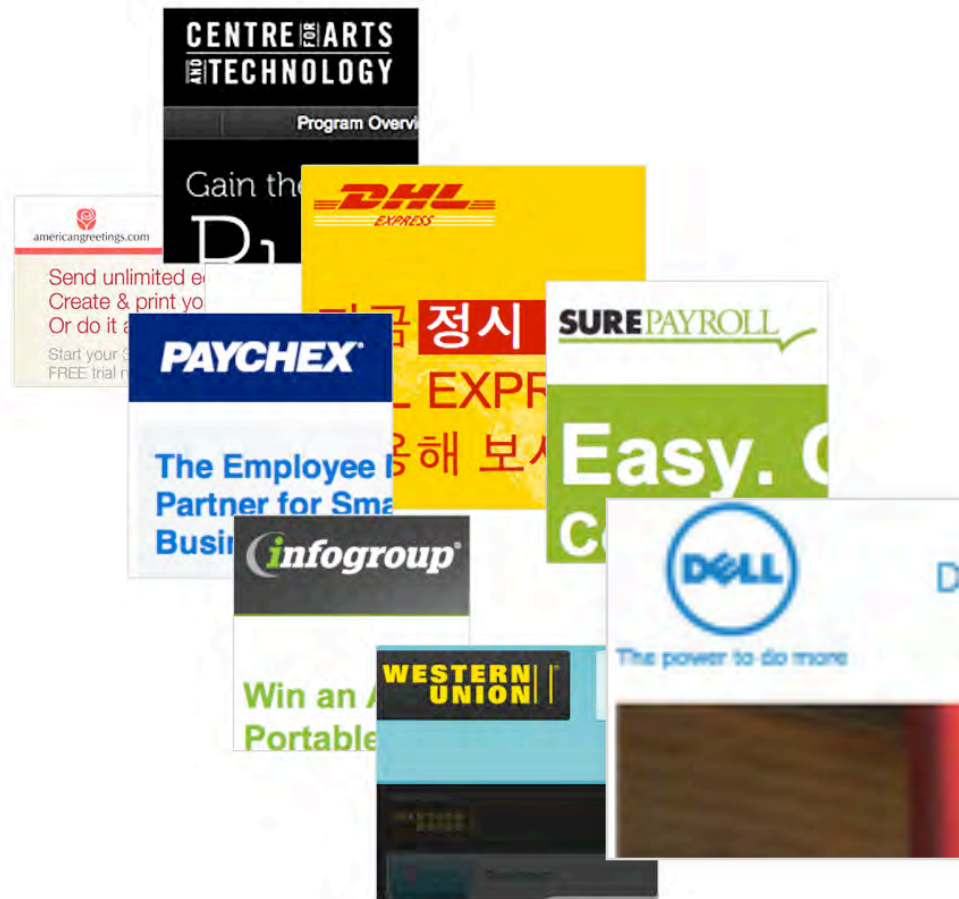




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Landing Page Case Studies

How the world's leading brands use LiveBall...



American Greetings achieved fast ROI with landing page testing.



Bronto increased conversions and reduced paid search spend.



Centre for the Arts & Technology creates visually compelling lead generation microsites.



Citrix was able to allocate media spend based on landing page behavioral analysis.



LiveBall: a key catalyst to Dell's global market success.



DHL manages thousands of landing pages in over 200 countries.



General Mills used LiveBall to unite their North American marketing teams.



A small team at Infogroup scales their landing pages to get more done.



MarketingProfs increased leads with customized, advanced landing pages.



Paychex optimizes phone and form leads with integrated call tracking.



Fast-paced, no-code testing for the SurePayroll marketing team.



University of St. Thomas builds targeted, integrated microsites without code.



Western Union optimizes their landing pages for an 1,800% boost in conversion rates.

Introduction

There is a platform that makes it possible for you, the marketing department, to create and test hundreds of landing pages without using web development resources. It's LiveBall. The LiveBall story is the story of our customers. It's a story that ends with increased conversions, better lead generation, increased speed-to-market and better ROI. Take a look at how LiveBall has helped several of these leading brands. It's a success story that we hope you become part of too.



American Greetings achieved fast ROI with landing page testing

"On Mother's Day alone, the real-time change in traffic splits resulted in over \$45,000 in incremental revenue. That's revenue that would have been lost without LiveBall's actionable, real-time approach."

American Greetings has the largest collection of electronic greetings on the web, including cards available at AmericanGreetings.com through AG Interactive, Inc., the company's online division. AG Interactive drives millions of unique visitors from paid search and other online media sources. Their goal is to convert this traffic using online registration for a free trial subscription (which later converts to a paid subscription to AmericanGreetings.com). In the past, this online traffic funneled into the www.AmericanGreetings.com home page, or to a single, MVT-optimized landing page.

The marketing team knew they needed to launch aggressive landing page testing in order to lift conversion rates, but faced some executional roadblocks. Implementing testing through IT on the one landing page was slow and arduous, with a multi-month feedback loop to the marketing team. Experimentation with alternative design and content was slower still. When test results were extracted from this process it was months behind and often gave little reliable cause and effect determination.

In order to lift online conversions and reduce cost-per-acquisition, American Greetings needed to develop context-specific landing pages, experiment more broadly with content & layout and view test results & analyses in real-time. They turned to LiveBall, ion's enterprise landing page platform.

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“LiveBall gives us all the data we need to optimize our marketing spend from end to end. There’s full transparency and accountability that lets us confidently allocate our budget to the keywords and ads that generate the most impact to our business.”

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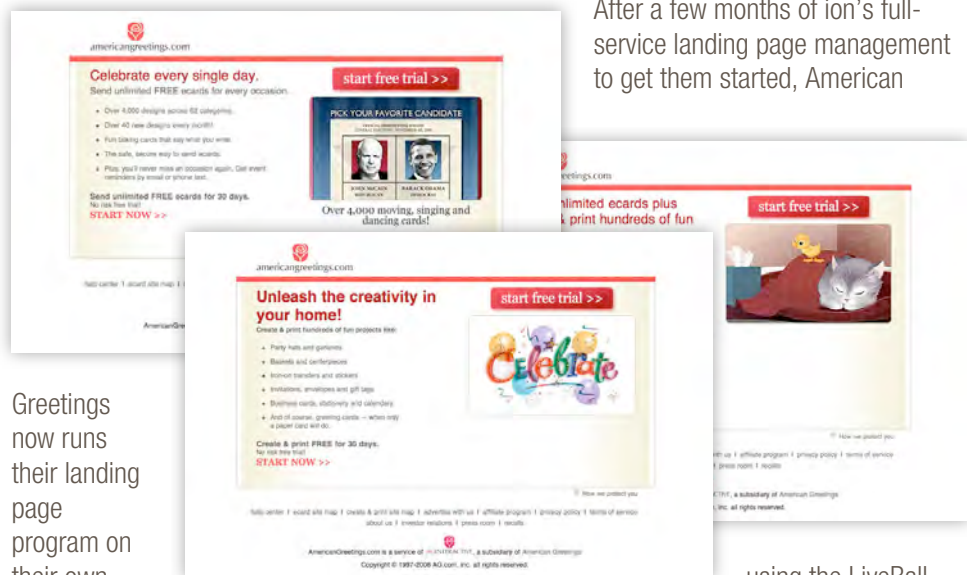
Increased testing agility and speed

American Greetings adopted LiveBall in order to increase agility, speed-to-market, specificity and to ultimately improve conversion performance to lower cost-per-customer-acquisition. With LiveBall, AG Interactive’s marketing team can easily create, test and optimize landing pages without IT resources. ion’s team worked closely with AG Interactive marketing manager Tessa Fraser to launch and test alternative landing experiences that were specific to market segments and traffic sources.

