



HIGHER CONVERSIONS, BETTER ROI

Advanced landing pages that improve campaign ROI

Presented by:

Michael Burgess, Moog

Scott Brandt, SurePayroll

Anna Talerico, ion interactive

TODAY'S SESSION

- Who we are
- What does 'advanced landing pages' mean?
- Case study: Moog
- Case study: SurePayroll
- Putting advanced landing pages to work for you



Michael Burgess, Moog
Scott Brandt, SurePayroll
Anna Talerico, ion interactive

IT'S INEVITABLE....



EVERY CLICK HAS TO LAND
SOMEWHERE





YOU ARE EITHER JUMPING SHIP..



...OR PILOTING THE PLANE

EVERY CLICK HAS TO LAND SOMEWHERE

ANY OLD LANDING PAGES

- Ad hoc—‘Just pick a page’
- Haphazard or afterthought
- Unclear objective
- No testing
- Little to no analysis

EVERY CLICK HAS TO LAND SOMEWHERE

ADVANCED LANDING PAGES

- Ad hoc—'Just pick a page'
 - Haphazard or afterthought
 - Unclear objective
 - No testing
 - Little to no analysis
- Part of plan
 - Specific goals & objectives
 - Methodical (what/why)
 - Tested & optimized
 - Managed



**ADVANCED LANDING PAGES
LEAD TO BETTER RESULTS**



	before	after
Conversion rate	1%	8%
Lift		800%
Turnaround	Months	Minutes, hours or days
Pages	Less than 5	Thousands

The collage features several promotional banners for Overland Storage. The top banner highlights 'Easy to use, reliable storage' and 'Overland Storage Snap'. Below it, a banner titled 'Trade Up and Save \$2,000' offers a discount on a new storage solution. Another banner shows a man smiling, with text about 'Network-Attached Storage' and 'Buy Snap Server'. The bottom section includes a 'Simplified NAS' and 'NIO Tape' comparison table.

Simplified NAS	NIO Tape
<ul style="list-style-type: none"> • Simplified design and easy to use interface • Easy to manage and maintain • Scalable architecture • High capacity and performance • Simplified backup and recovery • Simplified restore and recovery • Simplified disaster recovery 	<ul style="list-style-type: none"> • High capacity and performance • Simplified backup and recovery • Simplified restore and recovery • Simplified disaster recovery • High capacity and performance • Simplified backup and recovery • Simplified restore and recovery • Simplified disaster recovery



	before	after
Conversion rate	2%	18%+
Lift		900%
Turnaround	Months	Minutes, hours or days
Pages	Less than 5	Thousands





Conversion Rate



120% conversion lift over 24 months

Presented by ion & Wellpoint at Digital Marketing Mixer, October 2009





Advanced landing pages lead to

- ✓ 2-10x Conversion rate increase
- ✓ Lower cost per acquisition
- ✓ Reduction in costs
- ✓ Faster speed to market
- ✓ Actionable, meaningful data
- ✓ Competitive differentiator



MOOG

Michael Burgess
Web Marketing at Moog
mburgess@moog.com
www.moog.com

MOOG FACTS

- Moog is a designer, manufacturer, and integrator of precision control components and systems worldwide.
- Founded in 1951
- Employees Worldwide: 8,844
- 2009 Revenue: \$1,849 million
- Traded NYSE: MOGA and MOGB

YOU KNOW MOOG

- Aircraft flight controls
- Wind Turbine pitch control and remote maintenance
- Flight Simulators and Automotive Testing
- Wimbledon's Centre Court Roof
- Space: From Apollo to the Space Shuttle
- James Bond - Sinking Venetian building at the end of Casino Royale

WHAT MOOG IS NOT



...although the two founders were cousins.

WHAT I DO

- Manage online marketing, primarily for our Industrial markets around the world
- Areas of focus: email marketing, PPC, analytics, and LANDING PAGES!

CHALLENGES

- Long, technical sales process
- Solution/product configuration can differ across regions
- Global vs Regional considerations
- Conservative company and customer base

WHY LANDING PAGES?

- Critical piece in generating leads
- Allows us to create focused, regional experiences that are not possible on our corporate site
- Allows us to test things like copy, visuals, and form lengths that we can often incorporate into our broader marketing pieces

TYPICAL LANDING PAGES

- White paper download
- Event registration
- Product/Solution microsite

Wenn der Wind weht - Pitchsysteme im Einsatz

Finden Sie heraus, wie Pitchsysteme einen wesentlichen Beitrag zum Schutz und zur optimalen Auslastung einer Windenergieanlage leisten.

Erfahren Sie mehr über die Vorzüge von elektrischen und hydraulischen Systemen.

Diese und weitere Informationen erhalten Sie, indem Sie unseren Fachartikel zum Thema Pitchsysteme herunterladen. Er ist in der Ausgabe Nov/Dez 2008 des Magazins North American Clean Energy erschienen.

zum Download





H²IL(Human and Hardware in the Loop) 테스트로 개발 시간 단축

무그 백서를 다운로드 받으십시오.



이 논문에서는 자동차 업계가 H²IL(Human and Hardware in the Loop) 테스트를 제대로 활용하지 못한다는 점을 알아봅니다.

전통적인 하드웨어를 이용한 루프 (HIL Testing) 테스트에 대해 논의하고 그 장점에 대해 검토할 것입니다. 이 논문의 추론은 오랫동안 안전 및 비용 절감의 효과를 모두 제공하는 승무원이 참가한 루프 테스트와 하드웨어를 이용한 루프테스트를 결합하여 사용해 온 항공우주 산업에 도입된 것입니다.

마지막으로 결합 방식인 H²IL(Human and Hardware in the Loop)의 뛰어난 효과를 발휘할 수 있게 자동차에 응용된 프로그램에 대한 다양한 사례들이 제안됩니다. 또한, 이 기술을 어떻게 사용 및 도입하는 것이 가장 좋은지에 대해 고려합니다.

주요메세지

- H2IL 테스트 방법은 수년 동안 항공우주 테스트에서 사용되었습니다.
- H2IL 테스트 방법은 수년 동안 항공우주 테스트에서 사용되었습니다.
- H2IL 테스트는 자동차 테스트 공학에서 제품 개발 시간을 줄이고 비용을 절감하도록 해줄 수 있습니다.

Register for a Technology Forum
Closing Date: Friday 14th May 2010

What makes Moog unique?

A combination of distinct capabilities that range from the design and manufacture of critical motion control components, to the ability to build and integrate entire systems. Our solutions are designed to perform in the most extreme environments and using the latest technology. As an engineering-focused organization, we are well equipped to meet our customers' most critical precision control needs.



Stabilisation Technologies



Components Related
Technologies



Test and Simulation

▶ INFORMATION AND SESSION
TIMES

▶ INFORMATION AND SESSION
TIMES

▶ INFORMATION AND SESSION
TIMES

[Register Now](#)

SOLUZIONI DEDICATE ALLA GENERAZIONE DI POTENZA?



Scopritele insieme a Moog il 19 maggio nella sede di Malnate.

