



Fast-Paced, No-Code Testing for the SurePayroll Marketing Team

"I'm never married to anything. Whatever gets results in testing is all I'm interested in. With LiveBall, I can try everything easily — without IT — I have total control."



"I don't like to waste traffic on poor performers, so LiveBall's real-time reporting gauges really help me keep the numbers up while I'm challenging champions."

Buyer's Guide



Everything you need to choose the right landing page platform.

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Background

Founded in 2000, SurePayroll is the online alternative to ADP® and Paychex®. The company is dedicated to providing a simple, convenient and accurate online payroll service at a price small businesses can afford. SurePayroll revolutionized payroll by introducing the first completely online payroll and payroll tax-filing solution for businesses within 1-100 employees. Since then, they've quickly grown into the #1 online payroll company — recognized by industry experts as the top choice for small businesses.

Results on marketing's schedule

As is typical in many technology businesses, the IT team developed and maintains SurePayroll.com. The proprietary system allows for rudimentary A/B testing but when SurePayroll's SEM buys became more and more sophisticated — their website was having a harder and harder time keeping pace. Scott Brandt, VP Marketing says, *"as a direct marketer, I'm conditioned to act and act quickly. Our IT people are great, but quarterly releases were too few and far between for the speed of our campaigns. I needed my landing pages to be as fluid as my SEM buys."*

Total testing control

Scott went on to say *"I had used LiveBall previously. I knew what it could do. We started by quickly building templates that enabled us to make fast, easy changes."* Scott's testing strategy was to use the first three quarters of 2009 to test and find champions that would be optimized for SurePayroll's critical Q4 period. If all went according to plan, there would be no need for new tests in Q4 — they would simply ride the champions for great results.

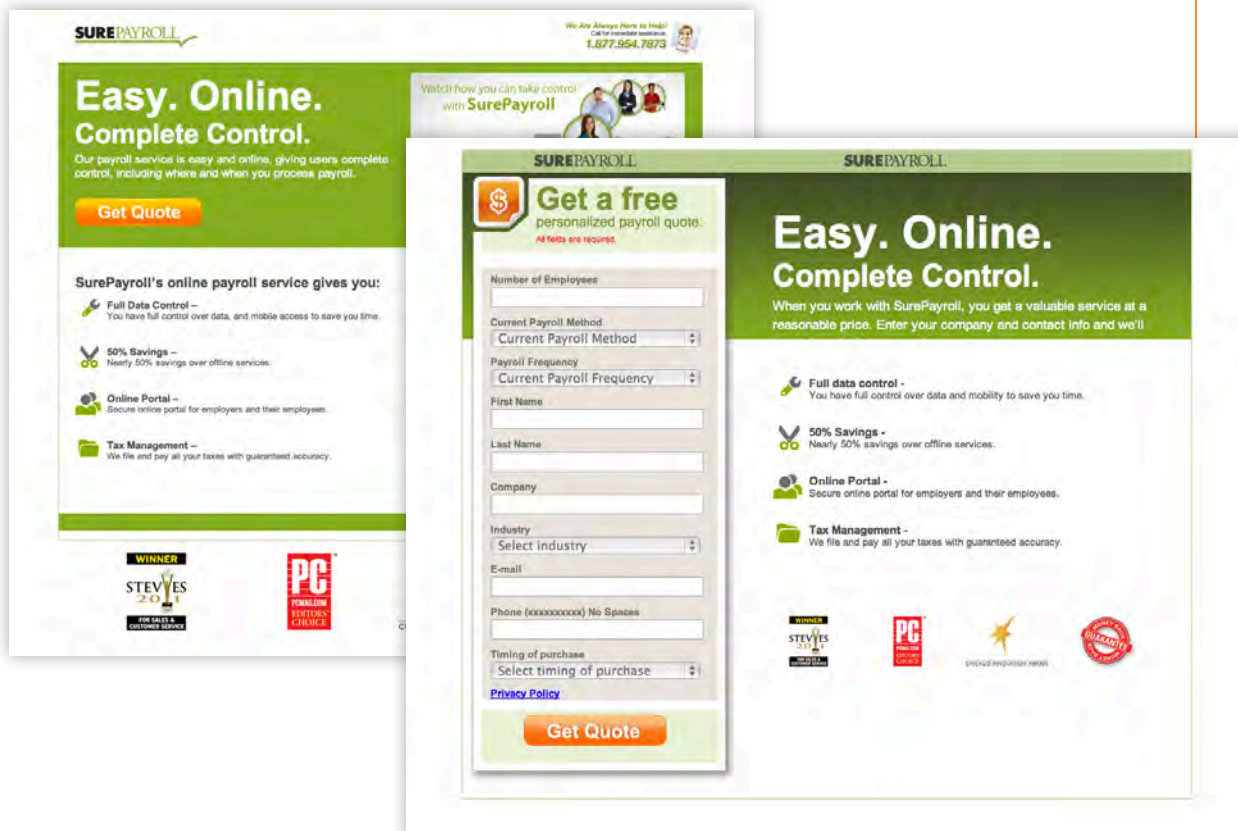
Scott says *"I'm never married to anything. LiveBall lets us use automatic optimization to find champions or manually weight alternatives. I like the manual weighting because I like to closely manage the tests. It lets me use my experience combined with the technology to make fast but not rash decisions. I don't like to waste traffic on poor performers, so LiveBall's real-time reporting gauges really help me keep the numbers up while I'm challenging champions. I can just take a small percentage of my traffic and route it to the challenger and keep the overall performance high."*

Another important objective of SurePayroll's program is attribution. LiveBall automatically passes collected lead data to Salesforce in real time. In addition to the data entered into the lead-gen form, LiveBall includes a great deal of system-level data like traffic source, medium, geographic location, behaviors, referrer, keywords, device, and much more. Since all of that can be passed into Salesforce, SurePayroll's follow-up sales calls can be much more personalized and much more specific to the needs of the prospect.

Optimized marketing spend

Scott's 'test everything' approach has SurePayroll converting 6.7% of pay-per-click search and display ad traffic into leads. He's doing it with 169 marketer-created landing experiences and 220 sources of traffic.

SurePayroll is currently letting their proven champion landing experiences generate great results in their busiest quarter. Going forward, they're getting even more specific in their attribution — passing into Salesforce which specific search engine ad creative drove the conversion, and ultimately the sale. Scott says, *"LiveBall gives us all the data we need to optimize our marketing spend from end to end. There's full transparency and accountability that lets us confidently allocate our budget to the keywords and ads that generate the most impact to our business."*



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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**.

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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