



B2B Post-Click Marketing

More leads. Higher quality. Lower cost.

You can't automate **strategy**.

Success comes from marketing minds...



Overland Storage cuts cost per search conversion by 60%.

Better keyword message-matching on landing experiences made every SEM dollar work harder. ion's pre-conversion segmentation made Overland landing experiences more relevant and compelling, and increased conversion rates 500%.



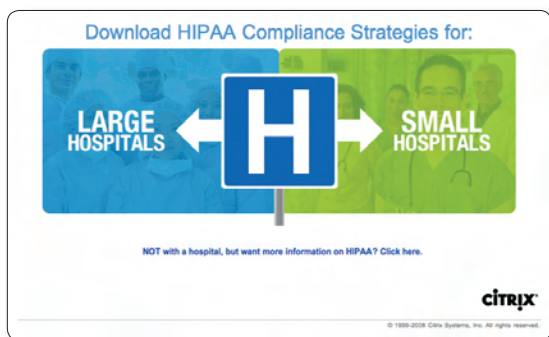
MarketingProfs achieves 26.7% conversion rate from search & email.

ion's elegant solutions for a potentially complex sales process helped MarketingProfs launch a new service—911 Marketing Help. And automated conversion notification from our LiveBall platform was critical for on-time delivery of the service to buyers.

Put ion to work on your business.

Post-click marketing is a multidisciplinary art. We'll work closely with you on the end-to-end execution of your post-click marketing campaigns. ion's strategic team will do the early heavy lifting to learn your business, define segments and formulate test plans. Our award-winning creative teams will bring the strategy to life in words, images and motion. Landing pages, microsites and conversion paths never looked so good, or worked so well. Campaign managers will continually monitor results and provide real-time feedback for iteration. And you'll watch your online marketing ROI multiply. **Call 1.888.ion.idea** (466.4332) for post-click marketing from ion.

...powered by post-click technology.



Citrix sees 556% increase in search conversions (no, that's not a typo).

Using strategic segmentation, Citrix was able to find the most valuable needles in the SEM haystack. ion's post-click campaign "weeded out" respondents outside of the target audience, and hit decision makers with messaging that was specific to their hospital size and needs.

Research[†] shows that what you do **after the click** can give you a 5-30x advantage over your competition.

So what should you be doing?

1. Thinking beyond your website
2. Creating paths not pages
3. Segmenting early & often
4. Testing strategically & constantly
5. Branding positively

Powered by

LiveBall[™]

LiveBall is ion's advanced platform that powers post-click marketing.

The software-as-a-service (SaaS) lets marketers create, test and analyze powerful landing pages — without developers, code, IT or hosting headaches.

LiveBall has professional-grade testing, optimization, lead routing, and analysis all baked right in, and slips effortlessly into your existing online marketing funnel. It's the by-marketers/for-marketers landing page solution.

Call 888.466.4332 to find out how you can make and manage your landing pages, microsites and conversion paths using LiveBall.



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†09/02/2008 Compete, Inc. <http://blog.compete.com/2008/09/02/clickthrough-landing-page-effectiveness/>