Per partecipare all'evento, vi preghiamo di compilare la seguente Scheda di Registrazione:

Conferma la sua partecipazione al meeting che si terrà a Malnate presso Moog? SI NO

Desidera partecipare alla cena che si terrà la sera prima dell'evento? SI NO

Desidera effettuare una prenotazione alberghiera la sera prima dell'evento? SI NO

* campi obbligatori

* E-Mail

* Nome

* Cognome

* Società

* Telefono

Moog Italiana S.r.l.
Via G. Pastore, 4
Malnate (VA) 21046

Electric Linear Servoactuators

Servoactuation Packages

Advanced Ball Screw Technology

Contact Us

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Our actuators offer the best value for your needs.

▶ Learn More



SERVOACTUATION PACKAGES

Jump start electric actuation: Complete Pre-engineered Solution.

▶ Learn More



ADVANCED BALL SCREW TECHNOLOGY

Find out why our advanced ball screw design is better.

▶ Learn More

ELECTRIC ACTUATOR CAMPAIGN

OBJECTIVE

Generate leads for North American sales for for our linear servo actuation packages by targeting design engineers.



OUR SOLUTION

- Provide a checklist and customer success story in PDF format in exchange for contact information
- Generates leads and provides awareness of our expertise in the field

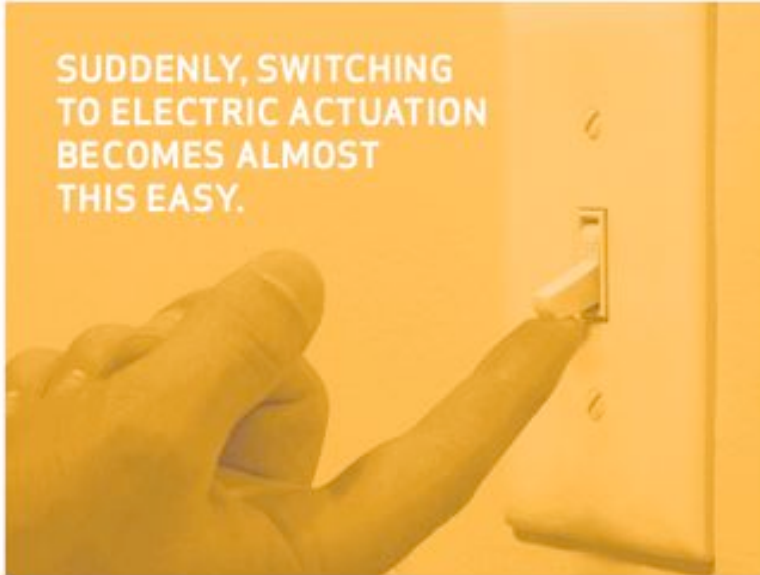
MEDIA SELECTION

- Roadblock ad on trade website
- Text ad in trade e-newsletters
- Not trying to attempt to sell the product; rather trying to sell the case study (click)

Roadblock Ad

E-newsletter Ad

SUDDENLY, SWITCHING TO ELECTRIC ACTUATION BECOMES ALMOST THIS EASY.

A hand is shown flipping a light switch, symbolizing the ease of switching to electric actuation. The background is a solid orange color.

FIND OUT HOW IN OUR CASE STUDY.

Two Moog actuators are shown next to a checklist titled "TRANSITIONING TO ELECTRIC ACTUATION".

DOWNLOAD CASE STUDY


MOOG

- Hermetically sealed assemblies protect against over-range shocks up to 10,000 g
- Programmed for exceptional thermal stability and recalibrated for different signal outputs and scale factors. Manufacturer: Measurement Specialties Inc.

Advertisement

MAKE THE EASY SWITCH TO ELECTRIC ACTUATION

Experts at Moog have put together a "Transitioning to Electric Actuation" checklist. Combining actuator, servodrive and software in one seamless system, Moog makes the benefits of electric actuation incredibly simple to achieve in new or retrofit applications. See how.

A small image of the checklist cover titled "TRANSITIONING TO ELECTRIC ACTUATION".

[Download the "Transitioning to Electric Actuation" checklist](#)

Transport system
MagneMover shuttle combines the QuickStick LSM product line with standard aluminum track and vehicle components to form a flexible turnkey transport solution.

- High-speed transfer shuttle allows a range of system layouts; tightly spaced return paths save floor space

LANDING EXPERIENCE

- “Logical” next step from advertisement
- Easy form
- Straightforward copy
- Similar visual style to advertisement

MaxForce Pre-Engineered Linear Actuation Solutions



What You'll Find Inside the Checklist

[Fill out the form to the right to download]

- Ready to use, out-of-the-box pre-engineered systems
- How MaxForce makes installation faster and easier
- MaxForce sizing software takes the guesswork out of the planning process



"Transitioning to Electric Actuation"

Name

Company Name

Email Address

Phone (optional)

Please have a Sales Representative call me about MaxForce Actuation

- Yes
 No

Receive additional news about high-performance motion control solutions?

- Yes
 No

[Submit and Go To the Download Page](#)

MaxForce Pre-Engineered Linear Actuation Solutions



Click The Button To Download

→ Download the Checklist

Want more information about MaxForce?

→ Download the MaxForce Brochure

→ Visit Moog Industrial Website

MAKING A SUCCESSFUL TRANSITION TO ELECTRIC TECHNOLOGY

Download the Moog Pre-Engineered Linear Actuation Checklist

FIVE WAYS MOOG CAN HELP YOU MAKE THE EASY SWITCH TO ELECTRIC ACTUATION

- 1. **Consultation and evaluation services**
Moog's pre-engineered linear actuators are designed to be a drop-in replacement for hydraulic actuators. This means you can keep your existing hydraulic infrastructure and simply swap out the hydraulic actuators for electric actuators. Moog's pre-engineered linear actuators are designed to be a drop-in replacement for hydraulic actuators. This means you can keep your existing hydraulic infrastructure and simply swap out the hydraulic actuators for electric actuators.
- 2. **Design assistance**
Moog's pre-engineered linear actuators are designed to be a drop-in replacement for hydraulic actuators. This means you can keep your existing hydraulic infrastructure and simply swap out the hydraulic actuators for electric actuators.
- 3. **Installation assistance**
Moog's pre-engineered linear actuators are designed to be a drop-in replacement for hydraulic actuators. This means you can keep your existing hydraulic infrastructure and simply swap out the hydraulic actuators for electric actuators.
- 4. **Training**
Moog's pre-engineered linear actuators are designed to be a drop-in replacement for hydraulic actuators. This means you can keep your existing hydraulic infrastructure and simply swap out the hydraulic actuators for electric actuators.
- 5. **Support**
Moog's pre-engineered linear actuators are designed to be a drop-in replacement for hydraulic actuators. This means you can keep your existing hydraulic infrastructure and simply swap out the hydraulic actuators for electric actuators.

MOOG

MOOG

MOOG

OUR FIRST TEST

Name

Company Name

Email Address

Phone (optional)

Please have a Sales Representative call me about MaxForce Actuation

Yes
 No

Receive additional news about high-performance motion control solutions?

Yes
 No

[Submit and Go To the Download Page](#)

Name

Company Name

Email Address

Phone (optional)

Please have a Sales Representative call me about MaxForce Actuation

Yes
 No

[Submit and Go To the Download Page](#)

[Submit and Go To the Download Page](#)

No
 Yes

[Submit and Go To the Download Page](#)

No
 Yes

TEST RESULTS

No *statistically significant* difference in the forms.

