NEXT-GEN LANDING PAGES
CASE STUDIES

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Iron Mountain

200% conversion rate increase &
300% increase in launched tests.

Dell

Dell utilizes interactive content to get a
10X lift in sales opps over 2 years.

Genworth

3000% lead volume increase and a
digitally-driven revenue increase of 350%.

KVH

Commercial maritime leader KVH improves
retention rates and lead quality.

What are 'next-gen' landing pages?

The Most Important Cog in Your Digital Marketing Machine

Before we can answer what next-generation landing pages are, we first need to more broadly define landing pages as any initial page a user lands on. It's important to acknowledge that landing pages are the critical first impressions that establish your brand's relationship with its customers and prospects. Their importance can't be overstated in your digital marketing programs.

Breaking the Stereotype

Next-generation landing pages are those that break the stereotypes of form gates on pages. They are first impressions that can be better characterized as best impressions. It's hard to argue that the best a brand can do for its customers and prospects is to throw a form on a page and make them fill it out to get a PDF. Next-gen landing pages are much more engaging, often multi-step and usually highly interactive.

Qualitative and Quantitative Performance

In addition to being qualitatively better for users, next-gen landing pages quantitatively outperform old-school approaches with lower bounce rates and higher conversion rates. That means they engage a much higher percentage of your audience. They also expose more people to higher quality content, which improves brand perception and authority.
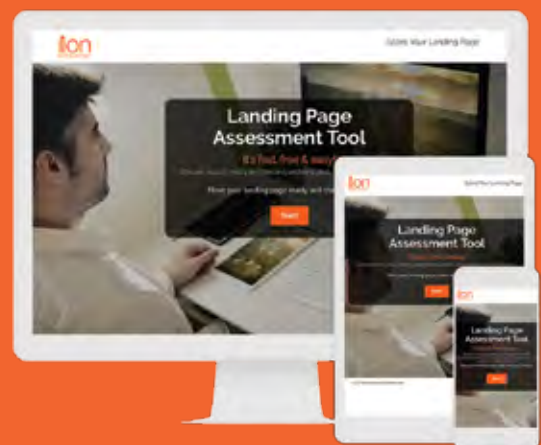
Four Market-Leading Case Studies

ion has long been the enterprise leader in landing page best practices and technology. The four case studies highlighted here show how next-generation landing pages have driven results for Dell, KVH, Iron Mountain and Genworth. There are hundreds of similar success stories drawn across a decade of ion's market leadership.

ion's platform delivers innovation, testing, interactivity and agility at scale. Brands and agencies produce and test next-generation landing pages utilizing world-class interactive tools—all without code or developers. This capability translates into unparalleled speed to market and agility that results in clear competitive advantages.

Assess Your Own Landing Pages

Assess your landing page effectiveness using our free and easy Landing Page Assessment. The tool asks you some questions about your landing page and instantly gives you a score and recommendations—use it over and over again to assess multiple pages and get practical recommendations for each one. Try it and see how to take your landing pages to the next level!

https://apps.ioninteractive.com/score-your-landing-pages

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Laptop screen text:

IRON MOUNTAIN
Secure Shredding Services

DON'T LET YOUR DOCUMENTS BECOME A LIABILITY.
SHRED

JUST ONE TIME | WE PICK IT UP | WITNESS IT | RESIDENTIAL

Iron Mountain

A 300% increase in tests over the entire prior year.
A conversion increase of over 255%.

BACKGROUND

Iron Mountain is a leading provider of storage and information management, assisting more than 156,000 organizations in 32 countries on five continents with storing, protecting and managing their information. Iron Mountain is an S&P 500 company, a member of the FORTUNE 1000, and a member of the FTSE4Good index. Organizations in every major industry and of all sizes—including more than 94% of the Fortune 1000—rely on Iron Mountain to store and manage their information.
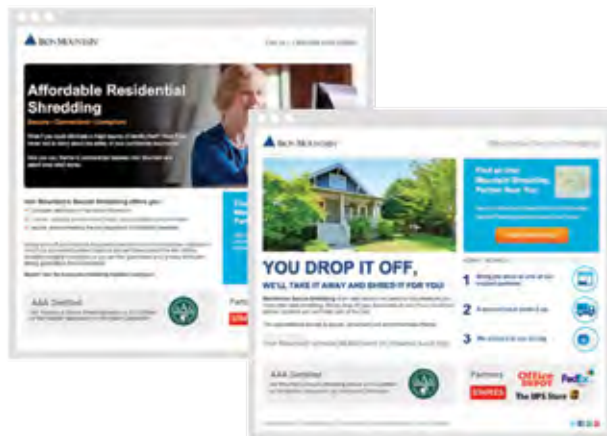
THE CHALLENGE

