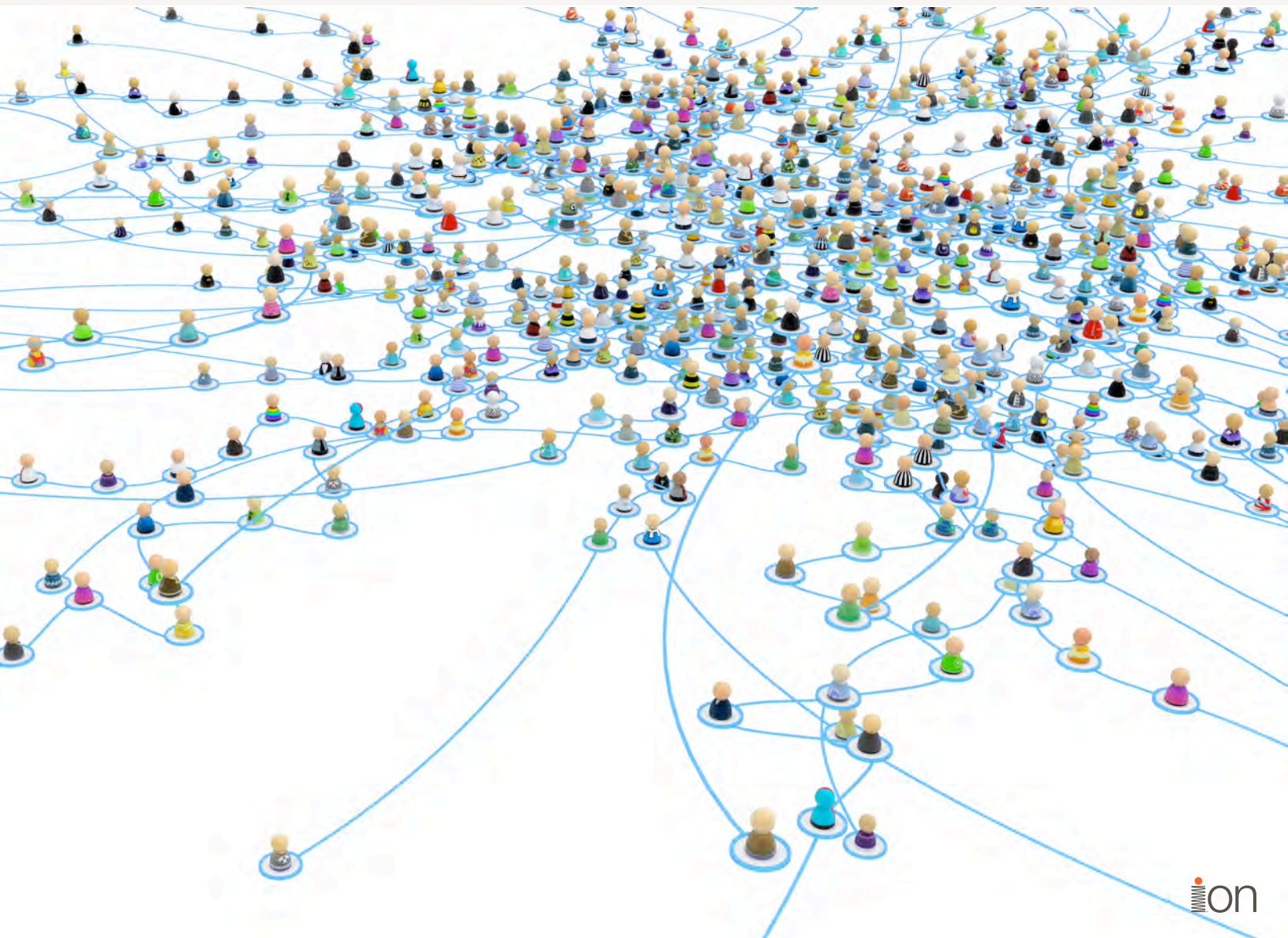




Tripling PPC, Advertising and Email Conversion Rates with LiveBall Microsites

"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."



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.

Background

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.

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

Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



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Executive Education and Professional Development

Applicable Business Knowledge with Personal Attention

Mini MBA Program Information Session

The Mini MBA Program is the University of St. Thomas' most well-attended professional development program; since 2010, more than 400 participants have completed the program. It is an intense learning experience coupled with networking, as instructors and alumni will attest.

But don't take it from us – come meet program instructors and alumni to get your questions about the program answered! Join us for a **free information session** that will address the following questions and more:

- What will I gain from this program?
- Can any of the Mini MBA classes count toward a full MBA if one were to pursue that in the future?
- How much time outside of the classroom is required?
- Are scholarships available?
- Do I need an undergrad degree to attend?

Date: Wednesday, November 9
Time: 5:30 pm – 7:00 pm
Location: Schulze Hall Atrium
 1000 LaSalle Ave, Minneapolis 55403

To register, please fill out the form on the right.

An information session for our Project Management programs will be running concurrently with this session. Find out more about the **Project Management Information Session**.

Founded in 1885, the University of St. Thomas has established itself as one of the premier universities in Minnesota and the Midwest. The business-focused continuing education unit, which is now Executive Education and Professional Development, was created in 1957 by Bishop James Shannon and Peter F. Drucker. There are currently more than 7,000 students engaged in the Opus College of Business's undergraduate, graduate, executive and professional education studies because they value the emphasis on career preparation and engaging in service to others.

Please register me for this information session from Executive Education and Professional Development, University of St. Thomas.

*First Name

*Last Name

Organization

Position

*Email Address

*Phone Number

Questions or Comments can be entered below.

Your privacy is important to us. View the University of St. Thomas Privacy Policy.

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Register Another Person | Explore the Mini MBA Program Site

Thank You for Registering

You have registered for the **Mini MBA Program Information Session**. Please print out this page for your records.

You may download instructions on [how to get to the Minneapolis campus here](#).

Date: Wednesday, November 9, 2011
Time: 5:30 – 7:00 p.m.
Location: University of St. Thomas Minneapolis campus, Schulze Hall Atrium

We are looking forward to seeing you on November 9th. Please call us at 651-962-4500 if you have any questions.

Join our [LinkedIn Group](#)

View and sign up to receive our e-newsletters:

Learn more about our tuition benefits to program alumni for the [UST Evening MBA](#)

Not sure how to discuss the cost of your professional development with your manager? Download the pdf, ["Talking to Your Company about Paying for Continuing Education"](#) and get ideas to assist you in preparing for the discussion.

View a [video](#) that describes how the Z-Class Simulation, used in the Mini MBA Program, can help you expand your knowledge and connections.

"Each instructor displayed passion, excitement, and had excellent techniques to teach adult learners effectively."

Susan Seward, Owner
 HR Advantage Partners LLC

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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.

Buyer's Guide



Everything you need to choose the right landing page platform.

Get the Guide



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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