

landing pages

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# Think beyond the landing page.

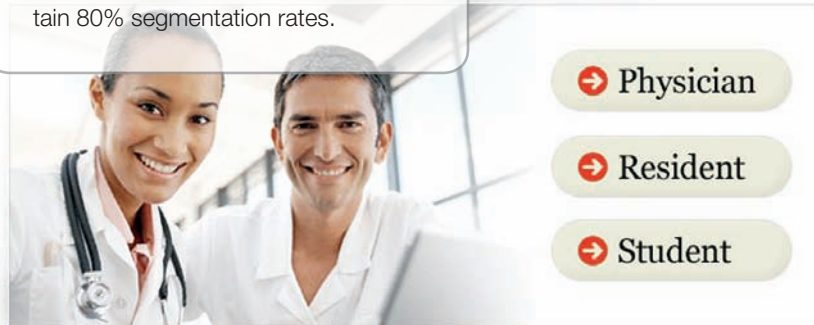
The LiveBall landing page platform lets you engage your respondents more deeply and generate higher conversions in ways you've only dreamed about.

# Way beyond.

Introducing Landing Pages 2.0 and 8 ways they will expand your mind.

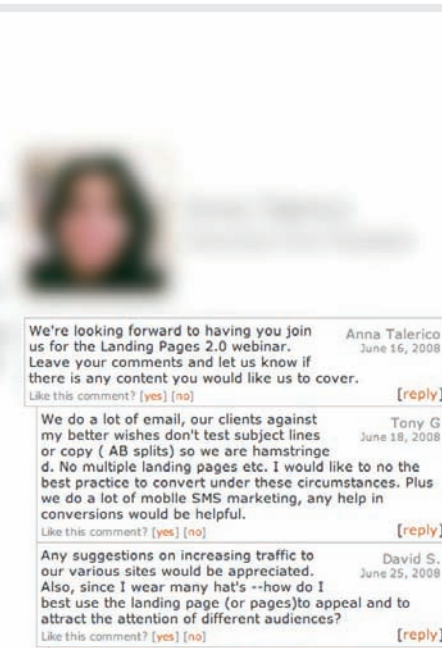
## 1. Audience Segmentation

Let your users tell you who they are and what they're looking for right off the bat by having them self-segment. With Landing Pages 2.0, you control their choices based on your strategic needs, but give them the messages they want. The LiveBall landing page platform makes it easy for you to attain 80% segmentation rates.



## 2. Social Conversion

There are lots of conversion options beyond forms or transactions. Imagine starting a dialogue with a community of your respondents via micro-blogs, micro-forums or interactive white papers. LiveBall makes it easy to use Landing Pages 2.0 features like social widgets to increase engagement and evaluate sales readiness.



## 3. Rich Media

Using Flash® and video in your landing pages can deliver dramatic improvements in conversion rate. The LiveBall landing page platform makes it fast and easy to insert and test the effectiveness of rich media. You can even contextualize and test Flash alternatives without going back through a developer.



## 4. Strategic Split Testing

You know about A/B testing, but you've never known it this powerful or easy to execute. Point. Click. Test. Repeat as necessary. Tweak, fine-tune and optimize. All without IT.

## 5. Remarkable Design

Exceed user expectations and enhance your brand with stunning design and consistent, predictable usability. LiveBall is customized for your brand, creative and strategic objectives.

## 6. Optimized Data Capture

Easily create and experiment with forms and data collection to find the most effective options. Export data to your own lead generation or CRM software.

## 7. Device Optimization

Deliver the best user experience wherever your user wants to experience it—iPhone, BlackBerry, Windows, Mac and everything else. The LiveBall platform makes it easy.

## 8. Click Fraud Detection

Root out non-human clicks and put a check and balance between you and click fraud. LiveBall's built-in best-of-breed detection software protects your business and your budget.



## See how LiveBall works.

LiveBall is ion's advanced platform that powers landing pages 2.0. The software-as-a-service (SaaS) enables marketers to create, test and analyze powerful landing pages — without developers, code, IT or hosting headaches. It's the by-marketers/for-marketers landing page solution.

Tour the ultimate landing page tool: <http://www.ioninteractive.com/demo>

## See how ion makes it work for you.

Crafting advanced landing pages is a multidisciplinary art. ion's strategic team defines segments and test plans. Award-winning creative brings the strategy to life in words, images and motion. Online marketing experts manage the campaigns. And you watch your marketing ROI multiply.

Put the ultimate landing page team to work for you. Call **888.ion.idea** (888.466.4332).



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