



Post-Click Marketing

M O R E T H A N S O F T W A R E

Post-click marketing is more than software.

It's our business.

It's powered by technology.
And perfected through
testing and analysis. And to
gain a competitive advantage
from it, you need a lot more
than software. You need
best-practices, strategy and
creative. We deliver.

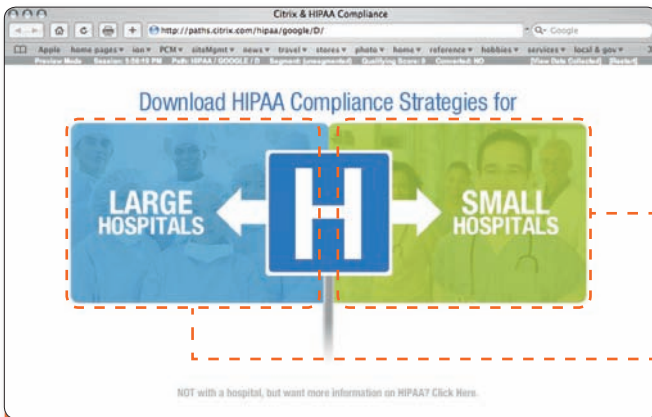
We multiply online marketing ROI. Period. How?
By funneling respondents to become more than
just clicks. Think double-digit conversion rates.

It all happens outside of your website. We
segment, qualify and convert your search, email
and online advertising traffic. We combine best
practices and optimizing technology to deliver
conversions at over four times the industry average.
Like we said, it's our business. We're good at it.



Searching for a needle in a haystack.

This is one of the conversion paths responsible for Citrix's 556% increase in lead generation conversion rate. We found the needles.

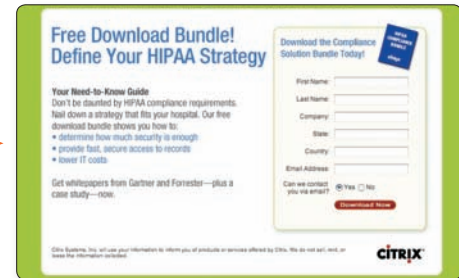


Landing & Segmentation

Paid search ads linked to conversion paths like this one. This path is one example. Dozens of paths were tested in real time.

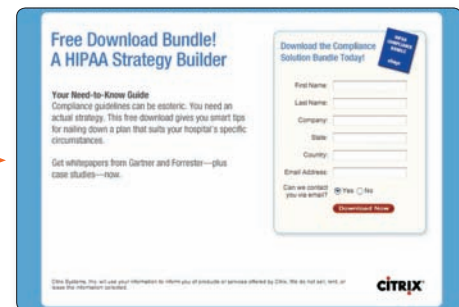
Respondents self-identified as small or large hospitals. If they were outside of Citrix's target, they self identified as not with a hospital.

When using conversion paths, we look to get 60-80% of all respondents to engage in a first click.



Ask

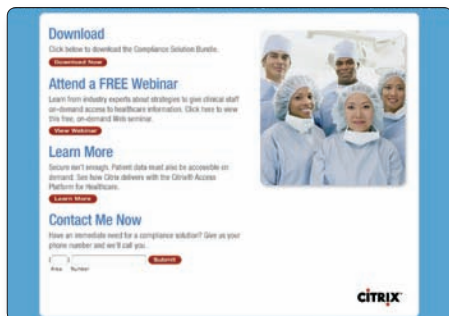
In this case, the ask came immediately following segmentation. By this time the landing experience has already kept two promises to the respondent. The first when they clicked from the paid search ad promising HIPAA compliance strategies, and the second when we narrowed the content for small or large hospitals.





Deepen

The post-conversion confirmation page let respondents download their promised white paper. It also offered them bonus content. Engaging in bonus content increased their quality score. Entering their phone number for immediate contact sent them straight to sales for immediate attention.



“With ion’s post-click marketing services, Citrix can easily deploy online campaigns, track results and modify campaigns in real-time to optimize our spend while providing a consistent, flexible framework for landing experiences.”

Diane Kalmanowicz
Director, Web Marketing
Citrix Systems

Client Citrix Systems, Inc.

Space B2B Enterprise Software

Needle Hospital IT Administrators

Haystack Paid Search (SEM)

Conversion Lead

Problem Low Lead Quality & Quantity

Solution LiveBall Full-Service
ion provided the LiveBall post-click marketing platform along with strategic, creative and management services.

Result 556% Increase in Conversion Rate



Huge conversions via third-party email.

Bronto Software knows the value of experimentation — like this 19.6% converter with 10 pre-ask clicks. Unconventional wisdom. Big win.



Land & Jump

Most of Bronto's 150+ self-made paths segment on the first page. This one doesn't. It's purely designed to get attention with the offer of knowledge that's relevant to the target.

Conventional wisdom says that this many pages could never deliver a high conversion rate. Bronto's results speak for themselves with this path performing at nearly 20% conversion.

On average, their 159 paths convert at nearly 19%. Huge.



10 Question Quiz

10 questions. 10 clicks. And still they convert at 19.6%. Why? Because Bronto made it relevant and engaging for respondents to participate. And with this level of engagement the lead quality is stellar as well.



Ask

On the 11th click, they ask for a lead form. And get it 19.6% of the time. So much for the theory that people don't like to click. Every click is fast and easy. That's the secret to the success of this path.





"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."

Sally Lowery
Internet Marketing Manager
Bronto Software

Client	Bronto Software
Space	Business Services
Target	Email Marketers
Traffic Sources	Paid Search (SEM) & Email
Conversion	Lead
Problem	Low Online Marketing ROI
Solution	LiveBall Self-Service ion provided the LiveBall platform — Bronto took it from there.
Result	18.92% average conversion rate from 159 paths deployed by a one-person team over six months.



www.ioninteractive.com

i-on interactive, inc.
136 East Boca Raton Road
Boca Raton . Florida . 33432

One Broadway . 14th Floor
Cambridge . Massachusetts . 02142

1 888 466.4332 U.S. & Canada
01 561 394.9484 International
01 561 394.9773 Facsimile

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