

# platform

FEATURE HIGHLIGHTS



*Advertising Age* says it's  
“How to Finish a Web Sale.”

We designed and developed LiveBall to be the cornerstone of our post-click marketing solutions.

It's a web-based platform that makes, hosts, tests and analyzes landing pages, microsites & conversion paths.

LiveBall increases conversion rates and makes online media spending more effective. It works equally well in B2B lead gen as it does in e-commerce. And it's available in self-service or full-service packages.

- ➔ Create & host unlimited best-of-breed landing experiences.
- ➔ Specialized WYSIWYG content management.
- ➔ Automatic A|B experience testing.
- ➔ Relevant, real-time post-click marketing metrics.
- ➔ Flexible client-specific page layouts and branded themes.
- ➔ Flexible no-code forms and data collection.
- ➔ Seamless integration with existing systems.
- ➔ Advanced, power-user conditional rules.
- ➔ SaaS or licensed versions.
- ➔ Scalable to handle millions of respondents per month.
- ➔ Highly secure single-tenant architecture.
- ➔ Reliable — 99.99% uptime.
- ➔ Self- or full-service solutions.



Log in to your dedicated LiveBall console using any standard web browser.

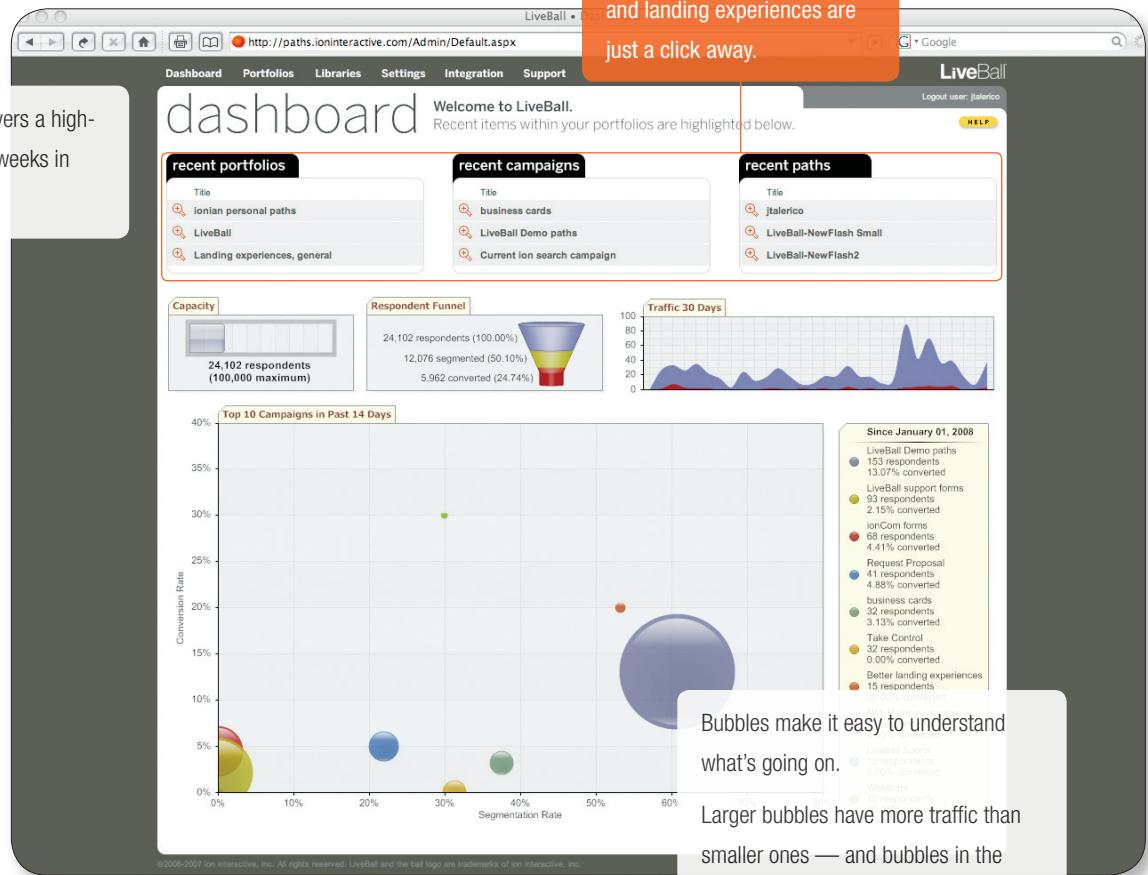
Call us at 1.888.466.4332  
(01.561.394.9484 international) for a personal demo of LiveBall or to order your solution — we can have you up and running within days.