Iron Mountain's web marketing team needed a better way to engage visitors and produce a high volume of quality leads at a low cost. Prior to adopting ion, traffic from paid search was being sent to deep links within the website, with little focus on optimizing lead generation efforts. Tom Berger, director of internet marketing, explains that "historically, we looked at both Google AdWords data and Google Analytics data to determine our tests. Then, we waited for a period of time, reviewed the results, adjusted design elements or copy on the website and started over."

> "We chose ion because we want to work with the best. ion has the expertise and proven results across both B2B and B2C."
>
> - Tom Berger, Director of Internet Marketing

Testing was conducted sequentially rather than in parallel (split testing). The problem? Results of sequential split testing can be skewed by time periods and traffic patterns in which the different tests are run. There was plenty of data, but there wasn't a dedicated team in place to decide what to do with it. Additionally, data analytics didn't provide Iron Mountain a complete package—landing page creation being an important piece of that equation. Iron Mountain needed a solution that would allow the web team to easily create, copy, version, test and optimize sophisticated post-click experiences in real time.

Iron Mountain, being a data-driven organization, needed real-time data that could help them gain an understanding of what attracts, engages and converts visitors to leads and sales. They needed a comprehensive arsenal of tools to increase the agility of their marketing.

SOLUTION

Iron Mountain's solution to the challenge of real-time marketing was to broadly embrace testing and controlled experimentation as the new "operating system" of marketing. First, a dedicated resource was put in charge of all optimization. Tom thought, "Why not put a dedicated person in charge of optimization for all our web properties? Let's find out what kind of return we can get on this investment." A few optimization projects had proven successful, so he was willing to take a risk in exchange for the possibility of an even bigger reward. Then, in addition to ion, he put two additional technologies in place to help increase the performance of Iron Mountain's testing—Optimizely for website testing and Demandbase for real-time targeting and personalization.

RESULTS

Application of "best-of-breed" web software has provided Iron Mountain with real-time and actionable data. They are able to make adjustments and roll out optimization projects faster than they could have ever imagined. Increased speed-to-market has allowed them to be agile in their testing and optimization—benefits traditional methods couldn't offer.

ion's testing and optimization services have dramatically increased the volume and the scope of testing. In the first four months of working with ion, Iron Mountain was able to launch over 30 tests—**a 300% increase in tests over the entire prior year.** Previously, resources limited them to a set number of tests per year. According to Tom, "that structure didn't allow us the flexibility we needed to always be testing. This shift in testing mentality means that we were no longer constrained by a core set of tests. Now we're able to chase down any idea which could uncover additional lead-gen opportunities." Iron Mountain is already seeing return on their ion investment, with recent tests boasting **conversion increases of over 255%.**

METRICS

Implementation of the optimization technology "trifecta"—ion, Optimizely and Demandbase—has boosted quarterly and yearly metrics for Iron Mountain's web properties.

- **82%** increase in engagement
- **40%** increase in lead form conversion rate
- **219%** year over year increase in sales form conversion rate

BIG TESTING WITH BIG DATA

Let's face it: marketing is in a big data bubble. Everyone is talking about data: big data, data analytics, and big data analytics. At the root of all this data mania in marketing is the very real revolution that's shaping more data-driven organizations. Big data is finally opening the door to the executive suite for a more hybrid creative-analytical method.

The key question data raises is how do we use it to not only know more about our customers, but to directly grow our business in significant ways? Iron Mountain has the answer: broadly embrace testing and controlled experimentation as the new "operating system" of marketing. The answer to big data's potential is big testing.

WHAT'S NEXT?

In addition to utilizing ion's software and expertise to increase lead conversions, Iron Mountain is also leveraging ion to help with developing new creative landing experiences while maintaining brand consistency. Radical redesigns have introduced highly valuable audience segmentation and targeting. Every landing experience is now optimized to deliver a native mobile experience. Advanced logic is being used to test form length and deliver vertical-specific content in real time. Every day big data is fueling big testing—and big results—at Iron Mountain.

"Now we're able to chase down any idea which could uncover additional lead-gen opportunities."