TEST #2

MaxForce Pre-Engineered Linear Actuation Solutions



What You'll Find Inside the Checklist
(Fill out the form to the right to download)

- Ready to use, out-of-the-box pre-engineered systems
- How MaxForce makes installation faster and easier
- MaxForce sizing software takes the guesswork out of the planning process

 **"Transitioning to Electric Actuation"**

Name

Company Name

Email Address

Phone (optional)

Please have a Sales Representative call me about MaxForce Actuation

Yes
 No

Receive additional news about high-performance motion control solutions?

Yes
 No

[Submit and Go To the Download Page](#)

WHAT MOVES YOUR WORLD **MOOG**

MaxForce Pre-Engineered Linear Actuation Solutions

- Quick and Easy to Install
- Complete Kit Sized for Your Application
- Ready to Use Out of the Box



What You'll Find Inside the Checklist
(Fill out the form to the right to download)

- How MaxForce makes installation faster and easier
- How one customer successfully made the transition from hydraulic to electric
- How MaxForce sizing software takes the guesswork out of the planning process

 **"Transitioning to Electric Actuation"**

Name

Company Name

Email Address

Receive additional news about high-performance motion control solutions?

Yes
 No

[Submit and Go To the Download Page](#)

WHAT MOVES YOUR WORLD **MOOG**

- Quick and Easy to Install
- Complete Kit Sized for Your Application
- Ready to Use Out of the Box



MaxForce Pre-Engineered Linear Actuation Solutions

Click The Button To Download

→ Download the Checklist

Want more information about MaxForce?

→ Have Someone Call Me

→ Download the MaxForce Brochure

→ Visit Moog Industrial Website

MAKING A SUCCESSFUL TRANSITION TO ELECTRIC TECHNOLOGY

How do you get the most out of your investment in electric technology?

FIVE SIMPLE STEPS CAN HELP YOU MAKE THE EASY SWITCH TO ELECTRIC ACTUATION

1. Consider your current situation
 Before you begin your transition to electric technology, it's important to understand your current situation. This includes identifying the current hydraulic system's components, their location, and their condition. It also involves understanding the system's operating parameters and the specific requirements of the application.

2. Assess your needs
 Once you understand your current situation, the next step is to assess your needs. This involves determining the required force, speed, and stroke of the actuator. It also includes identifying any special requirements, such as environmental conditions or safety features.

3. Choose the right technology
 With your needs identified, you can now choose the right electric actuator technology. This involves comparing different options based on performance, reliability, and cost. It's important to consult with a Moog expert to ensure you select the most suitable solution for your application.

4. Plan the installation
 Once you've chosen the right technology, the next step is to plan the installation. This involves determining the required space, power supply, and any necessary modifications to the existing system. It's crucial to follow all safety protocols and consult with a Moog expert to ensure a smooth and successful installation.

5. Test and commission
 After installation, the final step is to test and commission the new electric actuator system. This involves running the system through its full range of operation to ensure it meets all performance requirements and is safe for use.

MOOG

TEST RESULTS

3% increase in the conversion rate.

CAMPAIGN RESULTS

	Roadblock	Enewsletters
Click-through-Rate	14%	1%
Conversion Rate	Start 6% End 9%	Start 45% End 50%

SUREPAYROLL

Scott Brandt

Vice President, Marketing

www.surepayroll.com

SUREPAYROLL

SurePayroll is the online alternative to ADP and Paychex. We launched our SaaS model in 1999, and today we service tens of thousands of small businesses across the country.

Awards include:

- PC Magazine Editor's Choice Award
- Inc. 500 Fastest growing company
- 2009 Stevie Winner - eCommerce Best Customer Service
- 101 Best Companies to Work For
 - **INDUSTRY:** Payroll
 - **EMPLOYEES:** 150
 - **GEOGRAPHY:** National
 - **# USERS:** 30,000+

CUSTOMER ACQUISITION CHANNELS

1. Direct to customer
2. Accountants / Bookkeepers
3. Private label / Banks

USE OF LANDING PAGES

- Landing pages support all channels, allowing us to effectively segment our marketing while simultaneously testing and measuring creative, messaging, promotions and the medium itself.
- Mediums that benefit most from landing pages:
 - Search Engine Marketing (PPC)
 - Email campaigns
 - Sponsorships
 - Banner ads
 - iPhone Mobile Application
 - Promotions / Rules / Terms
 - Partnerships
- Third party landing page vendor was selected to give marketing autonomy over technology, as well as speed to market.

LANDING PAGES STRATEGY

- “Beat the champ”
- Innovate versus Iterate
 - Test radically different concepts
 - The champ gets the traffic
 - We then move into detailed / multivariate testing
- Iterative testing includes:
 - Headlines, buttons, colors, offers, copy, etc.
- Understand your target market – providing relevant information is key
 - What is the “cheese”?
- Everything gets measured
- You must have transparency through the sale, not just lead conversion:
 - LP1: 100 leads, 3 customers
 - LP2: 50 leads, 7 customers

LANDING PAGE DEVELOPMENT

- Learn from the best – investigate lead generating industries that do it well
- Leverage company assets – video, content, promotions, graphics
- Research best practices – case studies, blogs, expert analyses
- Test, test, test
- Measure, measure, measure
- One size does NOT fit all – be prepared to modify landing pages for individual segments

2005 LANDING PAGE

Goal: Educate / Convert

- Text heavy
- Minimum graphics
- Testimonial
- Credibility bar
- Free Quote

Result: Increased lead volume
100% versus no landing page

Take-away: Use of landing pages
out performs sending user to site

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- ✓ **Online Payroll Processing**
Process payroll at any time in minutes. Our online solution prevents workday interruptions by allowing you to process payroll from anywhere.
- ✓ **Free Direct Deposit**
Eliminate trips to the bank. Pay your employees via direct deposit or instantly print checks in-house from your printer.
- ✓ **Unlimited Customer Service**
Get unlimited, dedicated service from our live, U.S.-based payroll experts. If you encounter a payroll issue, you won't have to go it alone!
- ✓ **SureChoice™ Accountant Access**
Eliminate the paperwork shuffle. Give your accountant the ability to view your payroll reports securely with our free SureChoice™ Access program.
- ✓ **Secure Personal Information**
Security is our top concern. With SurePayroll, your payroll data is protected from intruders and your information is kept safe in the event of an unforeseeable disaster.
- ✓ **Fewer Interruptions**
100% online processing frees you from workday interruptions. You won't have to stop what you're doing to fax or phone in payroll.
- ✓ **ClickFREE™ Tax File & Pay**
Don't be fooled by payroll providers that leave tax hassles to you. With SurePayroll, we calculate, deduct and file your taxes for you.
- ✓ **Employee Self-Service**
With SurePayroll, your employees view and print their pay stubs online so you don't have to bother with manually distributing pay stubs.
- ✓ **Flexible, Robust Reports**
Access your payroll reports online and export them into a variety of formats. With SurePayroll, you can use your information however you choose.

"A small business owner should NEVER calculate their own payroll! The tax calculations, the filing and dealing with the IRS can all be avoided if business owners go with SurePayroll. SurePayroll's customer service has been excellent. In addition, we have not had any issues with any government agency involved with filing the correct payroll information. This has saved us an incredible amount of time, money and headaches."

NEW CONCEPT I

Goal: Simple / Convert

- Text light
- Minimum graphics
- Removed Testimonial
- Removed Credibility bar
- Sleek looking
- Free Quote
- Remove Phone #

Result: Decreased lead volume
70% versus original landing page

Take-away: User is looking for
information, facts, assurance.



