







# The Power of Two

Landing Page Software & Marketing Automation



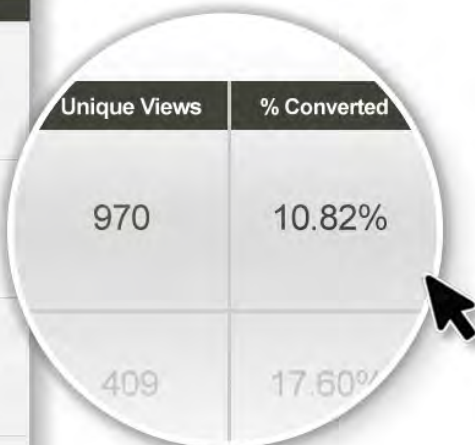
We are asked several times a week, “Why do I need landing page software when I already have marketing automation?” It’s a fair question and one we can readily answer.

**Leveraging specialized solutions to drive your marketing ecosystem can mean the difference between average and exceptional.**

Page		Unique Views	% Converted
	Welcome	970	10.82%
	Novice	409	17.60%
	Expert	188	22.87%
	Thank You	100	100.00%

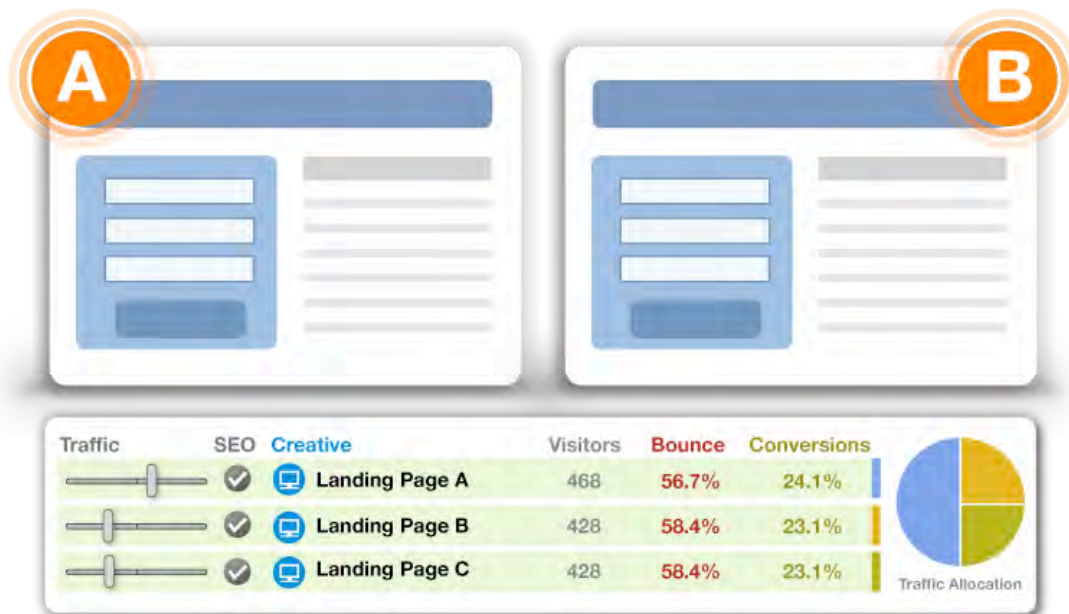
  

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Marketing automation specializes in the delivery of targeted messages to your audience and deep insights into your segments. Landing page solutions specialize in delivering optimized conversion-focused user experiences across all your acquisition channels. It isn’t an either/or conversation, it’s “the power of two.”

- **Specialization.** Having best-in-class solutions is critical when it comes to executing your marketing programs. Whether it’s product innovation or strategic services, specialized focus ensures you can make your vision a reality. No matter how big your plans or complex your needs, you won’t have to settle for basic features, or be boxed into generic options.
- **Built-in Best Practices.** The combination of these two solutions allows you to focus on executing successful programs. Leverage built-in best practices from first click to won deal.
- **Actionable Analysis.** It’s not enough to just know the lead converted to an opportunity. Having the pre-lead insight is also critical. Comprehensive conversion analysis allows for informed decisions with your marketing investments. That means better ROI for you.
- **Endless Possibilities.** Having options to drive increased performance is no longer just a “nice to have”, it’s a requirement to outpace your competitors and find long-lasting success. Marketing automation and landing page solutions work together for a marketing ecosystem that’s highly efficient, flexible and agile.



Simply put, there are a variety of specialized features you'll get in a landing page solution that aren't available in the more general features of marketing automation. Here are just a few:

- ✓ Freely create anything from microsites to mobile pages and everything in between, without code or technical resources.
- ✓ Create single landing pages, multi-step experiences, microsites, app-like customer experiences, and more—all without code or web development resources.
- ✓ Publish Flash, video, social elements, RSS, and widgets without developers.
- ✓ Automatically display mobile versions of pages.
- ✓ Use XML web services, API calls, conditional form logic and lookup tables for an even higher degree of sophistication and customization.
- ✓ Browse purpose-based categorized experiences for lead generation, e-commerce, social, mobile, and more to quickly find what you want to launch.
- ✓ Select from a variety of types of experiences such as landing pages, microsites, land-and-jumps, category pages, content pages, form pages, etc.
- ✓ Marketer-managed enhanced content for sliders, accordions, lightboxes, and more.
- ✓ Export to multiple systems, automatically or manually, for any single campaign or group of them.
- ✓ Launch A/B tests without code—test layouts, conversion paths, forms and content.
- ✓ Launch multivariate tests (MVT) without code—test combinations of images, copy, forms. Even get an estimated time frame for how long a test will take depending on traffic levels and your preferred level of statistical significance.

- ✓ Set your testing statistical confidence, between 80-99%, based on your unique requirements.
- ✓ Optionally and automatically route traffic to best-performing pages or content combinations based on statistical confidence.
- ✓ Gain access to a team of landing page specialists who are 100% focused on optimized landing page management.

Most of our customers tightly integrate LiveBall with their marketing automation platform. They tell us the conversion results they get from this combination are unlike anything they could achieve singly. They are able to create a wider variety of better experiences, with less effort, more sophistication, greater insights and easier testing. The power of two is an indispensable part of their marketing program.

**Combine specialized landing page software with the power of marketing automation and you will create a cohesive strategy that drives revenue and growth for your company.**



# 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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