



Repeat Client Gets His Hands Dirty. And Loves It.

"LiveBall rocks! I had very high expectations and it's better than I thought. The real-time measurement and visibility are awesome. I understand why it's called LiveBall."



Background

Expand Media is a startup learning management systems company. Their lead product, called the L-Train, is a simple, quick, easy-to-use learning management system targeting mid-level managers at small- to medium-sized companies.

Synopsis

This is a story of speed and of ease. Within days of ordering LiveBall, Expand Media was trained and ready to post-click. Within hours of that, they had live conversion paths catching clicks from email and paid search.

Expand averaged over 9% landing page conversion on day one of their LiveBall usage. Here's how it happened...

Will Holland is a repeat LiveBall client. The first time around he was Vice President of Marketing at X-Rite — making the LiveBall purchase decision, but certainly not using the platform himself. This time things are a bit different.

Will left X-Rite late last year and started a new venture in the learning management systems space. His lead product, called the L-Train, is a simple, quick, easy-to-use learning management system targeting mid-level managers at small- to medium-sized companies. Expand Media is a nimble startup with less than a dozen employees, which means that Will has to wear a lot of hats. One of those hats is that of LiveBall landing page software user.

Expand's LiveBall need was immediate. A last-minute email ad buy demanded conversion-focused landing experiences within days. ion delivered Expand's LiveBall console including their custom L-Train branded templates within two business days of starting the engagement. Will was trained in parallel and within a couple of hours of his training, he'd created and deployed live post-click marketing landing page conversion paths. He was catching clicks from his third-party email drop and from Google SEM within just a few days of making his second LiveBall purchase decision.

Will said, *"It's amazing. You can see how good your creative is immediately. We're able to see what works and what doesn't and apply that learning to all of our marketing. The L-Train is Flash-based, so LiveBall's Flash capabilities are also very important to us. We can deliver landing experiences as rich as our software."*

And as for Will's conversion rate, he said, *"We're converting at about 9%. Not too shabby for my first try. We're also learning a lot very quickly. I'm sure we'll continue to improve on that conversion rate."*

At the speed Will's company is growing, he may not be a hands-on LiveBall user for long. But in the meantime, he can add landing page conversion rock star to his list of titles (and hats).

Buyer's Guide



Everything you need
to choose the right
landing page platform.

Get the Guide



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!**



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