SUREPAYROLL
The Online Alternative™

**SMALL BUSINESS PAYROLL
RUN FROM ANYWHERE**

- 1 Online Convenience:** Anytime, anywhere processing. Online reports, Online payroll accounts for employees.
- 2 Click-FREE(™):** Tax File & Pay Service: Automatically calculates, deducts, files and pays your federal, state and any local taxes.
- 3 Unlimited Support:** Unlimited phone and email access to friendly Payroll Experts, in addition to 24/7 online help.
- 4 Easy, Flexible Enrollment Options:** Choose to enroll online, on your own. Or, let one of our Free Account Specialists complete it for you.

Free Payroll Quote

Of Employees Phone

First Name Email

Last Name Weekly

Online Security provided by [Free Quote](#)

McAfee SECURE
TRUSTED ONLY SINCE 1987

NEW CONCEPT 2

Goal: Options / Convert

- Text light
- Strategic graphics
- Removed Testimonial
- Removed Credibility bar
- Give user options

Result: Decreased lead volume 40% versus original landing page

Take-away: User is looking for direction. If they don't understand service, they won't know where to click or how to act.

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We Are Always Here To Help!
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1.877.954.7873

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PC Magazine and our customers agree that SurePayroll is the best payroll service for small businesses. Our online payroll processing is simple and convenient, and we deduct, file and pay your taxes so you can focus on more important tasks.

Get a Free, Custom Price Quote
Instantly receive your own personalized price quote - and see for yourself how affordable Full Service Payroll can be.

Sign up now for Full Service, Online Payroll
In just a few simple steps, you'll learn what many other small businesses already know - that SurePayroll eliminates your payroll worries.

Get Quote **Enroll Now**

SUREPAYROLL
Next Payroll Due: 1/15/2009

Payroll Preview Summary

Employee Name	Amount Pay	Employee Deductions	Employee Taxes	Net Pay/Check Amount	Net Pay/Check	Employee Taxes
JOHN DOE	\$500.00	\$0.00	\$0.00	\$500.00	\$417.00	\$83.00
JANE SMITH	\$1,000.00	\$0.00	\$200.00	\$800.00	\$650.00	\$150.00
BOB JONES	\$750.00	\$0.00	\$150.00	\$600.00	\$500.00	\$100.00
CHARLES BROWN	\$1,200.00	\$0.00	\$240.00	\$960.00	\$792.00	\$168.00
ANGELA GARCIA	\$1,500.00	\$0.00	\$300.00	\$1,200.00	\$990.00	\$210.00
DAVID MILLER	\$1,000.00	\$0.00	\$200.00	\$800.00	\$650.00	\$150.00
EMILY WILSON	\$1,200.00	\$0.00	\$240.00	\$960.00	\$792.00	\$168.00
FRED MOORE	\$1,000.00	\$0.00	\$200.00	\$800.00	\$650.00	\$150.00

Benefits Include

- We're 100% responsible for your tax management
- Free direct deposit & compliance posters
- Anytime, anywhere processing
- Unlimited access to live, attentive Payroll Experts
- 401k
- And much more

SurePayroll Learning Center
To learn more about our services - click on the following.

Guided Tour **Price Quote** **Calculators**

NEW CONCEPT 4

Goal: Education / Convert

- Text light
- Use of video
- Give user the facts
- Multi-step landing page, segmenting market

Result: In testing

Hypothesis: Use of video will help educate customer, qualifying potential customers and disqualifying users looking for a different type of service.



IPHONE LANDING PAGE

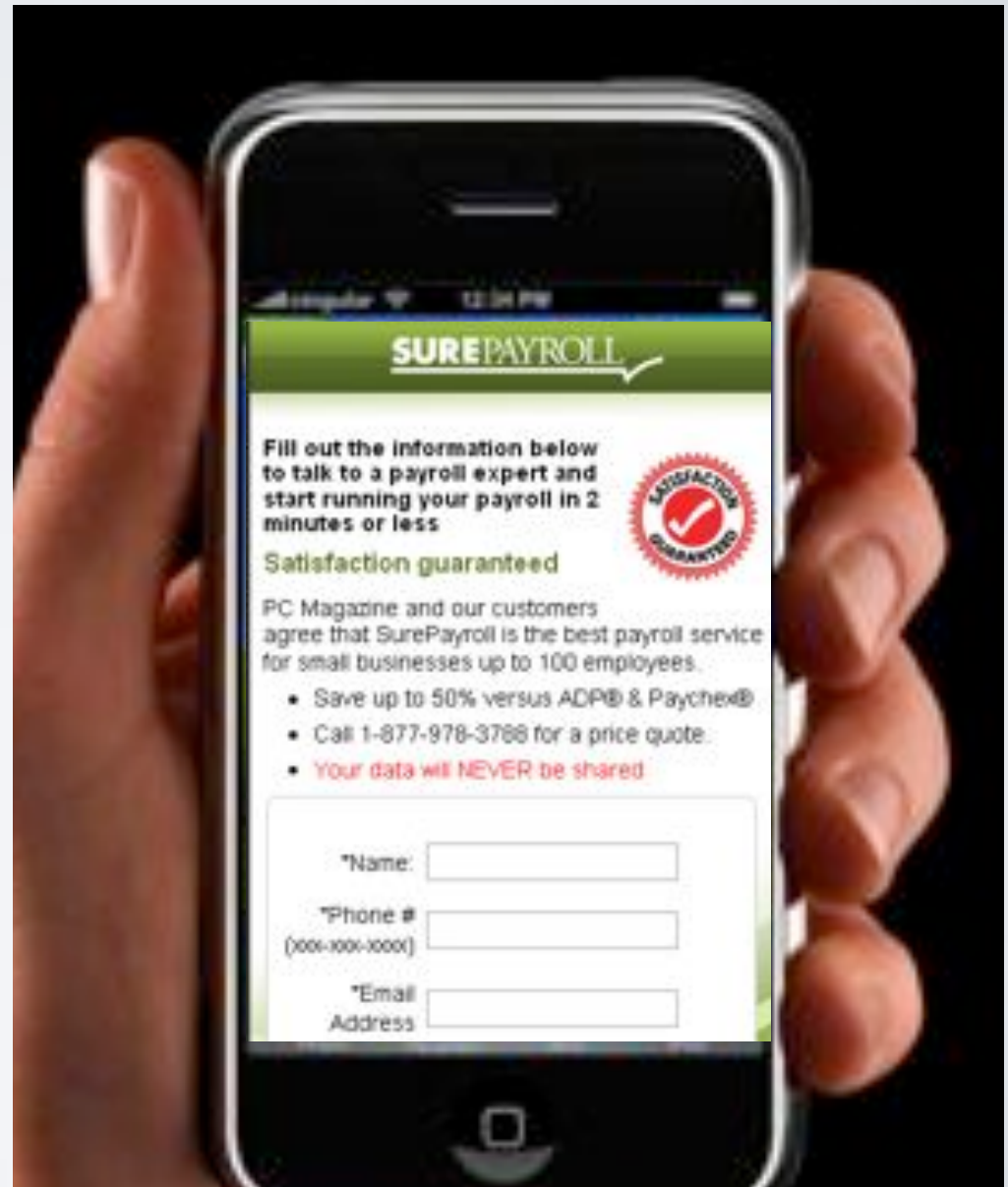
Goal: Convert

- Only payroll company with free iPhone App
- Paid service required
- Allow users to learn more
- Touch to call

Result: Measurable lead volume

Take-Away: For users that want to download the app, its free. To run service, you need to sign up using a PC/ Mac. This landing page allows users to quickly call, or submit their info to get the process started.