- Tom Berger, Director of Internet Marketing

Dell

Dell utilizes interactive content to create engaging
user experiences.

THE COMPANY

For 30 years, Dell has empowered countries, communities, customers, and people everywhere to use technology to realize their dreams. Customers trust Dell to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in the world.

THE CHALLENGE

Dell's Business Digital Marketing team needed a better way to create and globalize custom online lead generation pages. Prior to adopting ion, each new landing page was a multi-faceted project that required several hand-offs: First, Dell would create an IT roadmap, then work with a design team, provide the schematics, get the page coded, and finally transcribe or translate individual pages for each language or region included in the campaign. On average, it took about six to eight weeks to customize and globalize a lead generation form. As a result, the opportunity for the campaign often passed before the form was fully globalized.

"[ion's platform] was a key enabler in our online lead gen strategy that resulted in a 10X increase in opportunities for our sales teams in a two year timeframe."

- Josh Mueller, Senior Manager of
   Business Digital Marketing, Dell

THE SOLUTION

Dell began using ion's platform for their lead capture forms in September 2010. They started with the page templates that are included within the platform, but it wasn't long before they realized how easy it was for them to create and test their own custom templates without coding or help from IT.

Not only did it take less time, but also Dell was able to speed up the globalization process by giving the regional marketing managers access to the ion platform. After a page was created in one country, the other regional managers could

simply sign in, copy, and translate the existing lead gen form, and further customize the page for their particular region.

Dell Senior Manager of Business Digital Marketing, Josh Mueller, explained that one of the greatest benefits of using the platform has been the decrease in production time: "I can literally have my team here in the States put up a page, email it to my team members in Japan, China, France, and Germany and then a couple days later it's localized and out on the web."

91%
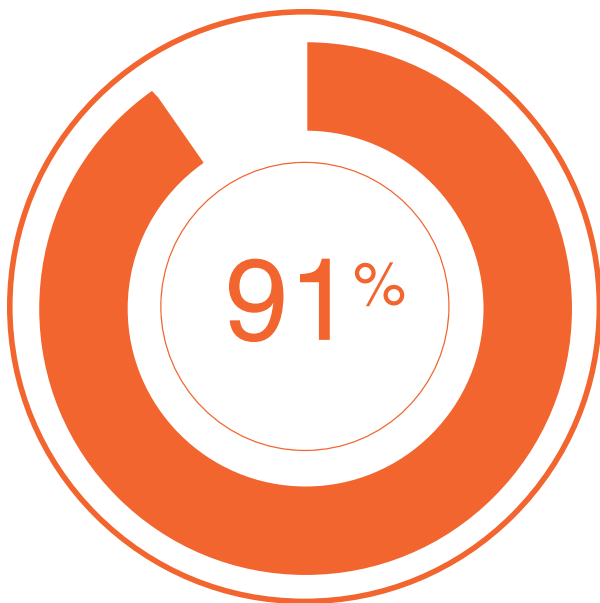
Did You Know - 91% of buyers prefer more interactive/visual content that can be accessed on demand.*

THE RESULTS

The creation and optimization process that used to take Dell six to eight weeks now takes two to four days with ion.

At first, Dell was only sending Dell.com traffic to platform pages. However, when their first platform page produced a 78% lift in conversions after only two weeks, they couldn't wait to do more. Dell now has well over 1,000 platform pages running on Dell.com, in their communities and on third-party properties globally—serving everything from gated white papers and videos to basic contact forms.

The results that Dell saw in their first two weeks using ion haven't slowed down. By using the ion platform to further test and optimize their lead generation pages, Dell has seen basic contact form completions rise 50% and, on their dedicated landing pages, they've seen increases as high as 300%.

The other Dell divisions have caught on, and the ion platform is now employed by multiple divisions throughout the company.

THE NEXT STEPS

Dell plans to create even smarter forms by integrating ion with Demandbase.

Using ion's hidden form fields and respondent information from Demandbase, the platform will then automatically customize forms and landing pages based on the user. If, for example, a web hit arrives from an IP address that is associated with a company in the healthcare industry, ion's platform can automatically show a form customized for that industry.

Dell is also integrating ion with Eloqua. After a customer's online behavioral data is captured on a platform page, it can be reliably shared with Eloqua, enhancing the profile of the customer and driving appropriate communication between Dell and the online visitor.