**Demo**  
[ioninteractive.com/DEMO](http://ioninteractive.com/DEMO)

**Request a Proposal**  
[ioninteractive.com/RFP](http://ioninteractive.com/RFP)

# dashboard

LiveBall's dashboard delivers a high-level look at the last two weeks in your top ten campaigns.



LiveBall was designed by marketers, for marketers.

It makes it easy for non-technical people to create, test and analyze unlimited, best-of-breed landing experiences — in real time.

The dashboard is just the beginning.

# portfolio management

The screenshot shows a web-based application window titled "LiveBall • Portfolio • LiveBall". The top navigation bar includes links for Dashboard, Portfolios, Libraries, Settings, Integration, and Support. The main content area has tabs for "portfolio management" and "portfolio performance". The "portfolio management" tab is active, displaying a "SNAPSHOT (last 60 days)" summary with the following data:  
Respondents: 1,735   Segmentation Rate: 74.41%   Conversion Rate: 39.08%  
Below this is a table titled "campaigns" with three rows:

Title	Last Traffic	Srcs	Paths	Last Edited
LiveBall Demo paths	9/19/2007	11	11	9/18/2007
Liveball Sports	9/18/2007	3	3	9/18/2007
Motives	8/28/2007	5	6	6/19/2007

To the left of the table is a sidebar labeled "notes" with a "+ note" button. A callout box on the left side of the interface states: "Most LiveBall management screens offer high-level stats on the last sixty days of traffic." Another callout box on the right side states: "Many LiveBall screens are split into two strategic views — management and performance. Create in management view. Analyze in performance view."

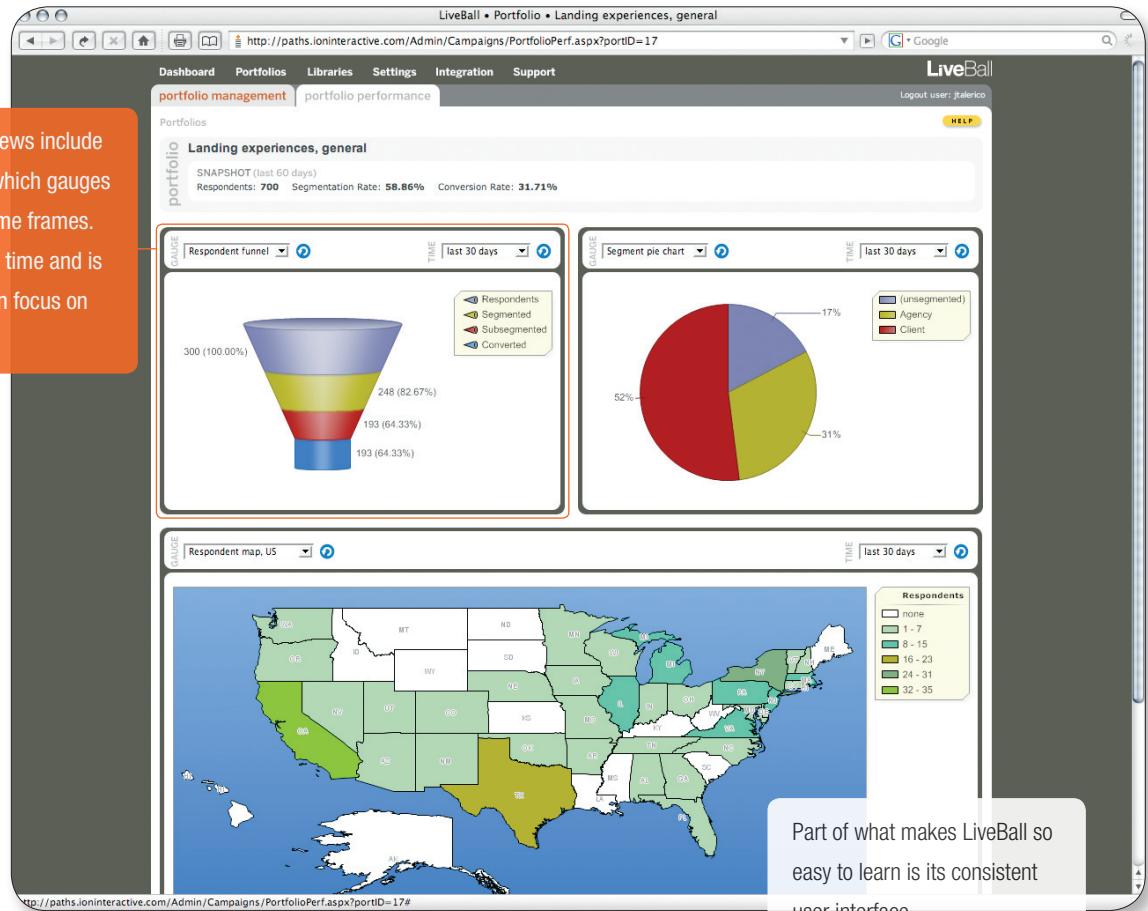
LiveBall gives you as many portfolios and campaigns as you need.