Within the first 3 months of testing with LiveBall, American Greetings moved from a single optimized landing page to over 40 unique landing pages, each context-specific to its source of traffic. Three entirely different design formats were tested with 12 different price points across over 200 different audience segments. By speaking to each segment much more specifically, American Greetings was able to increase conversions despite economic fallout that actually reduced the flow of traffic.

Each unique landing page format was quickly customized and messaged to closely match the PPC ads that were sending traffic. The testing resulted in an almost immediate 30% increase in conversion and a subsequent 20% decrease in cost-per-acquisition (which is a net benefit that includes the added expenses associated with ion’s LiveBall platform and conversion services).

After a few months of ion’s full-service landing page management to get them started, American



Greetings now runs their landing page program on their own, platform to

optimize in real-time. Tessa says, “There’s so much flexibility in the templates. We run 13 or 14 tests simultaneously at any one time and get quick, actionable learning. And we’ve easily extended LiveBall with additional brands like BlueMountain and PhotoWorks.” Over their first five months using LiveBall the American Greetings online marketing team created over 700 unique landing pages tested across hundreds of unique sources of traffic.

using the LiveBall easily create, test and

The real-time testing & analytics in LiveBall ensure traffic arrives at best performing landing page for each unique traffic source. Tessa says, *"As soon as we get statistical significance on a test, we drive immediately to a champion in real time. On Mother's Day alone, the real-time change in traffic splits resulted in over \$45,000 in incremental revenue. That's revenue that would have been lost without LiveBall's actionable, real-time approach. We don't continue to lose on any test — we auto-optimize as soon as we have significance."*

Driving real ROI at scale

New tests are always in the works at American Greetings. The conversion goal for 2010 was over 40% higher than 2009, and 2011 targeted another 33% lift over 2010.

Perhaps the most substantial opportunity for conversion rate improvement lies in optimization of the pages that follow the initial landing page — the product romance pages. Until now, American Greetings' optimization efforts have focused solely on the initial landing pages of multi-page experiences. However, initial tests of alternate romance pages suggest that even the smallest adjustments result in significant increases in conversion performance.

American Greetings uses ion's LiveBall platform to drive real business ROI at scale. Tessa says *"The little things make the biggest differences. LiveBall gives us incredibly fast speed to market and learning. It's a visual tool that lets us focus on what's working to improve our results."*



Bronto increased conversions and reduced paid search spend

Since adopting LiveBall, Bronto has seen its paid search conversion rate soar from 2% to 15%

Background

Bronto Software is a leading email marketing software company, providing successful email solutions to more than 700 online retailers, interactive agencies, and marketing departments across the world.

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Bronto Software is running 728 landing experiences on 406 sources of traffic with a lifetime average conversion rate of just under 22% across both PPC and email marketing.

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Synopsis

In the five months since adopting LiveBall, Bronto has seen its paid search conversion rate soar from 2% to 15%. Lead quality is also higher, enabling Bronto to net more leads from a drastically reduced spend. On the email marketing front, Bronto has leveraged LiveBall to achieve a 65% click-to-lead performance.

Bronto now averages 18.92% conversion across 159 LiveBall conversion paths and 80 traffic sources.

Challenge

Bronto's significant paid search spend was converting below industry averages — about 2% in Q1 2007. Low lead quality compounded the problem and pushed the company to take a hard look at its paid search spend and post-click marketing. Making this critical channel of lead generation more efficient was Internet Marketing Manager Sally Lowery's primary mission upon joining the company in Q2 2007.

Solution

Bronto chose a LiveBall landing page software solution. Using LiveBall, Sally has created and tested 159 professional, conversion-focused landing experiences in less than two quarters.

Bronto's LiveBall subscription included a set of flexible custom-branded templates. After an hour of training, Sally was able to make her own LiveBall conversion paths — without technical or design resources. Within weeks, her conversion rates were on the rise.

Sally says, *"I have strong confidence in LiveBall. We were using landing pages, but they were so full of content and they were only converting at 2%. Now, we're averaging over 18% and some campaigns are up at 35-45%. We also have much better insight into our prospects and leads."* She adds, *"That insight helped us make better keyword buys. We now net more leads from less than one-third the paid search spend. And they're more qualified."*

What's next for Bronto? Sally has already begun using LiveBall to create multistep quizzes and surveys to collect marketing intelligence to pass to sales. And she's testing secondary lead forms and conditional repeat visit rules to make her conversion paths even more effective.

CENTRE FOR ARTS AND TECHNOLOGY

Centre for Arts & Technology creates visually compelling lead generation microsites

"[...] we have to make sure that things are very visually appealing — and in that sense very creative — and before LiveBall we were very limited."

Background

The Centre for Arts and Technology is a leading art and design college with three campuses located in Canada. The school offers thirteen post-secondary programs ranging from 3D animation and Fashion Design to Digital Filmmaking and Event and Promotions Management.

Challenge

The Centre for Arts and Technology was using program-specific landing pages for their PPC campaigns, but they felt limited by their one-page landing experiences. The landing pages that they used were hand coded and built by a third party, so it wasn't easy to change content, make updates, or create entirely new experiences. Since these landing experiences were basically just a single form page, the space restricted the amount of content and images they could display. As an art school their potential students expected to see something visually appealing and creative, yet the process by which pages were created was limiting the marketing team's ability to meet user expectations.

Solution

The Centre for Arts and Technology began using LiveBall in September 2010.

With LiveBall, the Centre's marketing team created seven individual program-specific microsites. Each microsite was paired with a targeted PPC campaign, and the ultimate goal of each microsite was to have potential students to fill out a contact form. No longer limited by one page, the Centre was able to showcase student work, testimonials, host videos, and outline program details. LiveBall gave the Centre a canvas to showcase their programs and to connect with future students without needing developers or IT resources.

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“LiveBall has given us another avenue to always have fresh content and fresh development, without having to worry about managing and updating a large website all of the time.”