THE FUTURE

When Dell acquires companies, they acquire their marketing systems and everything that they've been doing. One significant benefit of using ion's platform is how easily it integrates with other software platforms. Dell is using ion to bring everything together.

Dell's projects within ion's platform aren't limited to landing pages. They have launched numerous microsites including one for a large multi-million dollar US brand campaign.

"Know your customer experience intimately and don't be afraid to challenge what currently works; and even if it works well, never stop asking yourself how you can make that experience better."

- Josh Mueller, Senior Manager of Business Digital Marketing, Dell

Genworth

How the U.S. Life Division of Genworth Financial Increased Digitally-Driven Revenue by 350%

BACKGROUND

Genworth Financial, Inc. is a publicly traded global financial security company with over $100 billion in assets and a presence in more than 25 countries. Recognized in Standard & Poor's 500 Index of Leading U.S. companies and ranked in the Fortune 500, Genworth helps people at key stages in their life through a wide array of innovative products and services. Genworth offers a suite of financial and insurance product offerings including retirement solutions, life insurance, wealth management, long term care insurance, and home ownership options.

THE OBJECTIVE

Create a lead acquisition strategy to drive as many qualified leads as possible (within budget), ultimately leading to increased sales of long term care policies.

79%
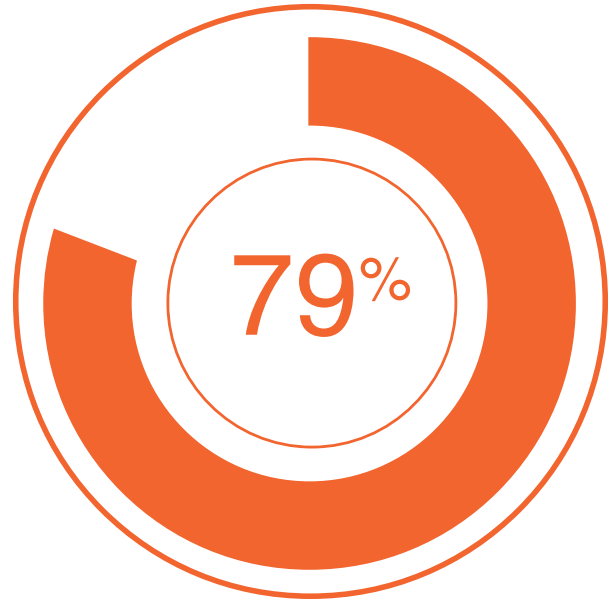
Did You Know - 79% of content marketers agree that interactive content enhances retention of brand messaging.*


THE CHALLENGE

When Director of Digital Marketing, Eric Berkman, joined the U.S. Life Division of Genworth Financial over three years ago, he was faced with the challenge of improving efficiency of the organization's marketing spend. With the growth of the digital landscape and the beginning of the baby boomer retirement era, there was pressure to continue to grow the lead program. A pay-per-click program had been established, but its performance was falling short of expectations.

Genworth didn't have the rigor in place to manage the program within the right financial framework—no cost-per-lead rigor/thresholds were in place to use to guide pay-per-click performance. Tackling the responsibility of providing scaled volume and high quality leads to Genworth's retail agents, he identified three immediate areas of opportunity—traffic, bidding strategy, and conversion rate optimization. While he realized the importance of increasing traffic volume, conversion rate optimization was a must-have. "It's good to get scaled, quality traffic, but if we can't convert them, then we're just wasting our money..." he said, while discussing his lead generation strategy, "...the impact of moving the needle from .5% to a 2% or 3% conversion rate is enormous."

Eric did his due diligence and assessed the internal landscape for potential solutions. Some sequential testing had been conducted by the web team, but they didn't have the "luxury" of a testing platform. Their CMS wasn't configured for A/B testing, so changes to the website often took weeks or months to be implemented. He also knew he was lacking conversion rate optimization expertise. Pay-per-click lead capture rate was around 0.2-0.5%, "...and that math just didn't work," Eric said jokingly. In order to scale and grow profitably as a digital lead program, he needed a dedicated team and conversion rate optimization expertise, supported by a solid platform to enable the right kinds of testing. All of these elements were critical parts of the equation, so he looked externally to find a solution.