Clients use portfolios to organize campaigns for business units, geographies or products.

Agencies who use one LiveBall for multiple clients may use a portfolio for each client.

LiveBall works with you. In your language. On your terms.

# performance



Funnel vision — real-time analysis across campaigns focused on your conversion funnel.

Portfolio performance gauges deliver conversion rates, segmentation, traffic charting, tag clouds and campaign comparison.

It's all fast and easy. Just like you need it to be.

The LiveBall GUI team has a thirteen-year history of award-winning interfaces. It shows.

# campaign management

The screenshot shows the LiveBall campaign management interface. At the top, there's a navigation bar with links for Dashboard, Portfolios, Libraries, Settings, Integration, Support, and a user dropdown. Below the navigation is a breadcrumb trail: Portfolio / NoMoreLandingPages. The main content area is titled "NMLP paid advertising" and includes a "SNAPSHOT (last 60 days)" section with metrics: Respondents: 441, Segmentation Rate: 75.96%, Conversion Rate: 74.83%. To the right is a "CAMPAIN RESOURCES" sidebar with "Export Respondents" and "Scheduled Exports" buttons. The central part of the screen is divided into two sections: "paths" and "traffic sources". The "paths" section lists four entries: NMLP Blog Book, NMLP blog book B, NMLP protest, 3 segmentation A, and NMLP protest, 3 segmentation B. The "traffic sources" section lists three entries: Banner/Display (IAB Smart Brief), Email (DM News), and Search Engine (Google). A note field at the bottom left says "+ note". A callout box on the left side of the interface contains the following text:

LiveBall campaigns contain all of your landing experiences and traffic sources. It's as simple as point and click to add more, and you can have as many as you like.

The campaign screen is LiveBall's nerve center.

From a campaign, it's easy to create and manage your landing pages, microsites, conversion paths and traffic sources.

Pairing landing experiences with traffic sources is as easy as point and click. Pair two or more paths with a source, and you're A|B testing.

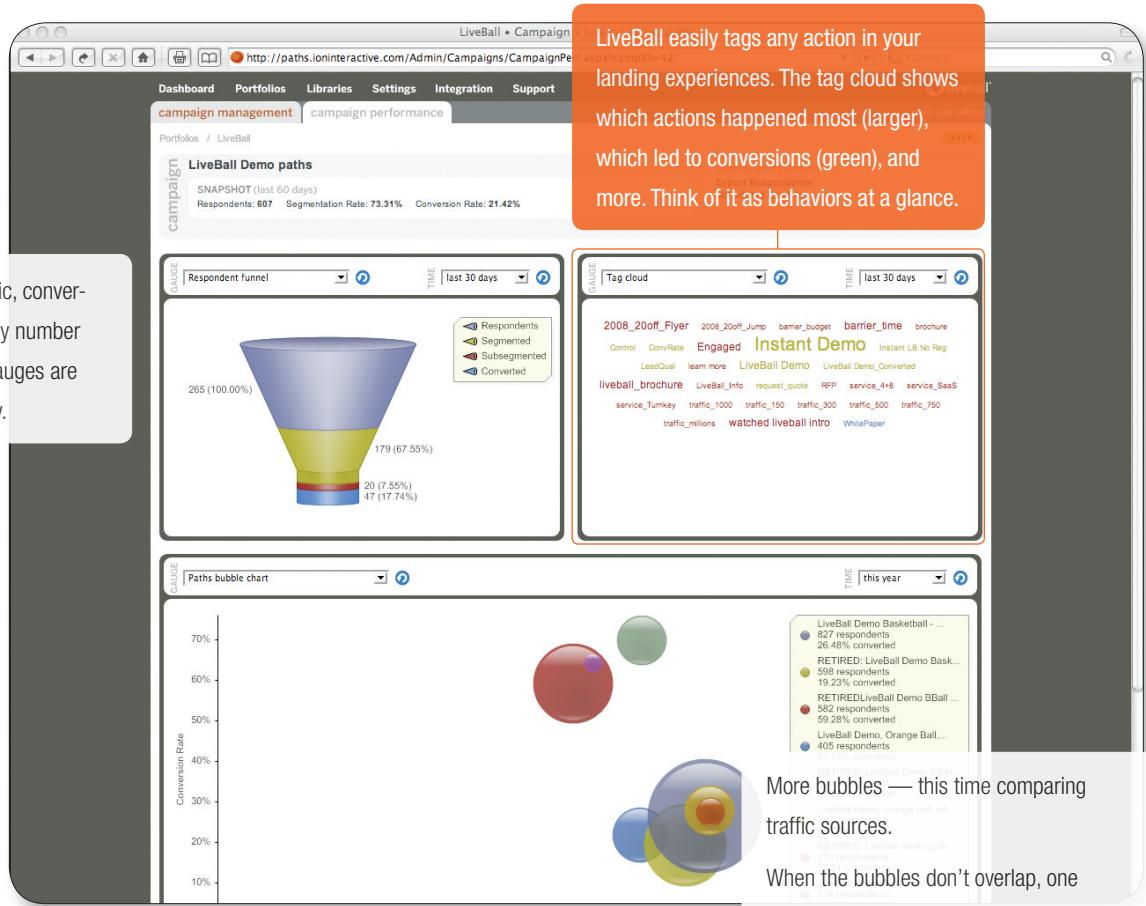
It's a marketer's playground.