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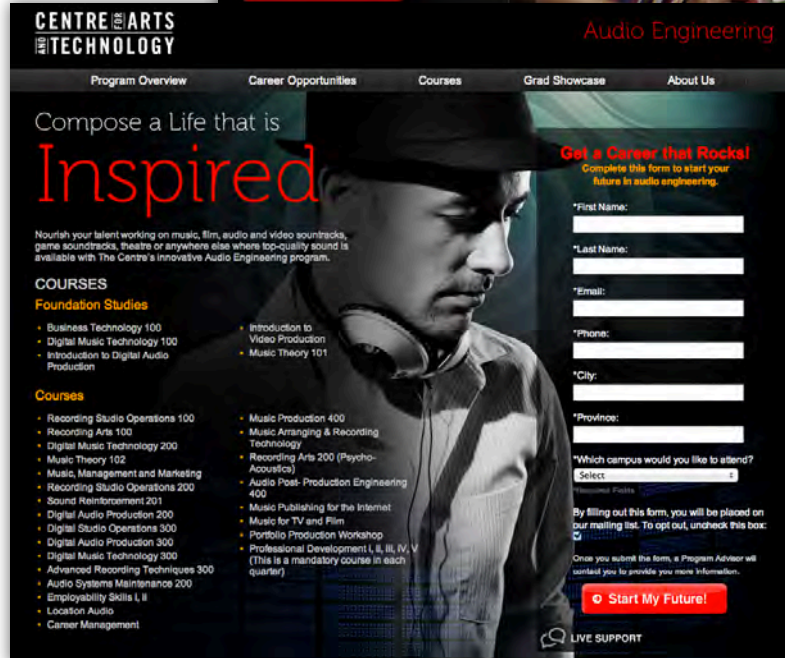
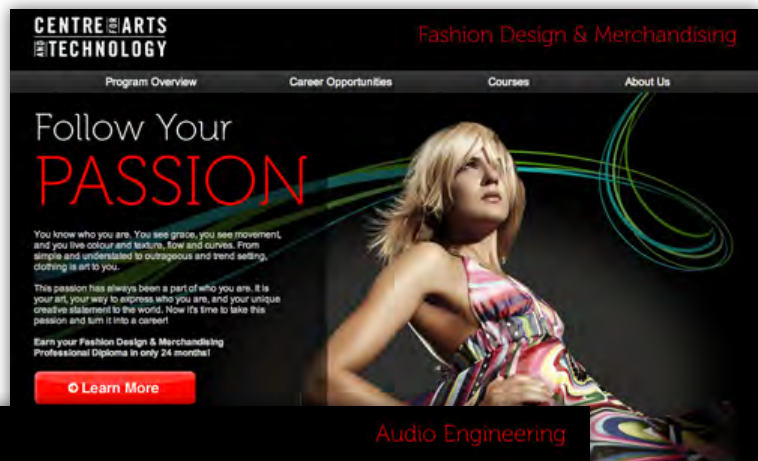
Results

The Centre's conversion rates increased from 4% to as much as 19% by moving from single, hand-coded page experiences to content-rich microsites in LiveBall.

Not only did conversion rates soar, but they also saw their lead quality increase. Instead of going to the Centre's homepage (which has so much information that it's hard to navigate), or a landing page with just a snippet of information, potential students were being sent to targeted, specific landing experiences that were very visual and informational. Potential students knew very quickly whether or not it was the type of program they were hoping to find, so when they filled out a form they were definitely interested.

With LiveBall, Centre for Arts and Technology now has the flexibility and ability to test new campaign ideas as soon as they think of them. They recently launched a contest aimed at high school students where each contest category related directly to a post-secondary program at the Centre. Within four days, the Centre's marketing team was able to build and launch the contest campaign microsite. Before LiveBall, this would have taken them two to three weeks.

As the Centre's Interactive Marketing Manager Teresa Doulos explains, “LiveBall has given us another avenue to always have fresh content and fresh development, without having to worry about managing and updating a large website all of the time.”



What's next

The Centre plans to create highly visual “gallery-style” landing pages that will feature student work and testimonials. LiveBall’s sophisticated and flexible templates give the Centre the ability to quickly create landing experiences that connect with their potential students and inspire them to think about what they too can create.



Citrix was able to allocate media spend based on landing page behavioral analysis

Based on real-time data [a new path] was crafted and launched with nearly double the results

Background

With over 180,000 customer organizations, Citrix Systems is the global leader in access infrastructure software. Citrix provides secure, easy, instant access to business-critical information at any time from anywhere. Their marketing efforts require a similar level of immediacy.

Synopsis

With post-click marketing, ion helps Citrix to achieve increased conversion rates in a narrow target market, and reallocate media dollars to realize greater ROI.

Challenge

In 2005, Citrix launched a paid search campaign to generate leads for the company’s compliance solutions for the Health Insurance Portability and Accountability Act (HIPAA). The search campaign directed respondents to a topic-specific minisite that resulted in a 0.5% conversion rate.

In 2006, two factors led to a shift in the campaign strategy. First, feedback from the Citrix inside sales team was that the campaign was generating poor quality leads. Next, Citrix determined that decision makers in hospital purchasing were the most qualified prospects—a much smaller subset of the healthcare industry than previously targeted.

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Objective

The objective of the new campaign was to target hospital-purchasing decision makers and generate qualified leads at a higher conversion rate than the original campaign.

Solution

The challenge was that the paid keywords generating the traffic were not hospital-specific. The new campaign needed to “weed out” respondents who were not part of the target audience, and hit decision makers with messaging that was specific to their hospital’s size and needs.

ion created a message-matched set of landing pages with segmentation that directed respondents down, forks based on the size of their hospital.



Results

Based on post-click marketing segmentation analysis—conducted in real time—Citrix immediately learned that more than 70% of respondents were not in their target audience of hospital decision makers.

Even with only 30% of the respondents in the target audience, conversion rates still soared 556%, based in large part on the directed paths and audience-specific messaging.

Within 10 days of launch, the ion RTP matrix (Respondents/Traffic sources/Paths) revealed that respondents from Google were better qualified and were converting at a higher rate than respondents from other search engines in the media buy. By week three of the campaign, the budget was moved entirely to Google.

The campaign launched with two test paths. Immediate real-time analysis revealed that path A was performing significantly better than path B. Based on these results, path C was

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crafted and launched with nearly double the effectiveness of the already highly successful A path. The C path converted at a rate 756% higher than Citrix's original campaign and segmented over 40% of respondents. This segmented traffic converted at a rate of 12%, almost 2,500% better than the original campaign.

Based on these results, paths A & B are being phased out and a D path was crafted to improve the C path results—all within three weeks of the initial launch of the campaign.



LiveBall: a key catalyst to Dell's global market success

"[LiveBall] was a key enabler in our online lead gen strategy that resulted in a 10X increase in opportunities for our sales teams in a two year timeframe"

Background

Dell is a multinational technology corporation that provides technology solutions, services and support.

Challenge

Dell's Business Digital Marketing team needed a better way to create and globalize custom online lead generation pages. Prior to adopting LiveBall, each new landing page was a multi-faceted project that required several hand-offs: First, Dell would create an IT roadmap, then work with a design team, provide the schematics, get the page coded, and finally transcribe or translate individual pages for each language or region included in the campaign. On average, it took about six to eight weeks to customize and globalize a lead generation form. As a result, the opportunity for the campaign often passed before the form was fully globalized.

