

Post-Click Marketing
More sales. More leads. Lower cost.



Ads are links.

Where are yours going?

Post-click could give you a 5-30x competitive advantage.



ion turns your links into **experiences**,
your clicks into **customers**, and your ad spend into **ROI**.

We provide LiveBall, the market-leading SaaS platform for marketers who need to make, host, test and analyze high-performance landing pages 2.0. And, we deliver turnkey post-click consulting, creative, testing and campaign management for online marketing optimization. For us, it's all about what happens after the paid click. For our clients, it's all about ROI and taking that competitive advantage.

Call us and take your place at the head of the line: **1.888.ion.idea** (1.888.466.4332)

or calculate your online marketing ROI at <http://www.ioninteractive.com/ROI>



Citrix soars 556% in SEM conversions.

Strategic segmentation finds needles in the paid search haystack. ion's campaign weeded out respondents outside of the target audience and hit decision makers with specific messaging. Bingo.



Select customers

American Greetings
Anthem
CDC News
Citrix Systems
Constellation Energy
DealerTrack
Expand Media
GAP Adventures
Massachusetts Medical Society
MarketingProfs
Miles Kimball
oDesk
OptionsXpress
Overland Storage
PassportMD
Verio
Wyndham Worldwide

Independent research[†] confirms that post-click buries the competition.

So what should you be doing?

1. Thinking beyond your website
2. Creating paths not pages
3. Segmenting early & often
4. Testing strategically
5. Branding positively

LiveBall

LiveBall is ion's advanced platform that powers post-click.

The software-as-a-service (SaaS) lets marketers create, test and analyze landing pages 2.0 — without developers, code, IT or hosting headaches.

LiveBall has professional-grade testing, optimization, lead routing, and analysis all baked right in. And it slips effortlessly into your existing online marketing funnel. It's the by-marketers/for-marketers post-click solution.

Call 888.466.4332 to find out how to make and manage your landing pages, microsites and conversion paths using LiveBall.

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www.ioninteractive.com





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†09/02/2008 Compete, Inc. <http://blog.compete.com/2008/09/02/clickthrough-landing-page-effectiveness/>