We test this landing page as well.



SUMMARY

- Use of landing pages increases conversions
- Third party landing pages providers supplies autonomy, as well as a SaaS application, reducing overhead while continually delivering an improved product.
 - They help me stay to date on trends in the industry, as well as offer experience using different approaches.
- To be successful, you can't be afraid to fail. Just make sure you do so in a controlled environment.
- Innovate, Test, Measure, Iterate
- Landing pages provide valuable insights into user behavior, relevant content, effective messaging, and web usability that can be transferred to multiple areas of marketing, sales and customer service.

6 WAYS TO PUT ADVANCED LANDING PAGES TO WORK FOR YOU

Anna Talerico

Executive Vice President, ion interactive

www.ioninteractive.com

ABOUT ION

LiveBall—enterprise landing page software & services
Hundreds of customers, diverse verticals
(like Moog & SurePayroll!)

LiveBall customer conversion rate 3x industry average

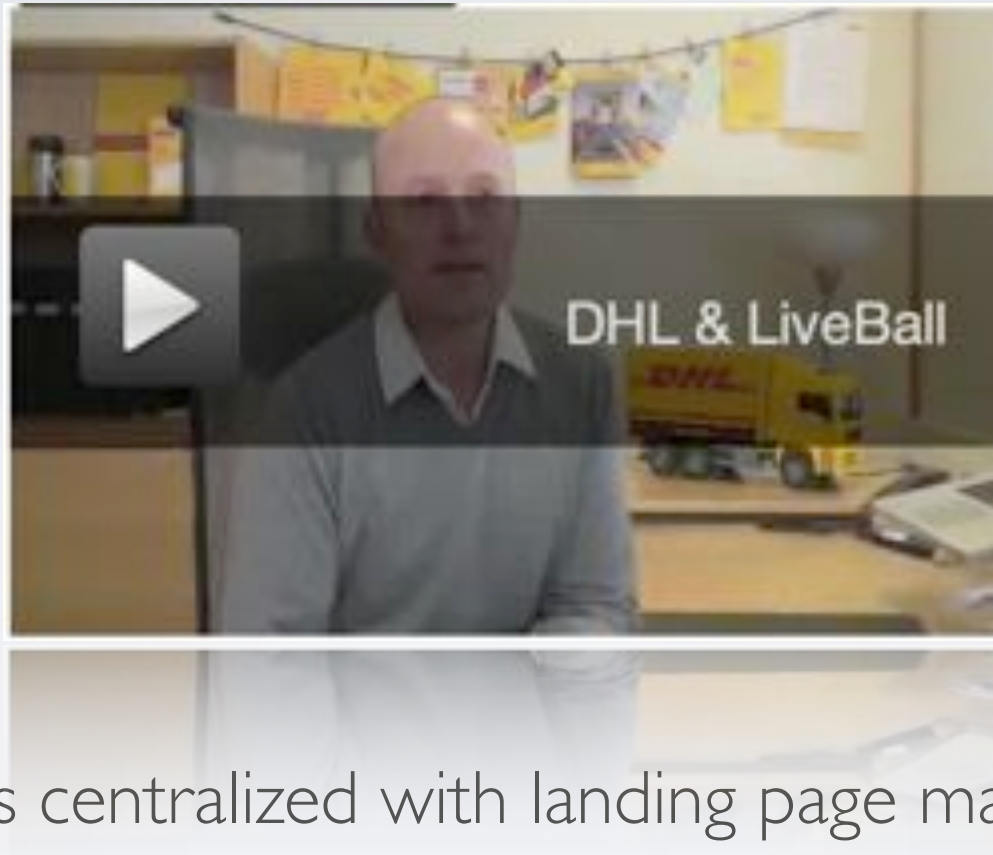
2-10X IMPROVEMENT

ELEVATE LANDING PAGES

Make them part of the plans.



DHL INCREASED CONVERSIONS 600%



- 50+ countries centralized with landing page management
- Coordinated, cross-functional effort
- Planning, testing and optimizing central to campaign plan

LANDING PAGES AREN'T IMPORTANT IF....

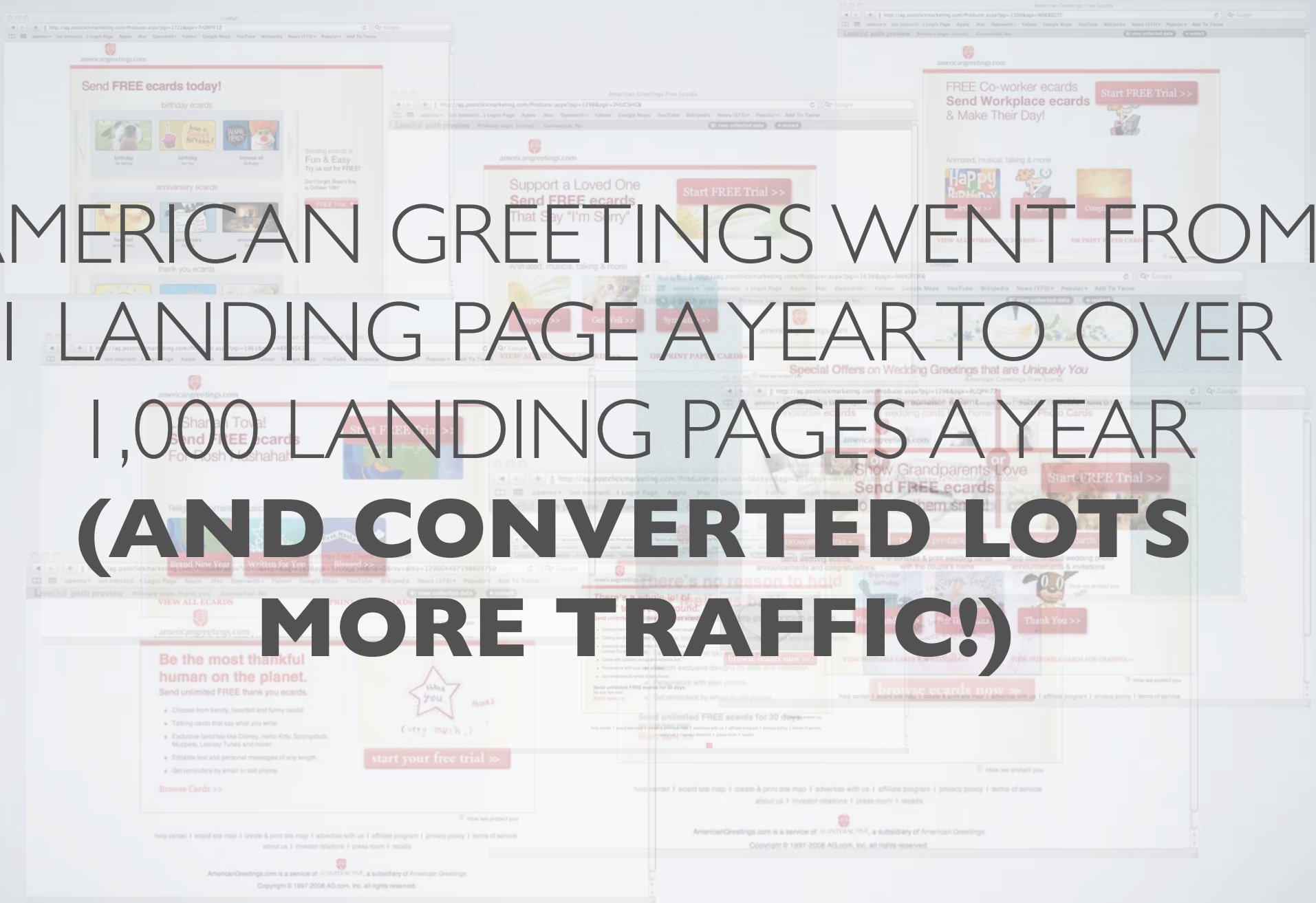
- You aren't using purpose-specific/campaign-specific landing pages
- You aren't talking about them with your team & executives
- You aren't putting just as much planning into your landing page strategies as you are your traffic & campaign strategies (seo, ppc, email, display, social, etc)