Automate traffic source setup with LiveBall using the traffic provider wizard.

For example, easily import Google™ AdWords keyword groups and automatically match them up with LiveBall landing experiences.

# performance

Your real-time traffic, conversion funnel, and any number of other relevant gauges are always at the ready.



Campaign performance view compares paths, traffic sources — and most importantly, combinations of the two.

Make informed decisions with the confidence of knowing exactly who's doing what — as they're doing it.

More bubbles — this time comparing traffic sources.

When the bubbles don't overlap, one traffic source is significantly outperforming another. When the outperformer is small and the underachiever large, reverse your spend and your ROI will soar.

It's easy to sanity check your media plan.

# content management

A LiveBall landing experience may have one or many pages. Add them with point-and-click ease. It's easy and instantaneous. No pain.

LiveBall puts productivity tools at the ready.

It takes two clicks to change the visual theme. One click delivers a detailed proof of the entire experience. And seeing the experience exactly the way respondents will is as simple as clicking the preview button.

notes

LiveBall enables marketers to create best-of-breed landing experiences.

Highly specialized content management powers landing pages, micro-sites and conversion paths to deliver the ultimate user experience.

It's all based on a system of frameworks that include your custom-branded page layouts and visual themes. What you get is world-class brand control combined with field marketing content and tactics.

Master page elements are not editable — keeping your brand safe and sound.

Click on any element to add content to a page. No code. No IT.

LiveBall makes it easy to efficiently make professional landing pages, microsites and conversion paths. Click on text, images or even forms to manage content. Create pages instantly and publish professional multipage experiences in minutes.

[ Click to add text ]

**Better Landing Experiences for Clients**  
From the office of the CMO to the field marketing team, this is one white paper every marketer should read.

[ Click to add text ]

**Better Landing Experiences for Agencies**  
Improve client campaign performance with improved tools and processes for landing experience management. The "Managing Landing Experiences for Online Marketing ROI" white paper will give you critical insight into the economic factors that impact your landing experiences and new ways to improve performance.

**Download for clients**

**Download for agencies**

[ Click to add header ]  
[ Click to add text blurb ]  
[ Click to add link ]

[ Click to add header ]  
[ Click to add text blurb ]  
[ Click to add link ]

**ion interactive**  
©2007 ion interactive, inc. All rights reserved. ion interactive and the ion interactive logo are trademarks of ion interactive, inc.

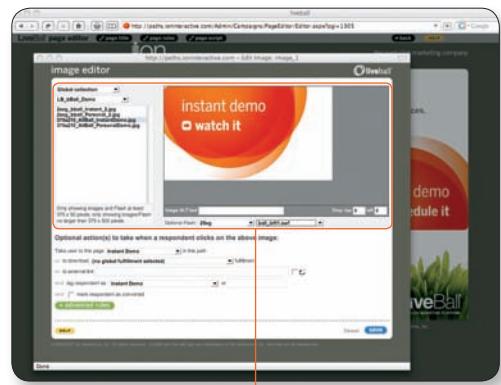
LiveBall's WYSIWYG editor looks a lot like the real page.

LiveBall instantly creates professional, high-quality web pages. And it makes working with those pages a breeze.

Create an entire multipage landing experience in minutes. Iterate for A|B testing even faster.

With fast, easy page management comes experimentation. And with that comes results.

Why guess, when you can try it?



Point and click to add everything from text to images, Flash®, forms and downloads. Making landing pages, microsites and conversion paths is as easy as making a PowerPoint® presentation — only better.

