

LiveBall for agencies

Catch more fish.



ion



LiveBall is software for a whole new breed of agency.
From a whole new kind of marketing technology company.

Agencies powered by LiveBall share a passion for results. And have the technology to make those results a reality.

LiveBall optimizes the performance of online campaigns by delivering ideal user experiences.

With LiveBall, agencies make & optimize conversion-focused, user experiences — without code or developers. There's nothing to install, nothing to maintain, nothing to worry about. Just great pages and easy testing.

LiveBall turns campaign friction into freedom by delivering enterprise-scale agility. Subscribe to LiveBall, setup client portfolios and start optimizing pages fast.

- **Produce & launch** client-branded multi-page campaign landing experiences — microsites, conversion paths & landing pages — without code or developers
- **Target & track** content, offers and forms with codeless segmentation & conditional rules
- **Test & optimize in real time** using instant, integrated A/B and multivariate methods



Some of ion's agency alliances...



When it comes to post-click marketing, we've got your back—and your ROI.

You want to maximize your clients' PPC, email, social, affiliate, direct and online advertising results. You're in the right place. Our agency-focused services complement your LiveBall subscription by giving you the expertise you need to be successful.

ion has been delivering technology-driven services since 1997. We're passionate about helping our agency-customers achieve success. From implementation to optimization, our team will help you make LiveBall an integrated and productive piece of your agency workflow.

Some of our typical service packages are outlined below. When you subscribe to LiveBall, let us know which services you need. Not sure? That's okay. We'll help you figure it out.

Service	LiveBall Support	Smart Launch	Post-Click Coaching	Custom Engagements
Description	We train & support you	We do the initial work to get you off on the right foot	Strategic and tactical guidance to maximize results	Personalized professional services based on your needs
Your Need	Using LiveBall	Expert help launching LiveBall	Expert guidance	Let's talk
Timeline	Lifetime of your subscription	2-6 weeks	2+ months	Based on needs
Price	Free!	\$5,900	From \$2,500 / month	Based on scope



LiveBall gives agencies the power & freedom to optimize.

For marketers. By marketers.

Point, click and change it. Change what? Everything — forms, text, images, Flash, links, brands, page layouts, SEO controls — you name it.

Testing without code or IT

Test it all. LiveBall delivers sophisticated testing without code or developers. Launch A/B or MVT in three clicks.

Industry-leading forms

LiveBall includes an agile, flexible, sophisticated no-code forms engine. Make flexible, world-class forms all by yourself.

Unparalleled SEO features

Nine ground-breaking features that make LiveBall the most search-friendly post-click platform.

Clear, actionable reporting

Effortlessly get meaningful, real-time reports as HTML, PDF or Excel XLS and automatically send them to clients.

Mobile optimization

Every user deserves an ideal experience. LiveBall keeps that promise by optimizing for the latest mobile devices.

Flexible, branded templates

'Template' is no longer a dirty word — not even in the most creative circles. LiveBall includes flexible page templates — custom-branded for your clients.

Flexible conditional logic

Design your own if/then statements for advanced logic — trigger actions from 31 different conditions — code-free.

Asset management

LiveBall centralizes images, Flash, fulfillment, forms, email responders, tags and templates, so it's easy to reuse them.

Seamless data sharing

Export to Salesforce.com, post to a form, send email, a delimited or vCard file — LiveBall gets your data where you need it.

Flexible open integration

LiveBall customers mix and match components in their own loosely coupled architecture to attain best-of-breed status in each key sales & marketing area.

LiveBall usability

LiveBall gets out of your way — saving you time & resources at every step. Even the training is fast.

LiveBall is cloud-based, agency-friendly and scalable.

Enterprise-class software-as-a-service (SaaS) is reliable, easy to buy and easy to live with. With LiveBall, you simply order your solution, we provision it and get you started, you just log in and use it. You pay based only on the number of unique visitors you send to your LiveBall pages — from 10,000 to millions per month — starting at \$1,295 per month.

- **Content management** — make all the pages you want
- **Testing** — powerful A/B and multivariate testing
- **Reporting** — real-time analytics at your fingertips
- **Hosting** — go live in minutes
- **Support** — high-touch service from nice people
- **Users** — everyone in your company can use it
- **Quick start** — everything you need to get started fast

- **Unlimited seats** — everyone can use LiveBall
- **Unlimited pages** — create and launch all the pages you want
- **Unlimited visits** — multiple visits from a unique count as one
- **Unlimited testing** — run all of the code-free tests you want
- **Unlimited support** — via phone & email — for one user



1.888.ion.idea (466.4332) or +01.561.394.9484 outside the U.S. & Canada

www.ioninteractive.com

Look who's powered by ion's LiveBall platform:

