



## Ongoing A/B & MVT Landing Page Testing Decreases Cost-Per-Conversion by 50%

Ongoing A/B and MVT landing page testing has doubled TEKsystems' conversion rate and decreased the cost-per-conversion by more than 50%! Thanks to the new pages and better conversion rate, TEKsystems ended up saving over \$100,000 in media spend over the course of a year.



More landing page testing! Both TEKsystems and Anvil were thrilled with the results from their initial landing page tests and have plans to increase their focus on landing page testing.

## 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. TEKsystems, a client of Anvil, is a top provider of IT services, including IT staffing across the Americas and Europe.

## Challenge

TEKsystems' PPC campaigns are designed to increase the number of IT professionals in the TEKsystems network to fill staffing positions. Anvil Media was already seeing great results from testing ad copy and keywords, but they wanted to continue to improve their results. The "control" landing page had several links that let visitors browse by either job or state, but lacked a strong call-to-action and lead generation focus. Anvil knew that it was time to also start testing landing pages, and they needed a way to quickly create, deploy, and test pages without tapping into TEKsystems' development resources.

## Solution

Since adopting LiveBall in September 2010, Anvil Media has relied on the platform for best-in-class landing page creation and testing for their clients. They immediately knew that LiveBall was the perfect fit for this project.

The Anvil team created a new landing page with a stronger call to action asking visitors to fill out a form to receive TEKsystems' job alerts, which emails qualifying professionals whenever a job opening is available that closely matches their interests and expertise. Anvil then proceeded to run A/B tests on the overall landing page layout, design and navigation. Once a layout winner was found, additional multivariate experiments allowed Anvil to quickly test and deploy new copy and a winning call-to-action.

In addition, Anvil also ran tests passing geolocation details in page headlines to create more targeted experiences. For instance, a visitor to the landing page from Florida is given a localized headline —"See IT Job Openings in Florida." Instead of having to create separate landing pages for each state or region, Anvil created one page and took advantage of LiveBall's dynamic content substitution capabilities. Advanced rules (conditional logic that can be applied either at the page level or to any clickable action) were used to automatically swap out content in the headline depending on a visitor's geolocation. Similarly, Anvil also tested dynamic keyword insertion, which included keywords like "big data jobs" within the landing page copy.

## Results

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### Buyer's Guide



Everything you need to choose the right landing page platform.

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## What's next

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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.

## 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**.

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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!**



[www.ioninteractive.com](http://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 |
| 01 561 394.9773 | Facsimile     |

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