



# Soaring Conversion Rates and Reduced Spend

*"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."*



Bronto Software is running 728 landing experiences on 406 sources of traffic with a lifetime average conversion rate of just under 22% across both PPC and email marketing.

## Background

Bronto Software is a leading email marketing software company, providing successful email solutions to more than 700 online retailers, interactive agencies, and marketing departments across the world.

## Synopsis

In the five months since adopting LiveBall, Bronto has seen its paid search conversion rate soar from 2% to 15%. Lead quality is also higher, enabling Bronto to net more leads from a drastically reduced spend. On the email marketing front, Bronto has leveraged LiveBall to achieve a 65% click-to-lead performance.

**Bronto now averages 18.92% conversion across 159 LiveBall conversion paths and 80 traffic sources.**

## Challenge

Bronto's significant paid search spend was converting below industry averages — about 2% in Q1 2007. Low lead quality compounded the problem and pushed the company to take a hard look at its paid search spend and post-click marketing. Making this critical channel of lead generation more efficient was Internet Marketing Manager Sally Lowery's primary mission upon joining the company in Q2 2007.

## Solution

Bronto chose a LiveBall landing page software solution. Using LiveBall, Sally has created and tested 159 professional, conversion-focused landing experiences in less than two quarters.

Bronto's LiveBall subscription included a set of flexible custom-branded templates. After an hour of training, Sally was able to make her own LiveBall conversion paths — without technical or design resources. Within weeks, her conversion rates were on the rise.

Sally says, *"I have strong confidence in LiveBall. We were using landing pages, but they were so full of content and they were only converting at 2%. Now, we're averaging over 18% and some campaigns are up at 35-45%. We also have much better insight into our prospects and leads."* She adds, *"That insight helped us make better keyword buys. We now net more leads from less than one-third the paid search spend. And they're more qualified."*

## What's next

What's next for Bronto? Sally has already begun using LiveBall to create multistep quizzes and surveys to collect marketing intelligence to pass to sales. And she's testing secondary lead forms and conditional repeat visit rules to make her conversion paths even more effective.

### Buyer's Guide

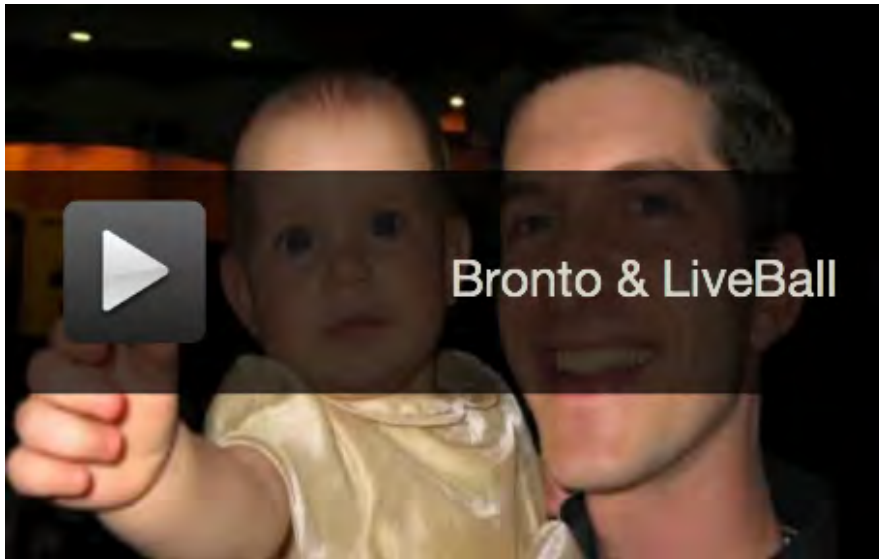


Everything you need to choose the right landing page platform.



Get the Guide





[\*Hear what Bronto has to say about LiveBall in this video\*](#)

## Buyer's Guide



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to choose the right  
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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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