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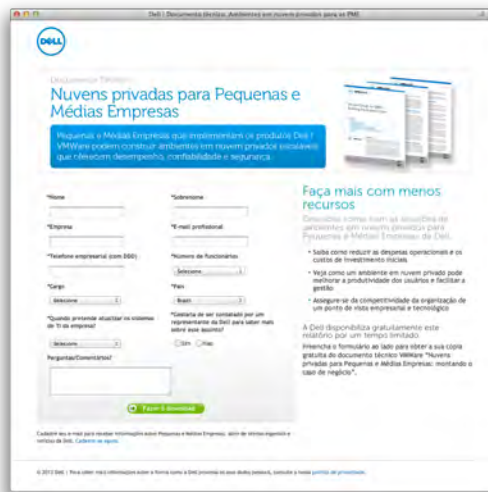


"I can literally have my team here in the States put up a page, email it to my team members in Japan, China, France and Germany and then a couple days later it's localized and out on the web."

Solution

Dell began using LiveBall for their lead capture forms in September 2010. They started with the page templates that are included with LiveBall, but it wasn't long before they realized how easy it was for them to create and test their own custom templates without coding or help from IT.

Not only did it take less time, but also Dell was able to speed up the globalization process by giving the regional marketing managers access to LiveBall. After a page was created in one country, the other regional managers could simply sign in, copy and translate the existing lead gen form, and further customize the page for their particular region.



Dell Senior Manager of Business Digital Marketing, Josh Mueller, explained that one of the greatest benefits of using LiveBall has been the decrease in production time, "I can literally have my team here in the States put up a page, email it to my team members in Japan, China, France and Germany and then a couple days later it's localized and out on the web."

Results

The creation and optimization process that used to take Dell six to eight weeks now takes two to four days with LiveBall.

At first, Dell was only sending Dell.com traffic to LiveBall pages. However, when their first LiveBall page produced a 78% lift in conversions after only two weeks, they couldn't wait to do more. Dell now has well over 1,000 LiveBall pages running on Dell.com, in their communities and on third-party properties globally — serving everything from gated whitepapers and videos to basic contact forms.

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The results that Dell saw in their first two weeks using LiveBall haven't slowed down. By using LiveBall to further test and optimize their lead generation pages, Dell has seen basic contact form completions rise 50% and on their dedicated landing pages they've seen increases as high as 300%.

Needless to say, the other Dell divisions have caught on, and LiveBall is now employed by multiple divisions throughout the company.

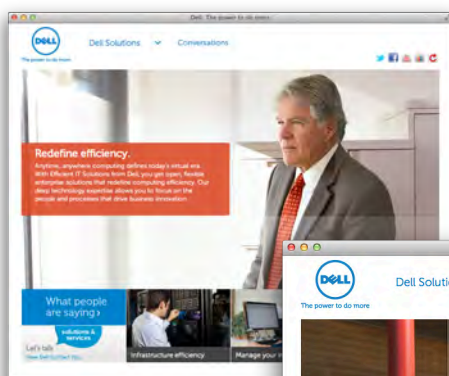
Next step with forms

Dell plans to create even smarter forms by integrating LiveBall with Demandbase.

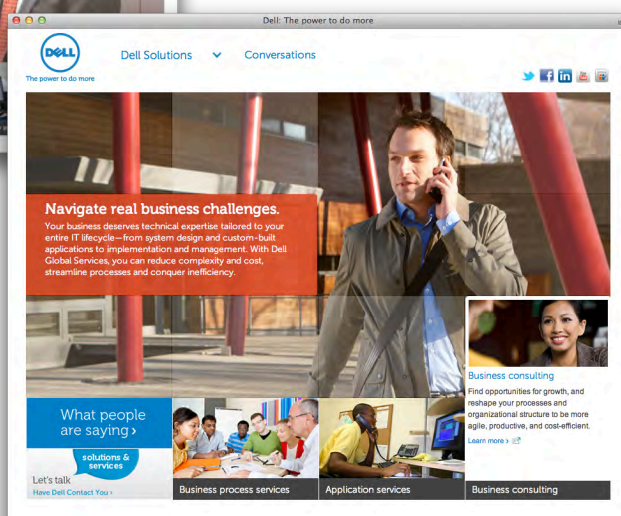
Using LiveBall's hidden form fields and respondent information from Demandbase, LiveBall will then automatically customize forms and landing pages based on the user. If, for example, a web hit arrives from an IP address that is associated with a company in the healthcare industry, LiveBall can automatically show a form customized for that industry.

Dell is also integrating LiveBall with Eloqua. After a customer's online behavioral data captured on a LiveBall page, it can be reliably shared with Eloqua, enhancing the profile of the customer and driving appropriate communication between Dell and the online visitor.

More than just forms



When Dell acquires companies, they acquire their marketing systems and everything that they've been doing. One significant benefit of using LiveBall for Dell is how easily it integrates with other software platforms. Dell is using LiveBall to bring everything together.



Dell's projects with LiveBall aren't limited to simple pages and forms. They have launched numerous campaign-specific microsites including one for a large multi-million dollar US brand campaign. Check out Dell's campaign, *The Power to Do More*, [here](#).

One significant benefit of using LiveBall for Dell is how easily it integrates with other software platforms. Dell is using LiveBall to bring everything together.

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DHL manages thousands of landing pages over 220 countries

"What's so great about LiveBall is that we can now create campaigns in a matter of minutes. By setting up A/B tests we can always ensure the best possible outcome..."

Multiplying

As an experienced marketer working with landing pages, you know what an undertaking launching even a single conversion-focused landing experience across multiple countries in several languages can be. Scaling your program requires the right people, processes and platforms.

ion's LiveBall landing page management platform helped DHL centralize their campaigns in order to launch and manage worldwide landing pages.

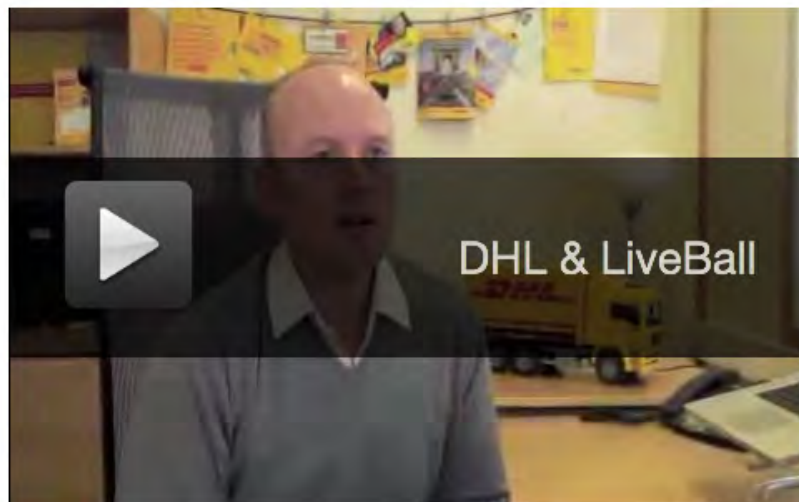
DHL used LiveBall to allow their marketing teams – spread across the globe – to launch hundreds of campaigns in house while improving conversion rates and boosting ROI, all without a team of developers.

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Over 220 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.

