

What to ask myself during a landing page software demo:

Landing page software varies in complexity and feature functionality. Moving from IT-heavy customization to a marketing-led experience can be both exciting and overwhelming. We at ion believe you should feel comfortable and confident when reviewing platforms and have created a checklist of critical areas to consider when buying landing page software:

Does the solution:

	Yes	No
1. Quickly and easily allow you to create landing experiences?	<input type="checkbox"/>	<input type="checkbox"/>
2. Have the functionality to scale and grow with your business?	<input type="checkbox"/>	<input type="checkbox"/>
3. Allow you to effortlessly create A/B and multivariate test experiences?	<input type="checkbox"/>	<input type="checkbox"/>
4. Provide full flexibility with brand and design control?	<input type="checkbox"/>	<input type="checkbox"/>
5. Offer agility in the way traffic and data is captured?	<input type="checkbox"/>	<input type="checkbox"/>
6. Provide visibility into performance and analysis that is actionable?	<input type="checkbox"/>	<input type="checkbox"/>
7. Have a secured infrastructure that you can trust?	<input type="checkbox"/>	<input type="checkbox"/>
8. Offer conditional logic that minimizes the investment required to target individuals with customized experiences?	<input type="checkbox"/>	<input type="checkbox"/>
9. Have integrations that are seamless with CRM, marketing automation, and analytics solutions?	<input type="checkbox"/>	<input type="checkbox"/>
10. Provide enhanced experiences such as mobile, social, and interactive?	<input type="checkbox"/>	<input type="checkbox"/>

Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



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