GET ORGANIZED

Centralize tools & processes. Decentralized tactics & execution.



AMERICAN GREETINGS WENT FROM
1 LANDING PAGE A YEAR TO OVER
1,000 LANDING PAGES A YEAR
**(AND CONVERTED LOTS
MORE TRAFFIC!)**



YOU AREN'T ORGANIZED IF...

- Every landing page project is like starting over
- It takes several days, weeks or months to launch a new landing page
- It's not clear who is responsible for what (strategy, production, test management, analysis, etc)
- You have more than 10 landing pages at any one time, but no landing page management in place

A silhouette of a horse standing on a beach at sunset. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the wet sand. The horse is facing right, and its reflection is visible in the water on the sand.

MATCH

Expectations, messages & offers

ADS AND LINKS ARE PROMISES



Take
control
with a
Unified IP™
contact
center.


Read the
White Paper

DON'T BREAK THEM

Aspect Software - Contact Center Solutions

http://aspect.12hna.com/unified_boxes/


Steamboat Ventures | Subnext - Login | News (1424) | Apple (324)



Don't Let the Tyranny of CTI Make Your Job Any Harder.

Are the complexities of your CTI pulling you in too many directions? Take control with Aspect™ Software. Aspect Unified IP unites contact center capabilities in a single product, shattering the model of costly custom integration and giving you the control you need to focus on your customers. And, you get the added benefit of more choice for the enterprise technologies you use and the unified communications strategies you develop to lead tomorrow's customer initiatives. Read how Unified IP is changing the face of today's contact center. Please fill out the form to receive:

Integrated vs. Unified: Putting the Pieces Together



[White Paper Executive Summary](#)

* Denotes required field.

First Name *	<input type="text"/>	Address 1 *	<input type="text"/>
Last Name *	<input type="text"/>	Address 2	<input type="text"/>
Title *	<input type="text"/>	City *	<input type="text"/>
Company *	<input type="text"/>	State/Province	<input type="text"/>
Email *	<input type="text"/>	Country *	<input type="text" value="Select Country"/>
Phone *	<input type="text"/>	ZIP/Postal Code	<input type="text"/>

Approximately how many agents are in your contact center site(s)?

Where is your company headquartered (City and State or City and Country)?

YOU AREN'T MATCHED IF...

- You 'pick an existing page' to send campaign traffic to
- Your landing page ratio is 100:1
- You aren't hand selecting which ads go to which landing pages
- You are using 'generalist' pages rather than 'specific' pages

A photograph of a room with a vibrant red wall on the left and a white door on the right. The door is open, revealing a bright blue sky with scattered white clouds. The floor is made of dark wood planks. The text is overlaid on the red wall.

THINK BEYOND THE PAGE

A landing page is a box.
A landing experience is a
conversion waiting to happen.

HO HUM

The Ladders

The Most Six-Figure Jobs

Looking for **job search**? Join Now and Start Your Next \$100K+ Career.

Looking for your next \$100k+ job?
TheLadders.com is right for you.

At TheLadders.com, you get more \$100k+
job leads and more recruiters and hiring
managers than anywhere else.

TheLadders.com brings you real, open \$100k+
jobs across every industry and sector. Our
targeted sites list more than 40,000 new jobs
each month, which makes us the most
comprehensive listing of the best \$100k+ jobs
out there. Our Professional Network also
allows you to connect with over 35,000 top
recruiters to help you find that next job faster.

If you're in the market for a \$100k+ job, you
won't find a better resource anywhere.

It Takes 30 Seconds to Join.

First Name

Last Name

Email

Retype Email

Create Password

[Password Tips](#)