# asset management

Assets are loaded once and then used everywhere. It's easy to manage and update images, Flash®, fulfillment files, forms, email templates and frameworks.

LiveBall centralizes asset management putting often-used images, Flash®, forms, fulfillment files, email templates and frameworks — all within easy reach.

These convenient libraries make system-wide updates of assets quick and painless.

Have a new version of a graphic with a price in it? No problem. Update it once in the library and you're done — your graphic is updated everywhere it's in use.

Asset management is a key part of LiveBall's efficiency.

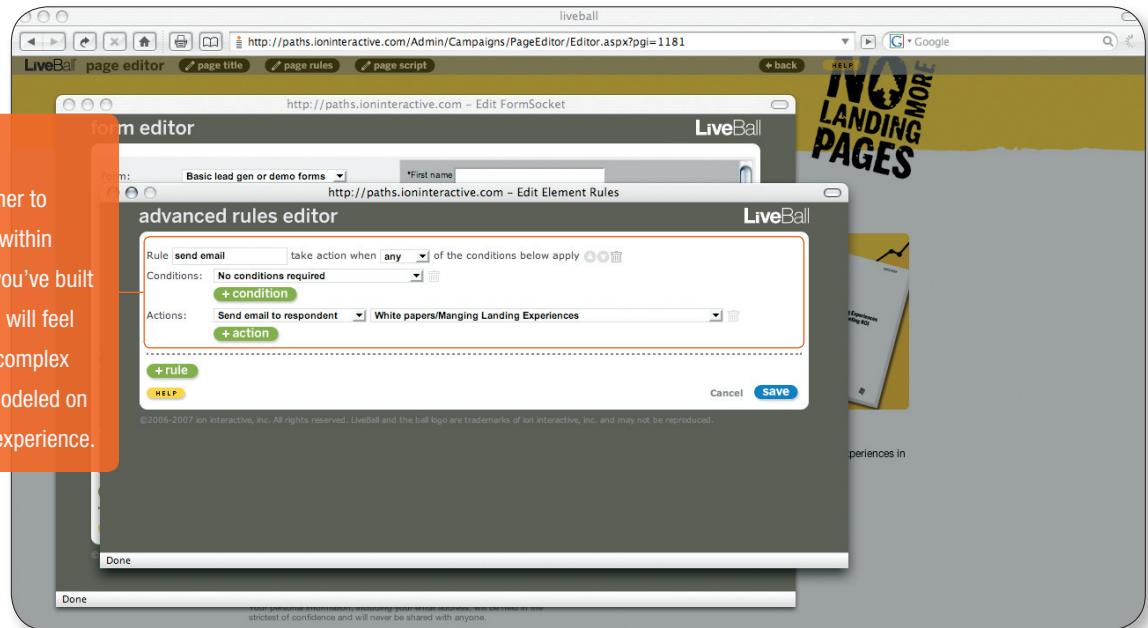
LiveBall senses a Flash® or image's dimensions, version and file size. It also keeps track of usage, so an asset that's in use somewhere doesn't get accidentally deleted.

Text and links in your Flash files can be easily changed within LiveBall. It lets you use Flash over and over again — testing different headlines and calls-to-action without having the Flash recreated.

# power users

Power users rejoice!

Layer rules on one another to create conditional logic within landing experiences. If you've built mail rules, this interface will feel familiar. Even the most complex process can be easily modeled on any action in a landing experience.



Advanced rules are conditional statements that can be layered as deep as a marketer's imagination.

The lists at the right show conditions that can be set, and the actions that can be triggered as a result.

Show a different landing experience based on country or language. Change the experience for returning users who haven't converted. Or change what happens next based on previous behaviors.

LiveBall makes even these advanced rules accessible for marketers.

## Conditions

Browser Language  
Browser Region  
Converted (this experience)  
Converted (any experience)  
Converted (this campaign)  
First Time at This Point  
Geolocated Country  
Geolocated Region  
Geolocated City  
Geolocated Postal Code  
Geolocated Domain  
Grade  
No Conditions Required  
Number of Actions in Path  
Number of Source Clicks  
Number of User Responses  
Number of Visits  
Respondent Data  
Respondent Numeric Data  
Respondent Tag(s)  
Respondent First Primary Tag  
Respondent Second Primary Tag  
User Agent String

## Actions

Assign Tag  
Export Immediately  
Go to Next Page  
Go to External URL  
Go to Traffic Source  
Go to Download File  
Grade as  
Mark as Converted  
Mark to be Re-exported  
Notify via Email  
Save Into Database  
Save Into Database (numeric)  
Stop Processing Rules  
Send Email to Respondent  
Substitute Content Element  
Substitute With User Data

# traffic sources

Add a source of traffic to LiveBall by medium and vehicle. It takes less than a minute and anyone can do it. It's friendly and easy — just like everything else in LiveBall.

