



# Growing your landing page program for better results.

A LiveBall case study featuring American Greetings & Infogroup.



As American Greetings and Infogroup have learned, with the right support you can grow your marketing programs quickly, effectively, and without help from IT.

## Relieving Growing Pains

Expanding into new markets and managing multiple brands isn't easy, but it doesn't have to be painful. You can do more with the time you already have. It's just a matter of having the right support – support that's flexible enough to grow with you.

It's a similar story across marketing departments regardless of industry: there are not enough resources to create and manage more campaign landing pages, to test, or to get even more granular and targeted with your marketing. Often it's because of a lack of time for marketing on IT's schedule, but it's also because hundreds of landing pages is a lot to manage.

When marketing hits this wall, it's a sign that the way you manage your landing page program needs to change. You need a tool, like LiveBall from ion, that will empower your team with the ability to launch and optimize landing pages for multiple brands and markets on marketing's schedule – without code or IT. Centralizing all of your campaigns content within one tool makes it easier to manage hundreds of pages, to run multivariate testing (MVT), and to repurpose campaigns. Most importantly though, it increases your speed to market and your ability to quickly realize ROI.

The LiveBall story is the story of our customers. Learn how American Greetings and Infogroup have grown their landing page program and improved their campaign results with the LiveBall landing page management platform from ion.



AMERICAN GREETINGS

American Greetings Corporation is a leading manufacturer of innovative social expression products that assist consumers in enhancing their relationships. The company generates annual revenue of approximately \$1.7 billion, and its products can be found in retail outlets domestically and worldwide. American Greetings has the largest collection of electronic greetings on the Web, including cards available at [AmericanGreetings.com](http://AmericanGreetings.com) through AG Interactive, Inc., the company's online division.

## Speeding up the process

In the past, this online traffic funneled into the [www.AmericanGreetings.com](http://www.AmericanGreetings.com) home page, or 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 on the one landing page was slow and arduous, with a multi-month feedback loop to the marketing team. Experimentation with alternative design

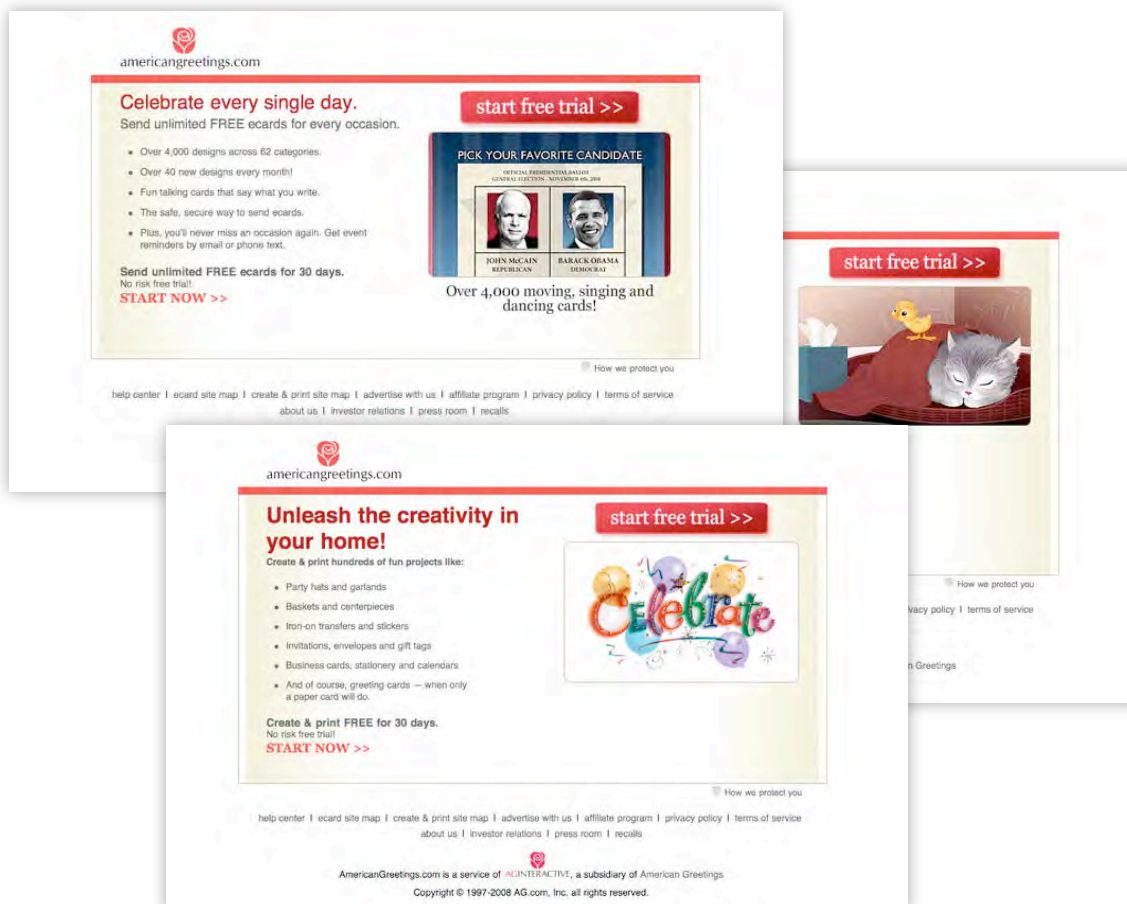
and content was slower still. When learning was extracted from this process it was months behind and often gave little reliable cause and effect determination.