THE SOLUTION

Eric made a list of his requirements, performed in-depth research, and engaged with several consultative conversion rate optimization companies. He needed an A+ player, a company with a solid testing platform, a dedicated design team, and demonstrable conversion rate optimization expertise and lead generation results. "I take a lot of pride in how thorough I like to be when choosing partners..." while explaining his search "...it's
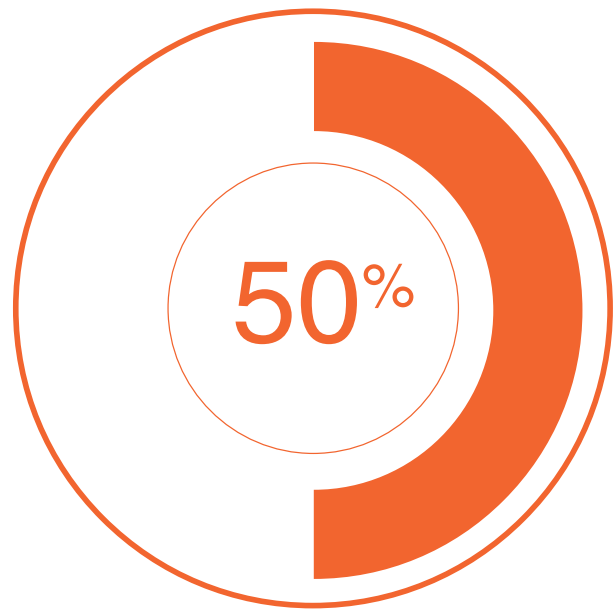
Did You Know - Interactive elements can boost engagement by more than 50%.

all about people, processes and their systems. Thinking back on the selection process, because of our detailed requirements, it was actually a very easy decision for us to make. ion was really the only player that we knew could meet every one of our needs."

Genworth and ion kicked off a comprehensive post-click program that included strategy, design, execution, testing, and management of his landing experiences. ion conducted a discovery process, created test plans and executed Genworth's A/B testing in pay-per-click first, then expanded the program into direct mail and SEO channels. ion gave Genworth the freedom to experiment boldly and test big ideas—like alternate design, different offers and new concepts.

By being able to rapidly test varying post-click experiences by traffic source (PPC, SEO, direct mail, etc.), Genworth was able to derive key learning around visitor motivation at a granular level. Conversion and behavioral data from A/B and multivariate testing of imagery, copy, and design testing drove decisions for future tests. More importantly, Genworth was able to elevate

Self Assess Your Landing Page: https://apps.ioninteractive.com/score-your-landing-pages

their user experience by providing a high-quality, user-friendly and easily-navigable experience to clickers. Each of Genworth's experiences was created using ion's R.E.A.D.Y methodology—a 25-point framework for creating and evaluating conversion-focused post-click landing experiences. R.E.A.D.Y is the foundation of ion's process. It ensures a comprehensive view of any landing experience—incorporating a wide range of best practices and strategically-sound tactics. Each test is documented in a straightforward and detailed format. Weekly status snapshots and

monthly reports helped Eric keep his finger on the pulse of program outcomes, learning and next steps.

"When I talk about ion around here, the first thing I talk about is conversion rate optimization consulting and expertise. To me, you can have the best platform in the world, you can have a dedicated team, but if you don't have the right talent, the right skill set, people who have demonstrable results, a platform is just a piece of software that costs some money and looks nice."

THE RESULTS

Within the first year of working with ion, Genworth was able to prove that they could make paid search a scalable and efficient lead generation program for long term care insurance. Then Genworth started to significantly increase the footprint of its digital marketing. The catalyst? Paid search results.

"Having a dedicated team in place means we don't have to get in a technology queue. No queue equates to not only faster speed to market, but faster learning and more money. Everything accelerates. The continuity you build

working with the same people over time improves efficiency and agility of the program."

"Over the course of two years, ion has helped us increase our lead volume by 3,000%. We're boasting a staggering 350% increase in digitally-driven revenue. Before ion, we weren't able to compete in the top 5 for paid search placement in our vertical. After we got up and running, within a month we were able to efficiently start competing for the top ad spots in both Google and Bing. Without having the ion partnership in place, we wouldn't be where we are. And I probably wouldn't be where I am. I firmly believe that."

KVH

Commercial maritime leader KVH improves retention rates and lead quality with interactive content.

