful A path. The C path converted at a rate 756% higher than Citrix's original campaign and segmented over 40% of respondents. This segmented traffic converted at a rate of 12%, almost 2,500% better than the original campaign.

Based on these results, paths A & B are being phased out and a D path was crafted to improve the C path results—all within three weeks of the initial launch of the campaign.

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## Paychex optimizes phone and form leads with integrated call tracking

"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 call tracking."

### Background

Paychex is a recognized leader in the payroll, human resource, and benefits outsourcing industry. They offer an ever-growing variety of payroll and human resource products and services that are customized for each of their clients' business needs. Paychex helps over half a million small to medium-sized businesses with their HR needs.

### A partial view

Paychex is known for their customized services, so even when their prospects start with an online search inquiry, they tend to call just as often as they complete a form. Tracking and optimizing for those phone call leads wasn't possible with the online advertising management software that Paychex was using, so they added call tracking analytics to their arsenal of tools. However, to see how well an online marketing campaign had truly performed they had to manually piece together performance analytics from two separate software platforms to merge form leads with call leads. Combining the data from the two separate software programs showed that calls ended up representing close to 70% of their leads from paid search advertising. The process of manually merging the two data sources was sure to slow down Paychex's plans to optimize their online marketing spend through landing page testing.

The marketing team wanted to start a comprehensive testing program to increase both form leads and calls, but without a single, easily accessible view into combined performance analytics their efforts could be wasted because lead attribution would likely be murky. Paychex quickly realized that in order to start running better paid search campaigns, they needed the ability to optimize their landing pages based on both phone calls and form submits in a single management platform. They needed a solution that would make it easy to correctly analyze campaign and testing performance so that they could quickly and accurately attribute ROI to the correct marketing campaigns.

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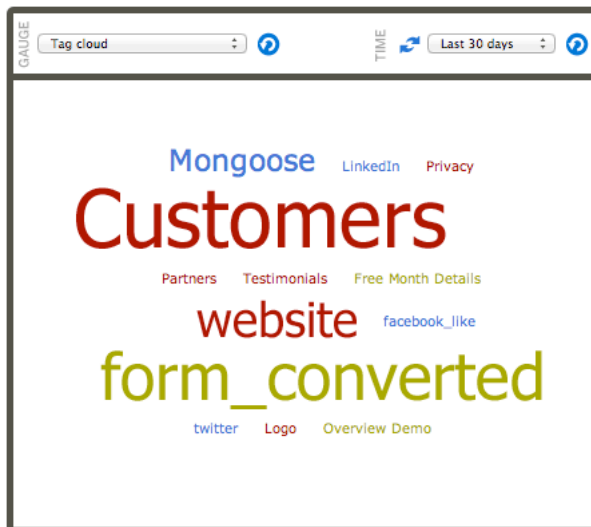


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## Solution

Paychex found their solution in LiveBall. LiveBall is cloud-based landing page management software that integrates seamlessly with Mongoose Metrics's call tracking software. ion's expert team helped guide the simple integration between the two platforms, so Paychex could track both phone call and lead form conversions in a single view within the LiveBall platform.

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## Seeing the bigger picture

Using LiveBall and Mongoose Metrics, the Paychex marketing team is able to test and optimize over 250 paid search landing pages based on accurate and complete analytics. Without this integration their testing results could be inaccurate, and it would be time-consuming and cumbersome to manually combine data from multiple sources to analyze live tests. Instead, they can now reference a single source to see which pages & campaigns are driving the most calls and form leads. As Jesse Kanclerz, a Paychex Search Marketing Analyst, explained further, *"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 integrated call tracking."*

Paychex now has a clear understanding of their overall campaign performance, plus they have discovered specific traffic source insights. For instance, they've noticed that they get less phone call leads from display ads than they do from search, and that branded keyword terms tend to attract people who prefer to call. These insights are helping them build better landing pages.

Jesse credits LiveBall with making this analysis possible: *"LiveBall makes it very easy to segment different sources of traffic compared to free tools where you only see traffic in the aggregate for a test. I know that different sources of traffic have completely different behaviors. With LiveBall, it's nice to be able to break out and analyze traffic by whatever you want."*

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## What's next

Thanks to the LiveBall and Mongoose Metrics integration, Paychex can accurately attribute conversions and they're ready to launch more tests. They recently started to test a multi-step conversion path versus a microsite for their paid search campaigns. They also plan to start customizing calls to action based on specific traffic source trends that highlight preferences for calling or filling out a form.

## Let us contribute to your landing page success story

While each of the hundreds of [LiveBall success stories](#) are unique, they all began by sharing their goals with us and working together to devise and execute an actionable strategy to yield tangible, ROI-minded results.

Now it's your turn to set up a time to discuss your online marketing goals and experience first-hand how LiveBall and ion interactive can help you to create your success story. Contact us today to get started.

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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.

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Ready for more effective landing pages? **Let's talk LiveBall!**



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