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.

## More in less time

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 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.



Over their first five months using LiveBall the American Greetings online marketing team has created over 700 unique landing pages, being tested across hundreds of unique sources of traffic.

“On Mother’s Day alone, the real-time change in traffic splits resulted in over forty five thousand dollars in incremental revenue. That’s revenue that would have been lost without LiveBall’s actionable, real-time approach.”

Each unique landing page format was quickly customized and messaged to match closely with 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, using the LiveBall platform to easily create, test and 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 has created over 700 unique landing pages, being tested across hundreds of unique sources of traffic.

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.”*

## New horizons

New tests are always in the works at American Greetings. 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. To this point, American Greetings’ optimization efforts have focused solely on the initial landing pages of multi-page experiences. 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.”*



Infogroup offers solutions to improve every aspect of a marketing campaign from quality consumer data, e-mail 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.

## The pain of limitations

Without a way to create, manage and test landing pages for multiple brands and segments, opportunities for conversion improvement were limited. InfoGroup's director of marketing, Nicole Bukacek, was only able to manage one landing page per business unit with testing, but she knew she needed to do more. With a current customer base of 4 million users - and growing, Infogroup needed a way to increase the efficiency of their landing page program through testing and optimization.

## The solution

Infogroup adopted LiveBall, and they now manage and test well over 500 landing pages and counting.

Instead of only one page per business unit, Bukacek now had the ability to quickly create multiple landing experiences. She says, *"Now I have landing pages for 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."*

Infogroup adopted LiveBall, and they now manage and test well over 500 landing pages and counting.



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.

## Growing your program

When you are scaling your online marketing program for growth you need more. More emails, more search marketing, more segments and niches, more testing, and so on. Ultimately for each of these new endeavors, you need more landing pages. With LiveBall, American Greetings and InfoGroup were able to do and manage more. Launches that would have taken several months took just a few days, and results that would have taken even longer to realize, quickly skyrocketed.

American Greetings and Infogroup’s stories both start by citing frustration with a slow moving landing page creation process with too many moving parts. Coordinating marketing’s ideas and tech’s hand coded execution with any sort of approval process becomes burdensome and messy very quickly. To reach any sort of mass production scale – whether it’s auto parts or landing pages – your effort to produce each individual piece needs to become easier to execute. LiveBall enables your program’s growth by simplifying the management.

With LiveBall, you can centralize and expand your landing page program directly from the marketing department without needing to know code. With centralized content, you can copy a high performing campaign from one region and customize and launch it for several others. You can create hundreds of landing pages, but ensure your brand consistency with pre-set background skins and themes. You can streamline and simplify your landing page program’s growth.

Test new markets, get more targeted, and increase your speed to market with LiveBall.



# 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](http://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