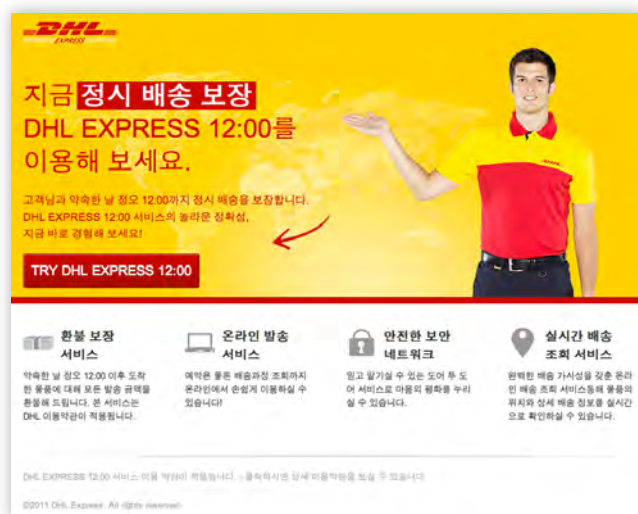
DHL Express' Global Digital Marketing Specialist, Rolf Inge Holden, came to ion interactive with the need to manage and optimize hundreds of brand-consistent landing pages. When Holden first adopted LiveBall in 2010 he deployed the software to marketing departments in fifty countries. Based on the results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

Today DHL has thousands of LiveBall generated landing pages in over 220 countries and territories in the Americas, Europe and Asia.

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

"What's so great about LiveBall is that we can now create campaigns in a matter of 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 50 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."

"We're currently using LiveBall in over 220 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."

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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 fewer resources for a faster path to higher ROI.



GENERAL MILLS
CANADA

General Mills used LiveBall to unite their North American marketing teams

"Having a central repository makes it easy for the two teams to standardize data collection and forms for easy implementation [...] 'Winning' templates are leveraged by both teams to accelerate testing and quickly drive conversion results."

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Background

General Mills is among the world's largest food companies, marketing some of the world's best-loved brands, including: Betty Crocker, Pillsbury and Green Giant, in more than 100 countries on six continents. The company generates annual revenue of approximately 14.9 billion in the U.S. Retail, International, Bakeries and Foodservice markets.

The challenge

General Mills drives millions of unique visitors from paid search and other online media sources. The goal? Convert this traffic using online registration for free newsletters that offer recipes, meal ideas, coupons and more. Prior to adopting LiveBall, the General Mills teams worked in a very decentralized manner, even though both were working towards the same lead generation goals. They needed an easy way to centralize the management of their landing pages and create a repository for standardized components such as forms, page layouts and data exports.

The LiveBall difference

The US team at General Mills initially adopted LiveBall (September 2010) in order to increase agility, speed-to-market, and ultimately increase overall conversions. Within a few months, the US General Mills team moved from having thirty general landing pages to hundreds of unique landing pages across seven different brands. After hearing about the success of the US team (conversion rates up to and beyond 30%), the Canadian team knew they couldn't pass up the opportunity to work in LiveBall as well.



For their first campaign, the Canadian team focused on their Life Made Delicious brand, a new online resource for parents that provides a great selection of tips, games, articles and recipes to help families find new ways to celebrate and enjoy their time together. Within a few weeks of adopting LiveBall, the team launched their first LiveBall landing page, with plans to launch 13 more in the upcoming weeks.

Having a central repository makes it easy for the two teams to standardize data collection and forms for easy implementation. LiveBall's centralized libraries (for images, page layouts and data exports) allow the teams to easily reuse assets,

making production of multiple versions of a page a breeze. As Jesse Abrams, the Canadian Digital Associate Marketing Manager, explained best, *"With the flexible, reactive nature of the LiveBall templates, I can modify and iterate landing pages on the fly which ultimately makes it so much easier to create targeted, specific landing pages."* 'Winning' templates are leveraged by both teams to accelerate testing and quickly drive conversion results.

The General Mills marketing teams finally have a tool that is agile enough for their hands-on approach, but also capable of easily centralizing online marketing efforts within one platform. LiveBall now helps the US and Canadian teams at General Mills manage well over



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400 multi-page landing experiences with double-digit conversion rates across multiple teams, nine brands, and two languages. More importantly, they are building a culture of continued testing and sharing of results — everyone can now learn and work towards common goals together.



"LiveBall has made testing very easy and user friendly. In the past year we have seen our registrations increase by over 50%."

A small team at Infogroup scales their landing pages to get more done

"With LiveBall, Nicole Bukacek, director of marketing, manages and tests well over 500 landing pages and counting."

Background

Infogroup offers solutions to improve every aspect of a marketing campaign from quality consumer data, email and direct mail solutions, database processing and more. Infogroup's comprehensive databases include 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and professionals, and so much more.

Challenge

Without a way to create, manage and test landing pages for multiple brands and segments, opportunities for conversion improvement were limited. With a current customer base of 4 million users and growing, Infogroup sought a way to increase the efficiency of their landing page program through testing and optimization.

Solution

In February 2009 Infogroup adopted LiveBall and watched their conversion rate increase at an exciting rate.

Using LiveBall, Nicole Bukacek, director of marketing, manages and tests well over 500 landing pages and counting. Before LiveBall, Nicole was only able to manage one landing page per business unit with no testing. At the time she was not tracking conversion rates, although she says, *"now we are consistently seeing a 15-17% conversion rate."*

After adopting LiveBall, Bukacek was empowered with the ability to quickly create multiple landing experiences for each business unit. She says, *"Now I have landing pages for*

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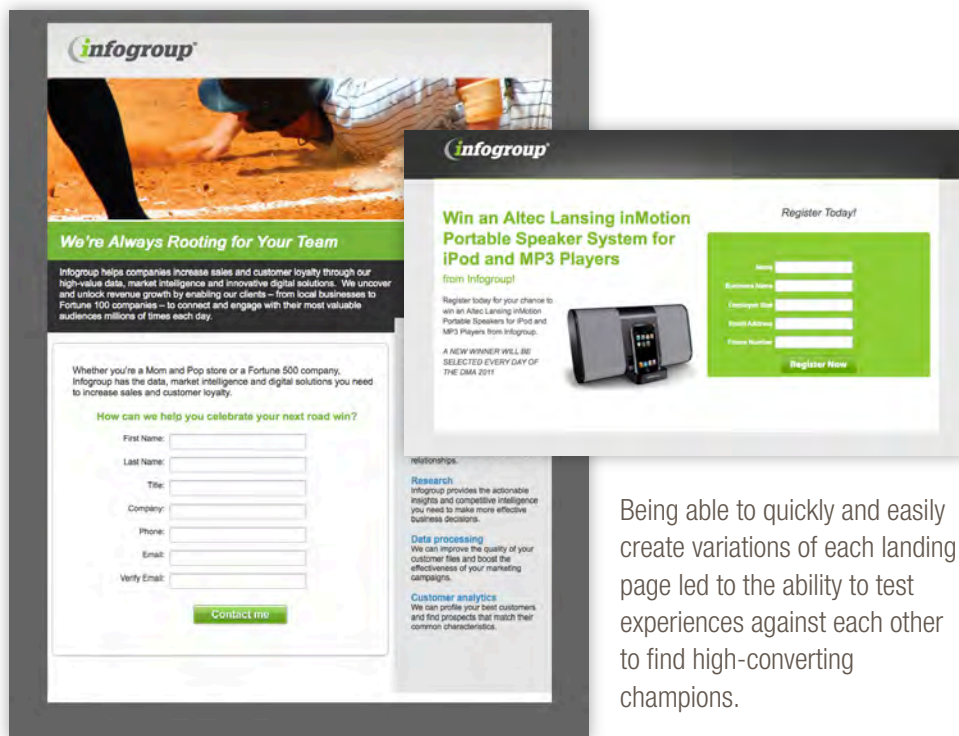


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individual keyword groups for our paid search marketing. Having the individual landing pages has increased our quality scores with Google, and given the user content that is more specific and focused on the keyword and what they are looking for, rather than a one size fits all type of landing page.”



