



DHL manages thousands of brand-consistent landing pages across the globe.



LiveBall helped DHL centralize their efforts in order to launch and manage worldwide landing page campaigns in-house.

Multiplying

As an experienced marketer working with landing pages, you know what an undertaking launching even a single conversion-ready user experience across multiple countries in several languages can be. Taking your online campaigns global is a job only a seasoned marketer should execute, and LiveBall is the tool that helps do it.

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Read on to learn how DHL managed to allow their marketers - spread across 50 countries - to launch hundreds of campaigns in house whilst improving conversion rates and boosting ROI, all without a team of developers or an agency.

They did it with LiveBall. You can too.

Over 200 countries and territories in the Americas, Europe and Asia

DHL is an international leader in courier, express and parcel delivery services. The company operates in over 220 countries and territories, and specializes in providing customers with customized transportation solutions from a single source.

DHL Express' Global Digital Marketing Specialist, Rolf Inge Holden, came to ion interactive with the need to manage and optimize hundreds of brand-consistent landing pages. When Holden first adopted LiveBall in 2010 he deployed the software to marketing departments in fifty countries. Based on the results he saw in those first fifty countries, Holden started rolling out the software to more areas where DHL has a presence.

Today DHL has LiveBall generated landing pages in over 200 countries and territories in the Americas, Europe and Asia.

DHL loves LiveBall

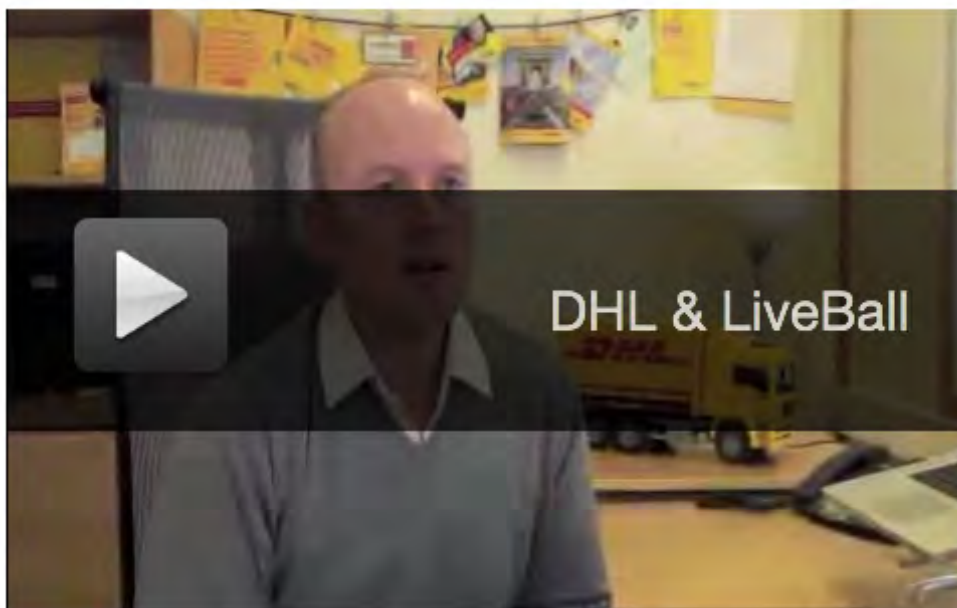
DHL Express' Global Digital Marketing Specialist, Rolf Inge Holden:

"What's so great about LiveBall is that we can now create campaigns in a matter of a minutes by setting up A/B tests. We can always ensure the best possible outcome of a campaign. The templates-based system lets marketers in DHL create web pages without worrying about any HTML coding. It's a code-free zone that's very intuitive and easy to use.

DHL Express is the market leader in international express deliveries worldwide. We're present in more than 220 countries and territories, providing our customers with the fastest, most reliable, door-to-door deliveries in the market from one day to the next. For DHL, it's important to reach new customers, as well as engage our existing customer base in order to grow our revenues. Online campaigns are an essential part of that, and this is the first time

I'm able to track results with such an amount of detail and precision. I've always had to rely on agencies to help me set up campaigns and online experiences. Now I do this myself.

We're currently using LiveBall in 50 countries in the Americas and Europe, and we're seeing some amazing results. Going from a very low conversion rate to as much as nine percent, now, has really made a difference in our ROI. Fifty countries are now working with the same tool, this means we have total visibility of results and can learn from each other, reusing the best demonstrative practices across the countries. When managing a global brand such as DHL Express, brand consistency has always been important. Together with ion interactive, we've developed a set of DHL specific templates that gives us great flexibility, yet, ensures that consistency. LiveBall is a powerful tool for marketers in DHL, and we'll be able to do things we never done before."



[Click to watch the video](#)

Faster Path to ROI

The story of DHL and LiveBall is ultimately about giving marketers control over their landing page programs. By dramatically increasing the speed and agility of production and testing, DHL saw conversion rates soar. By centralizing content marketers quickly put conversion-ready proven pages to work from anywhere in the world. LiveBall helped DHL close the gap by creating and managing their worldwide landing page campaign in-house with less resources for a faster path to higher ROI.

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!**



www.ioninteractive.com

i-on interactive, inc.
124 East Boca Raton Road
Boca Raton . Florida . 33432

One Broadway . 14th Floor
Cambridge . Massachusetts . 02142

1 888 466.4332	U.S. & Canada
01 561 394.9484	International
01 561 394.9773	Facsimile