Adding something to LiveBall is as simple as pointing, clicking and completing a short form. It's fast, easy, and dare we say, fun.

The screenshot shows the 'Add traffic source' interface in the LiveBall platform. The main form has a red border and contains fields for 'Medium' (set to 'Banner/Display'), 'Pick a vehicle' (with a dropdown menu showing 'choose existing'), 'Title' (a required field), and 'Description'. Below this is an 'advanced options' section with various settings like 'Auto-optimize' (set to 'Yes'), 'Target conversion %' (set to '2.00%'), and an 'Expiration date' of '12/3/2009'. The 'advanced options' section is described as keeping advanced options at the ready for power users but out of the way of the rest of us.

One of LiveBall's huge eye openers is its ability to offer traffic source performance analysis — in real time.

Taken far beyond basic click and conversion metrics, LiveBall's analytics deliver reliable, instantaneous knowledge of which sources are sending the best respondents. And which landing experiences are converting best for each unique traffic source.

Piece of cake.

# testing

Adding a traffic source to LiveBall generates an automatic link. Add your own short, friendly link if you need it.

The screenshot shows the LiveBall software interface. At the top, there's a navigation bar with links like Dashboard, Portfolios, Libraries, Settings, Integration, and Support. Below that, a sub-menu for 'traffic source management' is open, specifically 'traffic source performance'. The main content area displays a 'Conversion - LiveBall focused' section. It includes fields for Medium (Search Engine), Target conversion (2.00%), Vehicle (Google), and various parameters. A 'Parameter 1' dropdown is set to '(none)'. There are sections for 'Automatic address', 'Friendly address', and 'Redirect address when source is closed'. Below these are 'SNAPSHOT (last 60 days)' and 'Number of Respondents: 0 Segmentation Rate: 0.00% Conversion Rate: 0.00%'. On the right, there's a button for 'Auto-optimize: Yes' and a note about 'CPA: (requires cost data)'. A red callout box on the right side of the interface says: 'Testing is easy... check the box next to any landing experience you want to include. Test as many as you like. LiveBall will auto-optimize to send your traffic to the best performing experiences. No code. No time.' A large orange button labeled 'Open' is visible at the bottom of this box. In the center, there's a 'include paths' section with a list of landing experiences and their weights. A pie chart titled 'traffic allocation' shows the distribution of traffic between two categories. A note at the bottom left says '+ note'.

Continuous, everyday testing is a basic LiveBall tenet.

It's only realistic because the system makes it so easy. There's no code. No technical skills required. No pain.

One click includes an experience in a test. LiveBall then auto-optimizes to send traffic to the best performing landing experience in real time.

Continually test without code and without ever changing the link.

That's how LiveBall makes everyday testing a reality.

LiveBall is loaded with clarifying charts and graphs to help you visualize what's happening. The pie chart above shows the balance of traffic being sent to each of the landing experiences being tested. LiveBall automatically optimizes in real time to send traffic to the highest performing landing experience. Just send it and forget it. Of course traffic can be manually balanced by turning auto-optimization off.

# forms

The screenshot shows the LiveBall Data Collection interface. At the top, there's a navigation bar with links for Dashboard, Portfolios, Libraries, Settings, Integration, and Support. The main area has a title "integration". Below it are three sections:

- Data fields**: A table showing categories and their data fields:

Category	# Data Fields
Basics	9
hidden fields	1
Megan's Research Form	4
Qualification questions	2
Questions and surveys	7
Snail mail	8
Susan's form	0
t-shirt	1
webinar	6
- choice sets**: A table showing categories and their choice sets:

Category	# Choice Sets
Basics	3
Differentiation	7
Geographic location	3
Receive white paper?	1
t-shirts	1
upcoming webinar dates	3
Webinar Survey Questions	4
- validation patterns**: A table showing validation types:

Title
Currency
Date (mm/dd/yyyy)
Email address
Numeric value
Phone (International)
U.S. dollar amount
U.S. phone
U.S. phone, no ext.
U.S. zip code

Manage forms easily and consistently with LiveBall. Point and click to create categories and fields. Even the most strict data spec is easily accommodated.

LiveBall is pre-loaded with popular form choices — like countries, Canadian provinces and U.S. states. Of course, it's easy to add sets and choices.

LiveBall is also ready for action when it comes to data validation. Key expressions are included for things like dates, phone numbers and email addresses. To use one, just point and click. Adding more is equally easy.

LiveBall plays well with others.

Defining any data field needed for forms, e-commerce, re-marketing or CRM is quick and easy. Testing those data fields in virtually any form or layout is even easier.

