

Salesforce & LiveBall

ion interactive's landing page solution, LiveBall, seamlessly integrates with Salesforce to create a cohesive connection between your organization's pre- and post-conversion activities, allowing greater collaboration between the sales and marketing departments.

In addition, this integration allows for limitless possibilities of adding rich behavioral data, campaign granularity, and performance metrics into your CRM – giving you a closed loop on your marketing programs. If you are focused on optimizing your marketing programs from end to end, look no further than the LiveBall and Salesforce integration.

Description

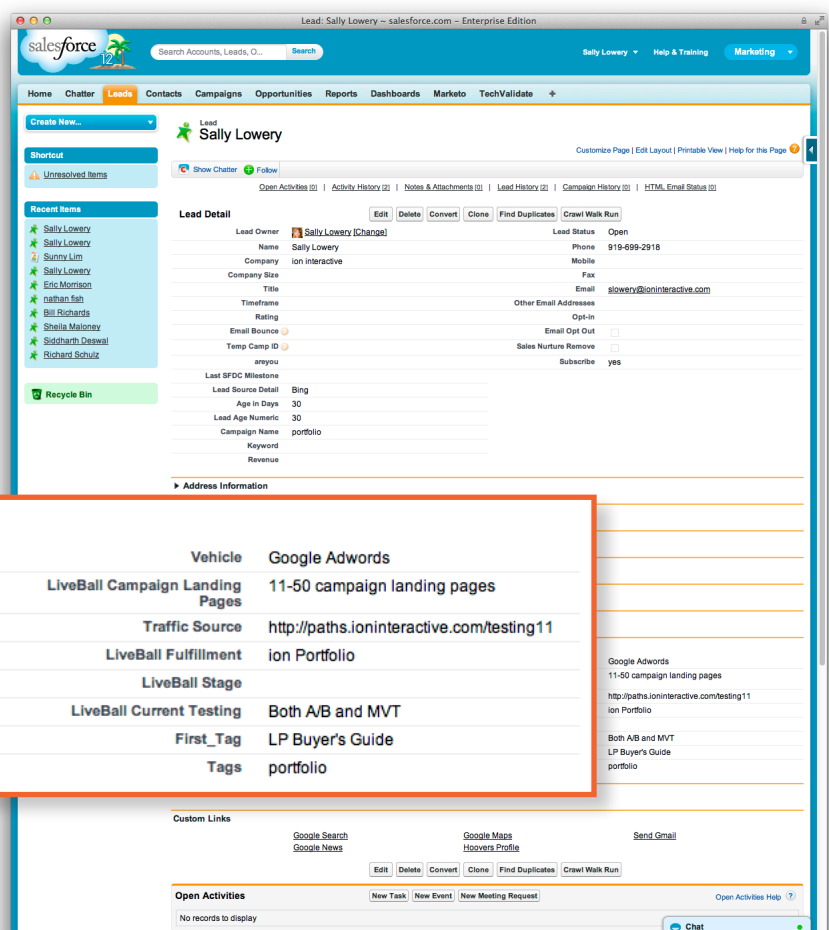
LiveBall's Salesforce integration can be as complex or as simple as your business needs require. Its integration is a standard feature that is available to all LiveBall customers. Implementation simply requires a password-protected Salesforce.com account, which is used to directly create new leads via Salesforce.com's web service API. No other technical integration is needed to get started.

Features

Create Better Sales Visibility

LiveBall provides powerful data for the social enterprise. Campaign data is easy to map in Salesforce, giving better insight into visitor response, conversion point, and content details. Some examples of data that can be mapped to your leads and contacts include:

- ✓ Campaign
- ✓ Traffic source
- ✓ Creative
- ✓ Path
- ✓ First contact
- ✓ First conversion
- ✓ Grade
- ✓ Keywords
- ✓ Tags
- ✓ Progressive profiling
- ✓ Mobile
- ✓ Content

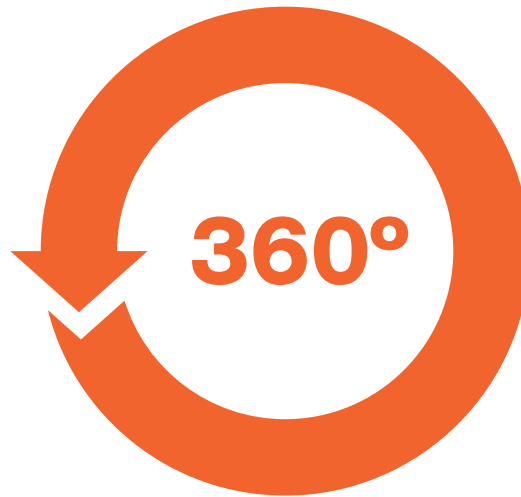


Manage Salesforce Accounts Seamlessly

LiveBall allows you to tie to your Salesforce account through our integration tab. This functionality verifies the account and ensures credentials are valid so that you are easily able to export data to Salesforce.

Export Data Effortlessly

LiveBall's integration with Salesforce gives you the flexibility to simply copy parameters, format fields, and output fields for exporting. All Salesforce lead fields are available in LiveBall – including customized fields for mapping.



LiveBall gives marketers the power to create amazing web experiences that convert. The combination of LiveBall and Salesforce creates closed-loop marketing that is actionable and powerful.



LiveBall gives us all the data we need to optimize our marketing spend from end to end. There's full transparency and accountability, which lets us confidently allocate our budget to the keywords and ads that generate the most impact to our business.

Scott Brandt, VP of Marketing, SurePayroll

