



Using advanced landing page techniques to grow B2B leads

Three must-read success stories for B2B digital marketers



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Better clicks + better pages = more business.

When the right people click — and are given what they expect — they convert. And they buy. And they stay. When you're transparent about who you are, you get the same in return. When both the marketer and the user are honest, everyone finds success. It's like matchmaking. And in B2B marketing, it's the key to success.

Mutual transparency makes it much easier to see where your best customers and prospects come from. When you can see that clearly, you can also see where they don't come from. Then it becomes easy to shift your spend to the best sources of customers. It's much harder to confidently make that call without authentic data you can trust.

Using post-click performance and behaviors to impact the streams of clicks that feed your marketing machine represents a major overhaul in thinking. It means that a sizable piece of your marketing emphasis moves from ads to the pages those ads link to. It means treating pages like extensions of ads. It can't be the web content team that makes this happen. It has to be the advertising or marketing team. It has to be continuous.

Extend the ad through the pages that follow. Cater to intent. Optimize spend based on user behavior. Then scale it across your entire organization. Here are three examples of how that strategy is working...



Catering to intent and reducing spend by 65%.

Bronto Software focused their pay-per-click (PPC) spend by using post-click metrics to determine where the right people were coming from. A click was not a click. A click became a person with intent. Understanding that intent led to a 65% reduction in paid-search spend resulting in a net increase in the number of leads and the quality of those leads.

Bronto's post-click emphasis informed their media spend. How did they get at user intent? By asking. They attached meaning to the decisions that users made in highly specialized landing experiences. For Bronto it wasn't about behavioral targeting or inference, it was about the explicit choices users made in navigation- and distraction-free landing pages. These campaign-specific pages were nimble extensions of their marketing messages — made possible by Bronto's decision to have them live outside of their website infrastructure. Only there could they exercise the message and offer agility they needed.

Specific options were put in front of users in the form of targeted landing experiences called conversion paths. Within two quarters of adopting this strategy, Bronto had multiplied their conversion rate from 2% to over 18%. They did it with 159 conversion paths on 80 specific sources of traffic. Over 800 campaign-specific pages drove this unprecedented change.

Today, Bronto Software is nearly three years into this online marketing strategy. They are

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running 898 landing experiences on 580 sources of traffic with a lifetime average conversion rate of 17.8% across both PPC and email marketing. That's over 4,500 agile web pages delivering remarkable value.



Micro-targeting for 2,500% improvement.

Another example of click optimization comes from Citrix Systems. The \$1.2 billion enterprise software company adopted a similar strategy to that of Bronto, but they did it while micro-targeting via paid search. They found their needle in a haystack niche of hospital administrators, but they also found that over 70% of the clicks they were paying for were not even in the neighborhood of their target audience.

They too moved to agile pages outside of the confines of their website infrastructure. Beyond the grind of IT and multi-departmental processes, their landing pages flourished. They created these pages without navigation or other distractions and as extensions of the ads that were feeding them traffic.

After a year of splitting the spend between Yahoo and Google, post-click data empirically revealed that Yahoo was far less likely to deliver the target within two weeks of moving to conversion paths. The Yahoo spend was moved to Google and the post-click landing experiences were further optimized. Ultimately, the result of the three-week effort was 2,500% improvement over the original baseline.



Scaling 9% conversion rate to 220 countries.

DHL needed a way to manage and optimize hundreds of B2B lead-gen landing pages on their own. They had been using agencies to build and test campaign-specific landing pages, but as a company that has operations in over 220 countries, they needed a solution that that would allow them to easily launch and use advanced landing pages on a global scale.

Using cloud-based software, DHL's marketers were able create campaigns and test alternatives in a matter of minutes. With their initial test, DHL started to use landing page software with marketing departments in fifty countries. They quickly saw conversion rates increase from a very low rate to nine percent, and they were ready to do more.

In 18 months DHL has created 3,325 marketer-created landing experiences in 220

Citrix saw a mere three-week effort yield 2,500% lead-gen improvement.

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DHL saw lead-gen conversion rates climb to 9% when the applied post-click strategies in a 50 country trial. They've since applied the strategies globally in 220 countries.

countries and territories in the Americas, Europe, and Asia — with amazing success.

Despite having many different regional marketing departments creating their own campaigns, DHL is able to ensure their global brand consistency by using custom branded landing page templates. Now armed with detailed and instant campaign reporting, they can also make smarter marketing decisions based on individual campaign or global trends. So, if DHL sees that a campaign is performing well in one region, they can launch the same campaign in other regions within minutes using conversion tested and proven landing pages.

B2B patterns and trends.

The patterns and trends are exciting for B2B lead-gen. When you take control and produce niche, long-tail user experiences, good things happen. In fact, great things happen.

But there's some between-the-lines learning here to point out as well. The motive for giving you a shower of big numbers is partially to show that this strategy is realistic, but also to illustrate that these campaign-specific landing pages are highly disposable. They need to be fast and easy to create, so you're willing to kill the ones that don't perform without worrying about your lost investment.

All of these successes are built on disposable pages.

The somewhat cavalier sales saying goes 'some will. some won't. so what. move on.' and the same could be said of landing pages. Some will work. Some won't. Kill the ones that don't. In order for that approach to work, you cannot over invest in any one funnel.

Disposable user experiences aren't unprofessional, ill-branded or half-hearted. You need an agile method to deliver nimble, professional pages in minutes — not hours, days, weeks or worse. You have to keep the total cost of a page relatively low and the quality of the user experience very high.

Link stability is not the same as page stability.

The disposability of pages does not lend itself to the web development world. In web dev, pages and their links are preserved. In the online marketing world, links are divorced from pages, so that they can persist even when the pages behind them die. The way to think about it is that you link to a place — what gets displayed in that place changes all the time, but the place itself is stable. It's unlikely that a website content management system is going to make that sort of flexibility easy — if it supports it at all. Your website is about stable pages in stable places. The best online marketing experiences are always in flux.

This is the crux of testing that yields dramatic results. You must be able to easily vary

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what's shown to users. Why? To find the pages that are most likely to convert them from casual, impulsive clickers into engaged prospects or customers.

Bronto, Citrix and DHL are three examples of the redefinition of normal. Their businesses have been transformed by incorporating agile, targeted landing page experiences into their online marketing. In all three cases, the transformation happened within weeks or months. They let nothing stand in their way and they were rewarded for their persistence.

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