Retype Password

Zip/Postal Code

I do not live in the US or Canada

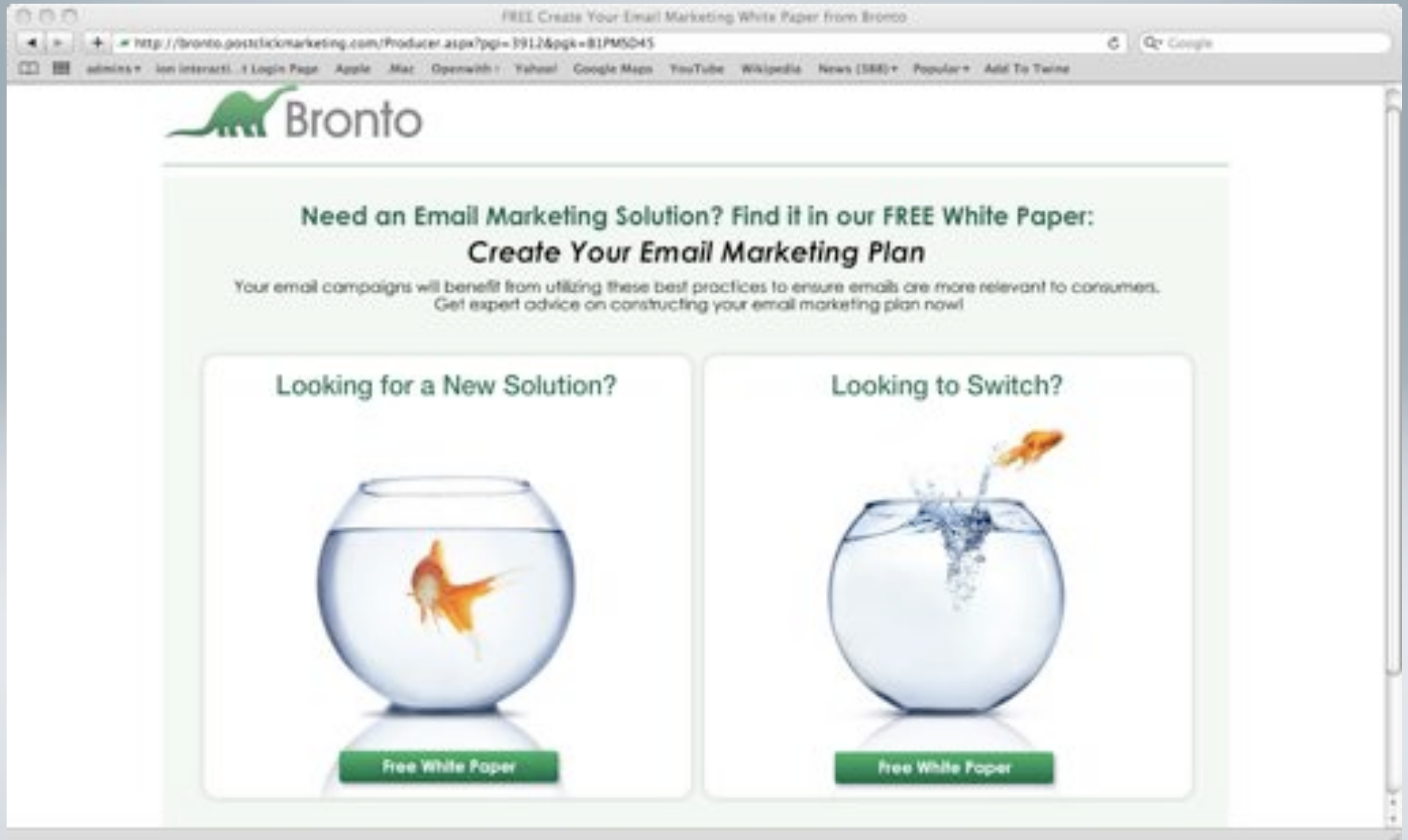
2007 Earnings

[What if I make less than \\$75k?](#)

Select Your Field

- Finance
- Marketing
- Sales
- Law


MORE FUN



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admin+ Jon Interact... Login Page Apple Mac Openwith Yahoo! Google Maps YouTube Wikipedia News (588)+ Popular+ Add To Twine

 **Bronto**

**Need an Email Marketing Solution? Find it in our FREE White Paper:
*Create Your Email Marketing Plan***


Your email campaigns will benefit from utilizing these best practices to ensure emails are more relevant to consumers. Get expert advice on constructing your email marketing plan now!

Looking for a New Solution?



Free White Paper

Looking to Switch?



Free White Paper

YOUR LANDING PAGES ARE BORING IF...

- They all look the same (one template for everything)
- They consist of headline, subhead, bullets, form and a photo
- You never experiment with different layouts, imagery, forms, calls to action, copy, formats, etc
- Your pages inform rather than pitch
- **WARNING**—boring pages can lower your conversion rate!

SEGMENT

Find out who they are, so you can be relevant.



PACKING IT ALL IN

The screenshot shows the Verio website with a navigation menu at the top including 'Product/Services Index', 'Reseller Partner Programs', 'Worldwide Sites', 'Global IP Network Map', 'About Verio', 'Login', 'Contact', and 'Customer Support'. The main header features the Verio logo and the tagline 'Build your Business. Build on Us.' A search bar and a 'View Shopping Cart' link are also present. Below the header is a row of service categories: 'Register a Domain Name', 'Get a Web Hosting Plan', 'Get a Virtual Private Server', 'Get a Managed Private Server', 'Windows Virtual Web Servers', 'Verio Business Solutions', 'Build and Market Your Site', and 'Dedicated Servers'. The main content area is titled 'Focus on your business - not IT infrastructure' and 'VERIO Business Solutions'. A starburst graphic says 'Try Verio Business Solutions For FREE'. Below this are five service cards: 'Business Class Email' (Microsoft Exchange 2007), 'Business Productivity' (Accriscot Business Applications), 'CRM' (SugarCRM Professional), 'Desktop Security' (McAfee Total Protection), and 'PC Data Backup' (Powered by Iron Mountain). Each card lists key features and pricing.

http://www.verio.com/saas/

Product/Services Index Reseller Partner Programs Worldwide Sites Global IP Network Map About Verio Login Contact Customer Support

VERIO Build your Business. Build on Us.

View Shopping Cart 0 Items

Search GO

Register a Domain Name Get a Web Hosting Plan Get a Virtual Private Server Get a Managed Private Server Windows Virtual Web Servers Verio Business Solutions Build and Market Your Site Dedicated Servers

Business Class Email
Business Productivity
CRM
Desktop Security
PC Data Backup

Focus on your business - not IT infrastructure

VERIO Business Solutions

Try Verio Business Solutions For FREE

- No yearly contracts
- Month to month billing
- Market leading software
- No infrastructure investment

Business Class Email	Business Productivity	CRM	Desktop Security	PC Data Backup
Microsoft Exchange 2007	Accriscot Business Applications	SugarCRM Professional	McAfee Total Protection	Powered by Iron Mountain
<ul style="list-style-type: none">Monthly contract with no cancellation feesShare email, calendars, tasks & moreNetwork & Server guaranteeMobility ServicesFree only \$11.95/month	<ul style="list-style-type: none">Create a storefront with Accriscot E-StorefrontCreate professional email with Accriscot E-Mail MarketingAutomate billing with Accriscot E-Billing & InvoicingManage relationships with Accriscot E-Membership ManagementFree only \$24.95/month	<ul style="list-style-type: none">Sugar - market leading commercial open source customer relationship management (CRM) applicationCustomer supportReporting and dashboardsCollaborationGo month to month from only \$49.95 - no yearly subscription!	<ul style="list-style-type: none">Total Protection for Small BusinessProtect your desktops and file serversA single management consoleFile server anti-virus and anti-spywarePriced from only \$2.95/month	<ul style="list-style-type: none">Protect your valuable desktop data!Fast, efficient backupSimple, quick recoveryEncrypts data prior to transmissionReduce storage needsStarts at only \$7.49/month

PACKING IT ALL IN

The screenshot shows the HP Data Storage website homepage. At the top is the HP logo and the text "Data Storage from HP" with a "Contact HP" link. Below this is a navigation bar with "Products & Services", "Support & Drivers", and "Solutions" tabs, and a search box. The main content area features a large banner with a photo of two men in a server room and a small robot character. The banner text reads: "Beyond server virtualization. Virtual resource pools are key to the converged infrastructure." Below the banner is a "Future-proof file storage" section with a link to "Next-generation scale-out NAS can grow to 16 PB". To the right is a "Data storage news & views" section with several news items. Below the banner is a "Find data storage by HP" section with a "Storage product selector" button. The bottom of the page is divided into three columns: "Find data storage products", "Browse data storage options", and "Find solutions & services". Each column contains a list of links to various storage products, solutions, and services. At the bottom left is the "REALIZE the future" logo, and at the bottom right is a "Get Connected" button with an envelope icon.

hp Data Storage from HP [Contact HP](#)

Products & Services | Support & Drivers | Solutions

Data Storage from HP

Beyond server virtualization. Virtual resource pools are key to the converged infrastructure.

Beyond server virtualization
» Virtual resource pools are key to the converged infrastructure.