LiveBall's data collection is entirely dynamic and infinitely flexible.

# data

Need an export type you don't see here? LiveBall's modular, standards-based architecture makes it easy to extend the system. Ask us about custom export types.

The screenshot shows the LiveBall integration interface. At the top, there's a banner with the text: "Automatically export directly and easily with LiveBall's user-friendly integration interface. From CSVs to form posts, direct Salesforce leads and vCards, LiveBall enables seamless, reliable data sharing." Below the banner, the main interface has two sections: "export formats" and "exports".  
**Export Formats:** A table listing three formats:

Title	Export Type	# Format Fields	Last Edited
Daylite CSV	Comma-separated file	14	4/13/2007
SalesForce	Comma-separated file	21	8/27/2007
vCard	vCard-format file	6	4/23/2007

  
**Exports:** A table listing ten exports:

Icon	Title	Export Format	Export Type	Last Export
grid	demo export	Daylite CSV	Comma-separated file	9/19/2007
grid	salesforceFORMS	SalesForce	Comma-separated file	9/16/2007
grid	SalesforceIONINTERACTIVE	SalesForce	Comma-separated file	9/16/2007
grid	salesforceLIVEBALL	SalesForce	Comma-separated file	9/16/2007
grid	SalesforceNMLP	SalesForce	Comma-separated file	9/16/2007
grid	SalesforceSPECIALEVENTS	SalesForce	Comma-separated file	9/16/2007
grid	salesforceWEBINARS	SalesForce	Comma-separated file	9/16/2007
grid	vCard testing	vCard	vCard-format file	9/18/2007
grid	Weekly Daylite	Daylite CSV	Comma-separated file	9/17/2007

LiveBall makes it easy to get your respondent data.

You can have as many export formats as you need. It's easy to define the format, as well as the fields to include (and their export order). LiveBall will even export field mashups.

Next is distribution. LiveBall can post your data on-the-fly; schedule, archive and distribute batched (optionally password-protected) exports via FTP, secure FTP or email; and notify as many people as you like. All with point-and-click ease.

## Core Export Fields (in addition to your custom data fields)

Respondent ID	Conversion Status
Campaign ID	IP Address
Path/Landing Experience ID	Path Label
Traffic Source ID	Traffic Source Label
First Contact (Date)	Geolocated Country
Last Contact (Date)	Geolocated Region
User ID	Geolocated City
User Responses (Number)	Geolocated Postal Code
User Visits (Number)	Geolocated Domain Name
User Actions (Number)	Referrer
Media Name	Tags (All)
Vehicle Name	First Primary Tag
User Grade	Second Primary Tag

## Export Types

Delimited File
Salesforce.com Lead
vCard Format File
Post to Web Form

## Automated Delivery

Day(s)/Hour(s)
Email Address(es)
Real-time Form Post
FTP
Secure FTP

## Packaging

ZIP
Password-protected ZIP

# frameworks

LiveBall frameworks include master page layouts and themes. You can have as many frameworks, master pages and themes as you like.  
Flexible. Scalable. Intuitive.

The screenshot shows a web-based administration interface for LiveBall. At the top, there's a navigation bar with links for Dashboard, Portfolios, Libraries, Settings, Integration, and Support. The main area is titled "Frameworks" and contains a section titled "view framework" for "Label: Ion Marketing". Below this, there's a description: "Description: For ion interactive marketing efforts". The interface displays eight different layout thumbnails, each labeled with a unique identifier and a brief description:

- Label: A1: Segment 2 Images**  
Description: Two-choice segmentation layout. Ideal for landing.
- Label: A2: Segment 3 Images**  
Description: Three-choice segmentation layout. Ideal for landing.
- Label: A3: Segment 4 Images**  
Description: Four-choice segmentation layout. Ideal for landing.
- Label: A4: Segment 5 Images**  
Description: Five-choice segmentation layout. Ideal for landing.
- Label: B1: Content Image Buttons**  
Description: Content layout including image buttons.
- Label: B2: Content Image Buttons V2**  
Description: Alternative layout of content with image buttons.
- Label: B3: Content Text Links**  
Description: Content layout including text links.
- Label: B4: Content Graphic CTAs**  
Description: Content layout including up to three call-to-action graphics.

Each thumbnail includes placeholder text and image slots labeled "HEADLINE HERE", "BODY COPY HERE", "IMAGE", and "LINK HERE".

LiveBall maintains user experience and brand quality through a system of master page layouts and visual themes. Together, master pages and themes are called a framework.

Creating a landing experience starts with picking a framework. Simply pick a layout from visual thumbnails to add a page. Themes affect the look and feel of your experience and may be changed in two easy clicks.