Being able to quickly and easily create variations of each landing page led to the ability to test experiences against each other to find high-converting champions.

“We were not testing before so having the ability to test has made a world of a difference. We have seen our conversion rates go from our 3% when we first started to rates as high as 20%+ because of a different page we have been able to test. It’s so great to have the ability to see the amount of people who are landing on our pages and converting. LiveBall has made testing very easy and user friendly. In the past year we have seen our registrations increase by over 50%.”

Going forward, Infogroup will continue expanding and growing their landing page optimization program taking advantage of the scale, customization and flexibility provided by LiveBall.

“The conversion lift was a result of a perfect mix between an engaged audience, a fantastic product, a desirable offer, sharp creative design, and a highly relevant and targeted landing page created with LiveBall.”

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MarketingProfs increased leads with customized, advanced landing pages

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

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.

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The screenshot shows a landing page for MarketingProfs. At the top, it says 'MarketingProfs Smart thinking ... pass it on.' Below that is a large blue banner with the text 'Be a Twitter superstar.' and 'Download our Twitter etiquette How-To Guide.' To the right of the banner is an image of a booklet titled 'HOW TO BE TWITTER SUPERFLY IN 12 SIMPLE STEPS'. Below the banner, the text reads 'Learn how to Tweet like you've got 500,000 followers.' followed by a paragraph about Twitter's popularity. To the right, it says 'Join today FREE' with a large orange checkmark. Below that is a 'Get Started Now' section with a list of benefits, a list of topics to be learned, and a form to enter an email address. At the bottom, there is an 'ACCESS NOW' button and a small privacy policy link.

Solution

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

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."*

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."*



Since the adoption of LiveBall, the MarketingProfs marketing team has created and tested over 330 landing pages.

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PAYCHEX

Paychex optimizes phone and form leads with integrated call tracking

Paychex realized that in order to start running better paid search campaigns they needed the ability to optimize their landing pages based on both phone calls and form submits in a single management platform.

"We wouldn't be able to report on the full scope of how much revenue and how many leads paid search is driving without both LiveBall and call tracking."

Background

Paychex is a recognized leader in the payroll, human resource, and benefits outsourcing industry. They offer an ever-growing variety of payroll and human resource products and services that are customized for each of their clients' business needs. Paychex helps over half a million small to medium-sized businesses with their HR needs.

A partial view

Paychex is known for their customized services, so even when their prospects start with an online search inquiry, they tend to call just as often as they complete a form. Tracking and optimizing for those phone call leads wasn't possible with the online advertising management software that Paychex was using, so they added call tracking analytics to their arsenal of tools. However, to see how well an online marketing campaign had truly performed they had to manually piece together performance analytics from two separate software platforms to merge form leads with call leads. Combining the data from the two separate software programs showed that calls ended up representing close to 70% of their leads from paid search advertising. The process of manually merging the two data sources was sure to slow down Paychex's plans to optimize their online marketing spend through landing page testing.

The marketing team wanted to start a comprehensive testing program to increase both form leads and calls, but without a single, easily accessible view into combined performance analytics their efforts could be wasted because lead attribution would likely be murky. Paychex quickly realized that in order to start running better paid search campaigns, they needed the ability to optimize their landing pages based on both phone calls and form submits in a single management platform. They needed a solution that would make it easy to correctly analyze campaign and testing performance so that they could quickly and accurately attribute ROI to the correct marketing campaigns.

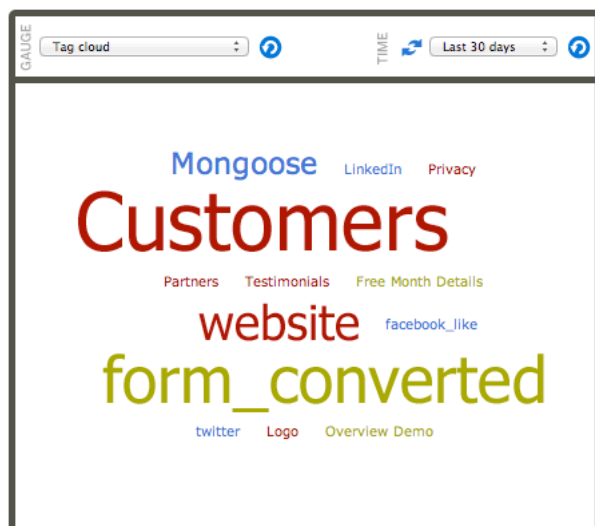
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Solution

Paychex found their solution in LiveBall. LiveBall is cloud-based landing page management software that integrates seamlessly with Mongoose Metrics's call tracking software. ion's expert team helped guide the simple integration between the two platforms, so Paychex could track both phone call and lead form conversions in a single view within the LiveBall platform.

"LiveBall makes it very easy to segment different sources of traffic compared to free tools where you only see traffic in the aggregate for a test. I know that different sources of traffic have completely different behaviors. With LiveBall, it's nice to be able to break out and analyze traffic by whatever you want."

Seeing the bigger picture

Using LiveBall and Mongoose Metrics, the Paychex marketing team is able to test and optimize over 250 paid search landing pages based on accurate and complete analytics. Without this integration their testing results could be inaccurate, and it would be time-consuming and cumbersome to manually combine data from multiple sources to analyze live tests. Instead, they can now reference a single source to see which pages & campaigns are driving the most calls and form leads. As Jesse Kanclerz, a Paychex Search Marketing Analyst, explained further, *"We wouldn't be able to be report on the full scope of how much revenue and how many leads paid search is driving without both LiveBall and integrated call tracking."*

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Paychex now has a clear understanding of their overall campaign performance, plus they have discovered specific traffic source insights. For instance, they've noticed that they get less phone call leads from display ads than they do from search, and that branded keyword terms tend to attract people who prefer to call. These insights are helping them build better landing pages.