Future-proof file storage
» Next-generation scale-out NAS can grow to 16 PB

Blog about it
» Join the conversation on the Around the Storage Block blog

Data storage news & views
» Storage Magazine Quality Awards: HP midrange NAS ranks #1
» Browse converged infrastructure information in the HP Virtual IT Center
» Special report: Storage virtualization
» Newly announced HP StorageWorks products

Follow on [Twitter](#)

Questions?
» Have a sales expert contact me

Related resources
» Awards
» Blog
» Case studies
» Customer-focused testing solutions
» Demos
» Events center
» IBM Server Proven
» Newsroom
» Podcasts
» Storage support community
» Storage tools
» Support & troubleshooting
» Training & certification
» User Centered Design
» User group community
» Videos on Enterprise TV
» White papers

Find data storage by HP
Locate the right data storage product quickly. Browse data storage products, solutions, services, and more below. [Storage product selector](#)

Find data storage products
Data storage by product category
» All HP StorageWorks products
» Disk Storage Systems
» NAS Systems
» Tape Storage & Media
» Storage Blades
» Storage Networking
» Storage Software
» Information Management Software
Server storage
» HP BladeSystem
» HP ProLiant storage
» HP Integrity storage
» HP 9000 storage
» HP NonStop storage

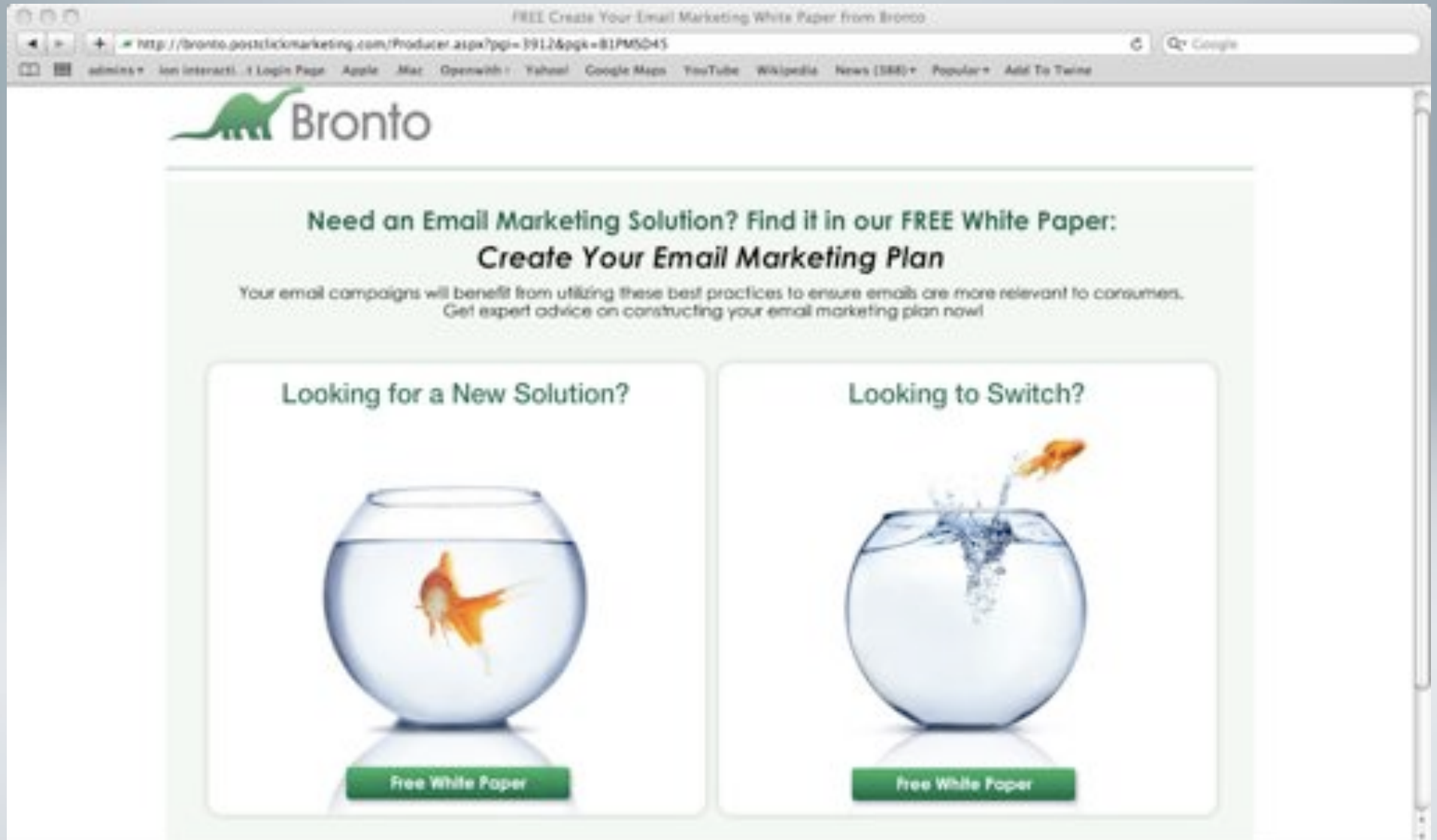
Browse data storage options
Data storage by capacity
» Entry-level
» Mid-range
» Enterprise
» Midsize Business Center
» Simply StorageWorks for SMBs
Data storage by OS
» HP-UX
» IBM AIX®
» Linux
» Microsoft Windows®
» NonStop
» OpenVMS
» Sun Solaris®
» Tru64 UNIX®
» XP Disk Array Mainframe

Find solutions & services
Data storage solutions
» **All HP storage solutions**
» Business continuity & availability
» Deduplication
» Extreme storage
» iSCSI solutions
» Left-Hand SAN solutions
» Solid state storage
» Storage consolidation
» Storage security
» Storage virtualization
» Virtualized storage infrastructure
Application solutions
» Microsoft
» Oracle
» SAP
» VMware
Services
» HP storage services

REALIZE the future

Get Connected


SEGMENTATION



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 **Bronto**

**Need an Email Marketing Solution? Find it in our FREE White Paper:
Create Your Email Marketing Plan**


Your email campaigns will benefit from utilizing these best practices to ensure emails are more relevant to consumers. Get expert advice on constructing your email marketing plan now!

Looking for a New Solution?



Free White Paper

Looking to Switch?



Free White Paper

SEGMENTATION



L-Train: Online Training System. Easy, Fast, Affordable
Launch or Redefine Your Online Training With Engaging Media

An advertisement for L-Train. On the left, a man in a dark shirt looks directly at the camera. Behind him is a screenshot of a software interface with various settings and options. On the right, there are two stacked colored boxes. The top one is green and contains the text "Get started with on-demand learning" and a white right-pointing arrow button. The bottom one is blue and contains the text "Switch to the L-Train" and a white right-pointing arrow button.

Looking for the Expand Website? [Click here](#)



SEGMENTATION



Wireless Home Security Keeps You Safer.

When a burglar cuts your phone line, traditional alarm systems stop working.

Our wireless security system is virtually impossible for a burglar to defeat.



Safer

Why Wireless?

Smarter

Protect Your Home

100% Risk Free Trial. All-inclusive, No Hidden Fees.

*First Name

Last Name

*Phone

*Email

[Get a Free Quote](#)

Questions

Feel free to give us a call at
(888) 214-4333

Click here to [Live Chat](#)



YOU AREN'T SEGMENTING IF...

- You are trying to make one page appeal to many different audiences
- You cram everything but the kitchen sink into a page and hope for the best



TEST

Test anything. Test everything. Test continuously.

3000%

YOU AREN'T TESTING IF...

- You are guessing
- You are debating with your team
- You are listening to opinions
- Your conversion rate isn't going up



THANK YOU!

Higher conversions, better ROI

Presented by:

Michael Burgess, Moog

Scott Brandt, SurePayroll

Anna Talerico, ion interactive