



# Integrated A/B Testing Increases Landing Page Conversions.

*"LiveBall has empowered the MarketingProfs marketing team to create elegant, high-performance landing pages. We launch and test pages in minutes and robust minisites within days."*



Prior to LiveBall [...] Without a way to create, test and optimize landing pages, conversion rates remained stagnant.

# MarketingProfs increased leads with customized, advanced landing pages

## Background

MarketingProfs specializes in providing practical, strategic, and tactical marketing tools and know-how for marketing business professionals in organizations worldwide through a full range of online media. MarketingProfs shares their knowledge and engages with a community of more than 430,000 members and 300 contributors.

## Challenge

Prior to adopting LiveBall, the MarketingProfs marketing team relied on an in-house landing page tool. The platform did not have easy testing capabilities or a real-time analytics dashboard. Without a way to create, test and optimize landing pages, conversion rates remained stagnant.

## Solution

In March of 2011, Online Marketing Manager Megan Leap spearheaded the company's landing page optimization program by choosing LiveBall to replace their proprietary system.

### Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



ion

**MarketingProfs**  
Smart thinking ... pass it on.

## Be a Twitter superstar.

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With 175 million registered users, Twitter is a great platform for networking and generating brand awareness. But go about Tweeting the wrong way, and you could get expelled from the network—or, worse, end up with a big fat dent in your brand's reputation.

In our new guide, *How to Be Twitter Superfly in 12 Simple Steps*, we reveal specific steps you can take now to become a Twitter superstar.

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Megan tackled each of MarketingProfs' business units, creating pages to find big wins across email, PPC and social media campaigns. Within a few weeks, Megan's lead generation campaigns boasted conversion rates of 20%-50%, depending on the stream of traffic. Email campaign landing pages converted over 50%. The results spoke for themselves: within a few months the program was evangelized to the team of marketing managers within four different business units.

Since the adoption of LiveBall, the MarketingProfs marketing team has created and tested over 330 landing pages, microsites, and conversion experiences for lead generation, event promotion, registration and subscription services.

For Megan, A/B testing and ongoing optimization has made all the difference in MarketingProfs' online marketing performance. Increased speed to market and subsequent analysis of results has led to improved conversion rates and lower cost-per-acquisition. As Megan explained, *"LiveBall has empowered our marketing team to create elegant, high-performance landing pages. We launch and test pages in minutes and robust microsites within days."*

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## What's next

What's next for MarketingProfs? Megan predicts that *"...2012 will be a year of tremendous expansion and growth for our landing page optimization program. We will be laser-focused on A/B testing to continue to drive online conversions from all of our marketing channels. In addition to ongoing testing and optimization, we plan on taking advantage of LiveBall's ready-made widgets to add interactivity and sophistication to our pages."*

## Buyer's Guide



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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!**



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