Jesse credits LiveBall with making this analysis possible: *"LiveBall makes it very easy to segment different sources of traffic compared to free tools where you only see traffic in the aggregate for a test. I know that different sources of traffic have completely different behaviors. With LiveBall, it's nice to be able to break out and analyze traffic by whatever you want."*

What's next

Thanks to the LiveBall and Mongoose Metrics integration, Paychex can accurately attribute conversions and they're ready to launch more tests. They recently started to test a multi-step conversion path versus a microsite for their paid search campaigns. They also plan to start customizing calls to action based on specific traffic source trends that highlight preferences for calling or filling out a form.



Fast-paced, no-code testing for the SurePayroll marketing team

"Whatever gets results in testing is all I'm interested in. With LiveBall, I can try everything easily — without IT — I have total control."

Founded in 2000, SurePayroll is the online alternative to ADP® and Paychex®. The company is dedicated to providing a simple, convenient and accurate online payroll service at a price small businesses can afford. SurePayroll revolutionized payroll by introducing the first completely online payroll and payroll tax-filing solution for businesses within 1-100 employees. Since then, they've quickly grown into the #1 online payroll company — recognized by industry experts as the top choice for small businesses.

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Results on marketing's schedule

As is typical in many technology businesses, the IT team developed and maintains SurePayroll.com. The proprietary system allows for rudimentary A/B testing but when SurePayroll's SEM buys became more and more sophisticated — their website was having a harder and harder time keeping pace. Scott Brandt, VP Marketing says, *"as a direct marketer, I'm conditioned to act and act quickly. Our IT people are great, but quarterly releases were too few and far between for the speed of our campaigns. I needed my landing pages to be as fluid as my SEM buys."*

Total testing control

Scott went on to say *"I had used LiveBall previously. I knew what it could do. We started by quickly building templates that enabled us to make fast, easy changes."* Scott's testing strategy was to use the first three quarters of 2009 to test and find champions that would be optimized for SurePayroll's critical Q4 period. If all went according to plan, there would be no need for new tests in Q4 — they would simply ride the champions for great results.



LiveBall's real-time reporting gauges really help me keep the numbers up while I'm challenging champions. I can just take a small percentage of my traffic and route it to the challenger and keep the overall performance high."

Scott says *"I'm never married to anything. LiveBall lets us use automatic optimization to find champions or manually weight alternatives. I like the manual weighting because I like to closely manage the tests. It lets me use my experience combined with the technology to make fast but not rash decisions. I don't like to waste traffic on poor performers, so*

"I don't like to waste traffic on poor performers, so LiveBall's real-time reporting gauges really help me keep the numbers up while I'm challenging champions."

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Another important objective of SurePayroll's program is attribution. LiveBall automatically passes collected lead data to Salesforce in real time. In addition to the data entered into the lead-gen form, LiveBall includes a great deal of system-level data like traffic source,

medium, geographic location, behaviors, referrer, keywords, device, and much more. Since all of that can be passed into Salesforce, SurePayroll's follow-up sales calls can be much more personalized and much more specific to the needs of the prospect.

The screenshot shows the SurePayroll website. On the left is a form titled 'Get a free personalized payroll quote. (All fields are required.)'. The form includes fields for: Number of Employees, Current Payroll Method, Payroll Frequency, First Name, Last Name, Company, Industry (with a dropdown), E-mail, Phone (with a note '(xxxxxxx) No Spaces'), Timing of purchase (with a dropdown), and a 'Privacy Policy' link. A 'Get Quote' button is at the bottom of the form. On the right, under the heading 'Easy. Online. Complete Control.', there is a list of benefits: 'Full data control - You have full control over data and mobility to save you time.', '50% Savings - Nearly 50% savings over offline services.', 'Online Portal - Secure online portal for employers and their employees.', and 'Tax Management - We file and pay all your taxes with guaranteed accuracy.' Below these are logos for STRIVE, PC, and a 'GUARANTEED' seal.

Optimized marketing spend

Scott's 'test everything' approach has SurePayroll converting 6.7% of pay-per-click search and display ad traffic into leads. He's doing it with 169 marketer-created landing experiences and 220 sources of traffic.

SurePayroll is currently letting their proven champion landing experiences generate great results in their busiest quarter. Going forward, they're getting even more specific in their attribution — passing into Salesforce which specific search engine ad creative drove the conversion, and ultimately the sale. Scott says, *"LiveBall gives us all the data we need to optimize our marketing spend from end to end. There's full transparency and accountability that lets us confidently allocate our budget to the keywords and ads that generate the most impact to our business."*

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University of St. Thomas builds targeted, integrated microsites without code

"The three-person team quickly went to work. They had one version of a microsite launched in short order and, over the course of five months, they have tested 12-15 versions per program."

The University of St. Thomas is a private, 124-year-old university based in the Twin Cities of Minneapolis-St. Paul Minnesota. The school uses pay-per-click (PPC), banner advertising and email marketing to generate leads for many of its 200+ non-degree executive education and professionals development programs. A core team of three online marketers: a designer, a content manager and a senior strategist were searching for a platform to empower them to manage and test microsites.

Targeted, high-quality microsites

The University of St. Thomas is proud of their high-quality executive education and professional development programs. The problem was that their frontline web experiences weren't living up to the standards of the programs themselves. The University of St. Thomas had a user experience problem. They knew they needed program-specific tailored microsites to tell each program's story as clearly as possible. They also knew that their cobbled-together CRM + Website Optimizer solution was far too cumbersome and inflexible to make it happen. MVT wasn't working. They needed agility and practicality and they needed it fast.

The University of St. Thomas identified three core post-click campaign management requirements that needed to be satisfied by web-based technology:

1. The ability to deploy, test and manage a wide array of highly usable program-specific microsites
2. Actionable analytics enabling reliable testing and performance comparison
3. The ability to test forms, collect lead data and seamlessly link that data to their CRM

They chose ion's LiveBall platform to help them reach their goals.

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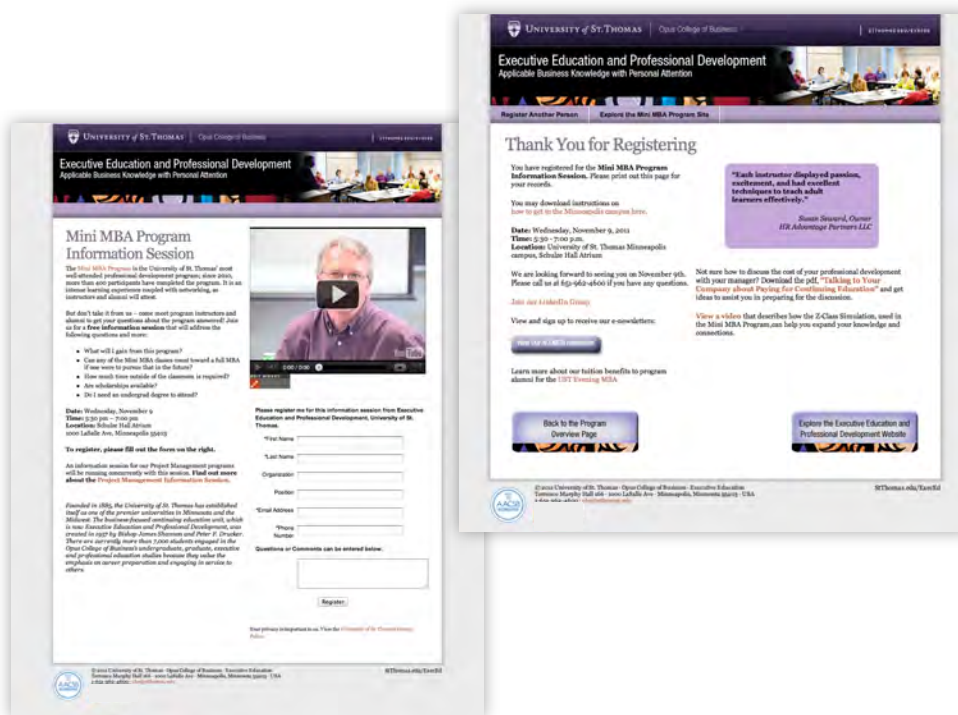


The flexibility and speed afforded by LiveBall's no-code approach to creating and testing enables them to focus on what they're testing instead of how they're testing it.

