



Post-Click Marketing

M O R E T H A N S O F T W A R E

Post-click marketing is more than software.

It's our business.

It's powered by technology.
And perfected through
testing and analysis. And to
gain a competitive advantage
from it, you need a lot more
than software. You need
best-practices, strategy and
creative. We deliver.

We multiply online marketing ROI. How?

By funneling respondents to become more than
just clicks. Think double-digit conversion rates.

It all happens outside of your website. We
segment, qualify and convert your search, email
and online advertising traffic. We combine best
practices and optimizing technology to deliver
conversions at over 4x the industry average. Like
we said, it's our business. We're good at it.



Converting at over 9%. On day one.

The first time Will Holland bought LiveBall, he was a VP at X-Rite. The second time around he's back at the helm of a startup. Either way, it's working for him...



Speed, Ease & Performance

Within hours Expand Media had launched conversion paths, much like the one you see here. They converted paid-search and email respondents at over 9%—on day one.

This landing page segments and splits respondents switching from another platform versus those who are new to the space.



Pitch

Getting respondents into these strategic buckets lets Expand pitch each segment very differently. For those who are new to the space, they emphasize higher level benefits (above). And for those already using another solution, the emphasis is on differentiating their L-Train product features using screen shots (below).





Ask

When they ask for conversion, it's short and sweet—two words that speak volumes in post-click marketing. The ask is direct and to the point. The reward for this feel-good conversion is a Flash video and a free trial of the software.



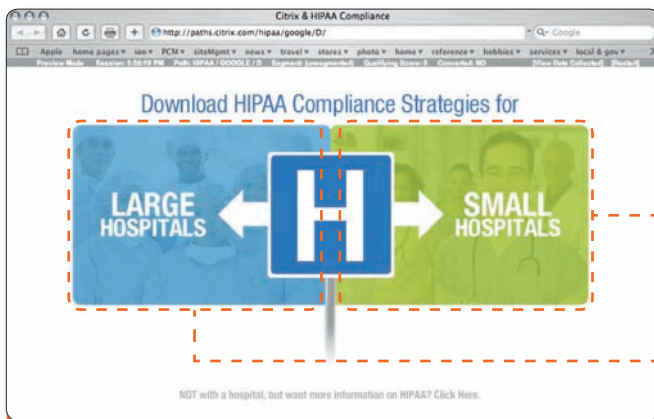
“LiveBall rocks! I had very high expectations and It's better than I thought. The real-time measurement and visibility are awesome. I understand why it's called LiveBall.”

Will Holland
Executive Sherpa
Expand, Inc.

Client	Expand, Inc.
Space	B2B Learning Management Systems
Market	SMB
Target	Mid-level Managers
Media	Paid Search (SEM) & Email
Conversion	Lead
Problem	Need to Convert. Fast.
Solution	LiveBall Self-Service ion provided the LiveBall post-click marketing platform. Will took it from there.
Result	9% Conversion Rate on Day One

Searching for a needle in a haystack.

This is one of the conversion paths responsible for Citrix's 556% increase in lead generation conversion rate. We found the needles.



Landing & Segmentation

Paid search ads linked to conversion paths like this one. This path is one example. Dozens of paths were tested in real time.

Respondents self-identified as small or large hospitals. If they were outside of Citrix's target, they self identified as not with a hospital.

When using conversion paths, we look to get 60-80% of all respondents to engage in a first click.

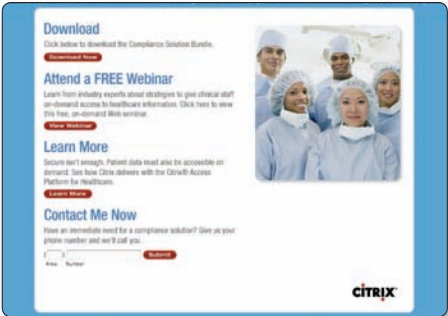
Ask

In this case, the ask came immediately following segmentation. By this time the landing experience has already kept two promises to the respondent. The first when they clicked from the paid search ad promising HIPAA compliance strategies, and the second when we narrowed the content for small or large hospitals.



Deepen

The post-conversion confirmation page let respondents download their promised white paper. It also offered them bonus content. Engaging in bonus content increased their quality score. Entering their phone number for immediate contact sent them straight to sales for immediate attention.



“With ion’s post-click marketing services, Citrix can easily deploy online campaigns, track results and modify campaigns in real-time to optimize our spend while providing a consistent, flexible framework for landing experiences.”

Diane Kalmanowicz
Director, Web Marketing
Citrix Systems

Client	Citrix Systems, Inc.
Space	B2B Enterprise Software
Needle	Hospital IT Administrators
Haystack	Paid Search (SEM)
Conversion	Lead
Problem	Low Lead Quality & Quantity
Solution	LiveBall Full-Service ion provided the LiveBall post-click marketing platform along with strategic, creative and management services.
Result	556% Increase in Conversion Rate



Huge conversions via third-party email.

Bronto Software knows the value of experimentation — like this 19.6% converter with 10 pre-ask clicks. Unconventional wisdom. Big win.



Land & Jump

Most of Bronto's 150+ self-made paths segment on the first page. This one doesn't. It's purely designed to get attention with the offer of knowledge that's relevant to the target.

Conventional wisdom says that this many pages could never deliver a high conversion rate. Bronto's results speak for themselves with this path performing at nearly 20% conversion.

On average, their 159 paths convert at nearly 19%. Huge.



10 Question Quiz

10 questions. 10 clicks. And still they convert at 19.6%. Why? Because Bronto made it relevant and engaging for respondents to participate. And with this level of engagement the lead quality is stellar as well.



Ask

On the 11th click, they ask for a lead form. And get it 19.6% of the time. So much for the theory that people don't like to click. Every click is fast and easy. That's the secret to the success of this path.



"I love Liveball. We use it to convert our paid search, email marketing and even online quizzes to leads. Our SEM conversion rate is up to over 15%, our leads are higher quality and we've reduced our spend by two-thirds. I know for sure that Liveball is producing much more for us than if we didn't have it."

Sally Lowery
Internet Marketing Manager
Bronto Software



Client	Bronto Software
Space	Business Services
Target	Email Marketers
Traffic Sources	Paid Search (SEM) & Email
Conversion	Lead
Problem	Low Online Marketing ROI
Solution	LiveBall Self-Service ion provided the LiveBall platform — Bronto took it from there.
Result	18.92% average conversion rate from 159 paths deployed by a one- person team over six months.



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