THE COMPANY

KVH Industries is a top manufacturer of satellite solutions that provide high-speed Internet, television, and voice and data services to mobile users at sea and on land. Founded in 1982, the Rhode Island-based company has 500 employees in 10 offices around the world, The company's global presence includes offices in Belgium, Brazil, Cyprus, Denmark, Hong Kong, India, Japan, the Netherlands, Norway, the Philippines, Singapore, and the United Kingdom. KVH provides services for military and government agencies along with corporate entities and even leisure customers, so it's important for the brand to meet the unique challenges of both B2B and B2C marketing.

THE CHALLENGE

KVH offers services ranging from satellite television for RV owners to mini-VSAT Broadband service for maritime satellite communications, so the company needed a set of templates for quickly tailoring responsive content to a wide range of consumers. And since many of the company's maritime and military customers use mobile devices as their primary point of contact, KVH needed mobile-first solutions to fit the unique needs of its broad client base.

THE SOLUTION

KVH used ion Quick Starts, a set of pre-built interactive content templates, to quickly build, tailor, and manage content for its diverse audience. The company's in-house marketing team quickly became comfortable using Quick Starts to build everything from interactive quizzes to configurators and assessments, according to Nancy Martineau, art director and webmaster for KVH Industries.

"We pretty much try to stay on top of everything ion is coming out with," Martineau says. "We've been making quizzes and interactive PDFs as well as making interactive infographics and incorporating them into our landing pages. Pop-up lightboxes for our CTAs allow us to create the page using every advantage to address the customers needs. We utilize everything ion has to offer to keep us ahead of the curve."

It's also now much easier and less time consuming for KVH to target multiple dynamic experiences to its broad user base.

"We have banner ads that are tied to many different landing pages," Martineau says. "For example, we have some that are used to target our leisure marine clients vs. our commercial customers with different promotional offerings for those customers. We can pivot the design and CTAs quickly and respond to changes in the market without wasting time on rebuilding new templates."

"…it's credibility and differentiation through exceptional digital content that counts most."

- Nancy Martineau, Art Director, KVH Industries

THE RESULTS

The new content has made complicated—and often highly competitive—pricing and service information more accessible to customer's looking to discern one provider from another. Martineau says it's often difficult for customer's to differentiate marketing materials in the commercial maritime market, but the brand's new content works well in separating KVH from the crowd.

"Before, we were trying to make things responsive in a platform that wasn't working and ended up making our content much too simplistic from a visual point of view," Martineau says. "Driving someone to a landing page that doesn't look good on mobile is a lot of wasted man hours and money. Now we can easily make things that visually look better, including interactive features like image flips that show answers to questions, and allow us to keep the customer's attention and provide answers they might not have thought to ask. We've seen our retention rate go up quite a bit."

In addition to raising retention rates, the new, responsive content is also a hit with KVH's sales team because it lands more qualified leads than previous efforts. Sales gains important customer feedback in the form of quiz and configurator responses as well as "refer a friend" calls to action.

"Interactive content works so well that military sales guys who told me 15 years ago not to make marketing material in color because they didn't want to be too flashy, now want more interactive infographics because we've gotten such a good reaction," Martineau says. "They've completely changed their attitude."

WHY ION?

KVH initially chose ion because the easy-to-use templates would save the in-house team money and man hours, but Martineau says far and away the best thing about working with the brand has been the personal attention she's received from the ion support team. For example, when KVH asked for a plug-in to create a countdown timer for one of its interactive campaigns, David Kavalsky, product specialist at ion, created one tailor-made for the brand.

"Right from the beginning, ion has been great to work with," Martineau says. "They've been helpful at every point in the process and have helped us to utilize the platform to it's fullest potential."

THE FUTURE

KVH's interactive content has been so successful in the United States, the company has trained its UK team on how to use ion's services, a process that ion will help KVH adapt to the specific needs of their UK market.

"We're going to be reaching out to a completely different market," Martineau says. "The better the content, the more chance we have to catch new leads and keep them. But even if we're experimenting with different messages and different pictures, it's credibility and differentiation through exceptional digital content that counts most. To accomplish that, we lean on ion's newest templates, like the quizzes and interactive forms, and we're also bringing in more team members to help us expand and evolve how we use ion to create even more innovative content."

> "We can pivot the design and CTAs quickly and respond to changes in the market without wasting time on rebuilding new templates."
>
> - Nancy Martineau, Art Director, KVH Industries

about ion interactive

ion interactive is a software-as-a-service marketing technology company. We empower digital marketers to generate, profile and qualify leads using interactive content.

Speak with an ion interactive professional and learn how we can help you interactivate your results.

www.ioninteractive.com