Multiple brands, geographies, languages and product lines are easily accommodated using frameworks.

Thanks to frameworks, you'll never outgrow or outmode LiveBall.

LiveBall uses thumbnail images to keep the user experience visual and intuitive.

Additional frameworks can be imported into LiveBall using a simple point-and-click form. Any web developer with HTML and design skills can create and load LiveBall frameworks.

LiveBall includes a designer's guide to speed framework development.

Every LiveBall solution includes one custom-branded framework. Ask us about creating additional frameworks.

Frameworks are available for the following form factors:

- Conversion Paths
- Landing Pages
- Microsites
- Pop-Up Layers
- Mobile

# getting started

LiveBall post-click marketing solutions are easy to start and easy to keep.

You do nothing more than sign up and provide your brand standards. We'll have you up and running within days.

1

## **Choose your size**

Packages range from 100,000 to 4,000,000 stored respondents.

2

## **Choose your support level**

Included basic support offers online resources and personal support via email. Upgrades are available that include telephone and third-party integration support.

3

## **Optional marketing services**

You can use LiveBall yourself, we can help you, or we can do everything. It's up to you. We offer a wide range of services from tactical advice to award-winning, full-service, concept-to-completion creation and management of your post-click marketing.

## **Request a Proposal**

[ioninteractive.com/RFP](#) or call

1.888.466.4332

01.561.394.9484 International

LiveBall is enterprise-class software.

We host and maintain LiveBall for most of our clients. They just log in and use it. That's LiveBall SaaS and it delivers 99.99% or better uptime.

LiveBall is engineered to handle millions of clicks and thousands of parallel landing experiences and traffic sources. The high-performance architecture is scalable and reliable. You can confidently apply LiveBall to your entire global enterprise.

Each console is its own single-tenant environment — you have your own independent system and database.

Some clients choose to license LiveBall and host it on their own server farm. These are usually high-traffic implementations or ones that have specific compliance or privacy restrictions like healthcare or financial services.

# post-click marketing

LiveBall is the cornerstone of our post-click marketing solutions.

But many of our clients need more than the cornerstone. For them, we provide tactical and strategic advice to help them develop into post-click superstars.

And when time is their most precious resource, we handle everything — delivering award-winning concept-to-completion post-click strategy, copy and design services — all driven by LiveBall.

## LiveBall Self-Service

Our self-service subscription puts you in the driver's seat of your own post-click marketing. Many of our clients are self-service — including Bronto Software (above right).

## LiveBall Full-Service

Turn your post-click marketing over to our award-winning team. Our concept-to-completion offerings include strategy, copy, design, management and personal, attentive account service. You simply sign up and provide us with your brand standards and online marketing plan to get started.

## LiveBall 4+8

Some clients choose a 4+8 program that gives them four months of full-service followed by eight months of self-service. It's a great way to learn the ins and outs of post-click and then run with it.



*"I love LiveBall. We use it to convert our paid search, email marketing and even online quizzes to leads. Our SEM conversion rate is up to over 15%, our leads are higher quality and we've reduced our spend by two-thirds. I know for sure that LiveBall is producing much more for us than if we didn't have it."*

Sally Lowery  
Internet Marketing Manager  
Bronto Software

**Request a Proposal**  
[ioninteractive.com/RFP](#) or call  
1.888.466.4332  
01.561.394.9484 International

# about us

ion interactive is the company behind LiveBall. We are a unique blend of marketing and technology that's been delivering online solutions since 1994.

Today, we're all about keeping our clients' clicks in play by providing best-of-breed post-click marketing solutions.

You need to know who's got your back. We've been here since the very beginning. We launched our first major site for Samsung within months of the first commercial web browser's release. That was over thirteen years ago.

Our client roster has included household names like Fujitsu, Siemens, Office Depot and Yahoo, along with smaller organizations like Elite Island Resorts, Buffspa and Bonita Bay Properties.

We earned those relationships by delivering world-class technology, personal service and award-winning online marketing.

LiveBall is the pinnacle of our experience and our commitment to our clients.

We hope you join the family.



*"With ion's post-click marketing services, Citrix can easily deploy online campaigns, track results and modify campaigns in real-time to optimize our spend while providing a consistent, flexible framework for click landing experiences."*

Diane Kalmanowicz  
Director, Web Marketing  
Citrix Systems



[www.ioninteractive.com](http://www.ioninteractive.com)

i-on interactive, inc.  
136 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

©2008 i-on interactive, inc. All rights reserved. The i-on interactive spring logo is a registered trademark of i-on interactive, inc. and may not be used or reproduced without the written consent of i-on interactive, inc.