From Zero to Mobile with LiveBall

"Replicating and easily tweaking pages with LiveBall saves us a ton of time. It probably takes a quarter of the time that it would usually take to individually build out all of those pages."

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The conversion rate for the mobile campaign was 40% higher than traditional non-mobile online ads and the cost-per-conversion was 51% lower.

Background

Anvil Media is a search engine marketing agency that specializes in search engine optimization (SEO), pay-per-click (PPC) management, mobile and social media marketing services. Anvil doesn't have full-time developers on staff, so before they started using LiveBall, they simply didn't have the resources to build landing pages for their clients. In order for Anvil to test its conversion optimization suggestions, it had to place the burden of building landing pages on clients.

Thanks to LiveBall, Anvil's account team is now able to quickly create and test landing pages on a large and ever-expanding scale – without placing any burden on clients – for some pretty remarkable results.

Take, for instance, the story of how Anvil was able to leverage LiveBall's scalability to take its client, Insight Schools, from one landing page to multiple pages and a mobile campaign.

From one to many

Insight Schools is a public online high school available in eight states. Anvil manages a PPC program for Insight Schools which includes a very large and wide variation of keywords ranging from "online high school" to "high school diploma." Insight Schools initially had a low quality score for some keywords because it was directing traffic from the broad range of keywords to one generic landing page.

Using LiveBall's templates, Anvil quickly built five different landing pages based on five different keyword themes. Then, instead of making eight different state-specific versions for each of the five keyword themed pages, Anvil used LiveBall's dynamic content substitution tool to automatically change the page copy and logos for each state. Creating and managing 5 pages instead of 40 not only saved Anvil production time and made test management easier, but it also had some pretty remarkable results.

One month after launching the keyword specific landing pages, Insight School's quality score improved by 22% and its average cost-per-click decreased. For Anvil, LiveBall meant that it was able to deliver faster results to its client.

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insight school of Colorado

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Insight School of Colorado is an online, alternative high school that offers a program designed around each student's goals, needs and learning style. Insight is a public alternative high school, available to students at no cost.

Insight students enjoy an individualized high school experience in an online environment that is free from many of the distractions present in traditional schools. Our alternative high school:

- is accredited
- offers a rigorous curriculum taught by state-certified teachers
- grants a diploma recognized by colleges and universities nationwide
- connects students to career and higher education planning tools and resources

Learn More

From many to mobile

Excited by what it was able to accomplish, Anvil was inspired to test another concept utilizing LiveBall: mobile landing pages. Insight Schools was a perfect client with which to try mobile, because its target audience consists primarily of teenagers with smartphones.

Using LiveBall's mobile templates, Anvil created a mobile landing page with two calls to action: a click to call button and a request for more information inquiry form. As with their previous landing page, Anvil used LiveBall's dynamic content substitution feature in the mobile landing page to swap out copy and logos for each state accordingly. Once the page was completed, Anvil paired LiveBall's mobile landing page with Google AdWords mobile-only campaigns.

The result

The conversion rate for the mobile campaign was 40% higher than traditional non-mobile online ads and the cost-per-conversion was 51% lower. The mobile campaign quickly became one of Insight School's lowest cost-per-conversion campaigns.

What's next

Anvil plans to create and test more LiveBall mobile landing pages for additional clients. LiveBall was a key enabler, helping take Anvil from not being able to create landing pages themselves, to creating mobile pages. Anvil plans to keep expanding its reach and success with LiveBall in the future as well.

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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.

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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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www.ioninteractive.com

i-on interactive, inc.
200 East Palmetto Park Road, Ste. 107
Boca Raton . Florida . 33432

One Broadway . 14th Floor
Cambridge . Massachusetts . 02142

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