Tripling conversions in just a few months

The University of St. Thomas' three-person team quickly went to work. They had one version of a microsite launched in short order and, over the course of five months, they have tested 12-15 versions per program. The flexibility and speed afforded by LiveBall's no-code approach to creating and testing enables them to focus on what they're testing instead of how they're testing it. The results speak for themselves:

- 3x conversion rate improvement
- Higher quality leads
- Tailored, long-tail campaigns
- Improved forecasting
- PPC, advertising, and email spend moved to most efficient vehicles, messages and keywords



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"Before LiveBall we had anecdotal conversion metrics. Now we have 3x improvement, higher quality leads, more tailored campaigns and better forecasting. People believe it's a magic bullet." Mykola Sarazhynsky, Marketing Manager, The University of St. Thomas

LiveBall has given the The University of St. Thomas team the freedom to try completely new approaches. Recent testing showed that video testimonials more than doubled conversion, extended time spent on pages and extended the number of pages browsed in the microsite. What started as a one-off idea has blossomed into a focused direction and powerful results. In addition to video testimonials, in just a few months, The University of St. Thomas has tested:

- Long-tail messaging
- Discounting and other narrow incentives
- Second-level segmentation
- Three levels of narrowing by user intent

Mykola says *"Now the web reflects the quality of our brand and our programs. We never had that before"*. All in all The University of St. Thomas has deployed and tested more than 15 different experiences across over 20 campaigns. And they're just getting started.



Western Union optimizes their landing pages for an 1,800% boost in conversion rates

"Our 22%+ conversion rates are a dramatic improvement over previous benchmarks. LiveBall is the best landing page solution that I have used..."

Background

The Western Union Company is known as an innovator in financial services and has become an industry leader in global money transfer with approximately 450,000 Agent locations in 200 countries and territories. Western Union offers fast, reliable, and convenient services for transfer of money — consumer-to-consumer, consumer-to-business, and business-to-business. For more than 160 years, the familiar signs of Western Union have stood as a trusted symbol for connecting friends, family and businesses around the world.

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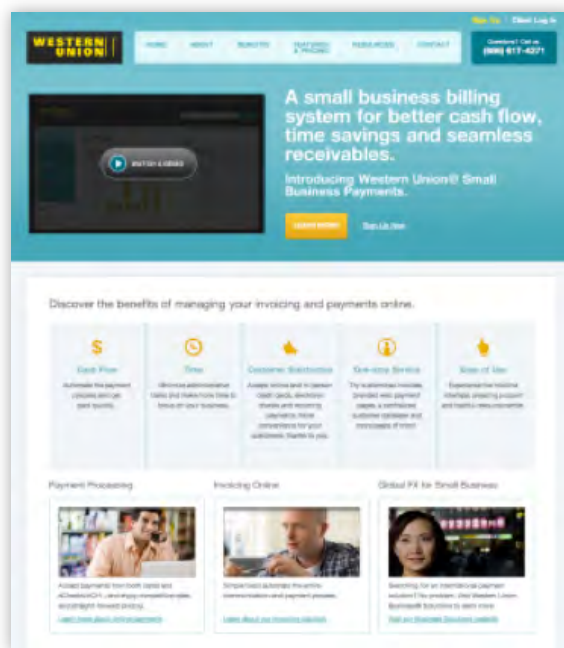


The challenge

Western Union needed a better, easier way to create and optimize targeted landing pages. Although the Western Union® marketing team did have a tool to help with landing page creation, it required code and was overwhelming for the content managers. Without a way to easily create targeted, specific landing pages, the Western Union team knew that they were missing out on results and ROI. The Western Union team needed a solution that would make it easy to create, test and manage targeted landing pages for various online marketing channels such as PPC and display ads.

The solution

In December 2010, Western Union adopted ion interactive's LiveBall landing page platform. Not only did they now have an easy-to-use, code-free platform to help their marketing team create and test landing pages, but they also had the support of ion interactive's professional landing page services team.



The results

LiveBall has empowered Western Union with enterprise-scale marketing agility that has helped them grow their landing page program and their conversion rates. As Josh Carroll explained, *"LiveBall gives us flexible management and optimization of robust web experiences. It has given us the ability to optimize pages with real-time responsiveness which has resulted in dramatic improvements in digital campaigns."*

With LiveBall, the Western Union team now has close to 300 landing pages and co-branded

microsites managed in one centralized platform including mobile landing pages and localized pages for 15 different countries. What was once a complicated process is now managed by marketers. Western Union has content managers from numerous teams scattered across the globe who, thanks to LiveBall, now have the ability to test and optimize landing pages without development resources.

With better landing pages, Western Union is getting better results. For instance, a recent 30-day promotion advertised through Google PPC ads converted at 19% — a 1,800% increase over typical Western Union lead generation rates (under 1%).

While the Western Union team creates most of their LiveBall landing pages themselves, ion interactive's services team is a helpful resource for large, complicated, or pressing projects. Recently, Western Union engaged ion to quickly create customized templates for their Small

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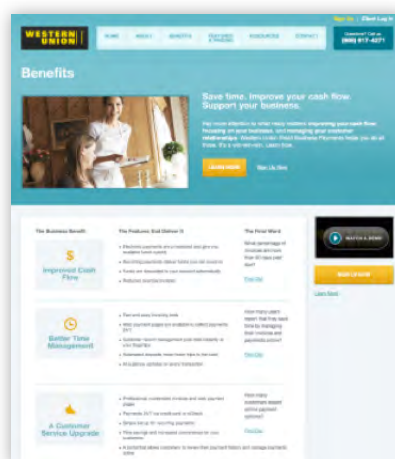


& Medium Enterprises microsite.

The microsite launched in November 2011 and Josh was immediately impressed by the results. As he put it best, *“Our 22%+ conversion rates are a dramatic improvement over previous benchmarks. LiveBall is the best landing page solution that I have used; we really love that it is robust enough to support microsites as well as single pages.”*

What's next

The Western Union marketing team plans to focus on nurturing the B2B community by providing topic-specific microsites for industry verticals like mortgages, insurance and government. Their goal is to provide recommendations, education and thought leadership to build awareness, credibility, and trust.



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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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