



MANUFACTURER
(anonymous)

Launching Multilingual Custom Landing Pages in Minutes

"We're empowering teams around the world that are in close touch with their markets. It lets us focus on the marketing and on studying the behaviors of respondents instead of pages and code — the process stays out of our way."



The company needed to quickly and efficiently create localized landing pages in English, Japanese, Chinese, Korean, Turkish, German, Italian and many more languages.

Background

A multinational manufacturing conglomerate with strengths in government, commercial and military markets was seeking a global B2B lead-gen solution.

This company, which remains nameless at their request and due to the sensitive nature of their industries, has global reach and needed multi-lingual landing experiences with language and database support for single- and double-byte characters.

The company uses global print advertising to drive traffic to download topic-specific technical white papers. This activity takes place at the top of their lead-generation funnel and marks the start of a long, complex sales process.

Prior to enlisting ion's post-click marketing platform, our client procured landing pages as part of the service provided to them by their advertising agency.

Challenge

The company's global print advertising campaign's call to action is to download a white paper. The challenge is that the call to action can be 'Download White Paper', but it can also be 下载白皮书, Download-Weißes Papier, 다운로드 백지, ダウンロードの白書, and many more.

The company needed to quickly and efficiently create localized landing pages in English, Japanese, Chinese, Korean, Turkish, German, Italian and many more languages. Once it became clear that their previous solution couldn't deliver professional market-specific pages, they sought a solution that could. They found ion's post-click marketing platform.

Solution

The client licenses ion's post-click marketing platform as the cornerstone of their in-house landing page solution. They use the platform to create, test and analyze international landing pages and conversion paths. The platform is used by a global, far-flung team of online marketers. World-class landing experiences are produced in many languages — both single- and double-byte and localized for markets from Turkey to Australia, and from the United States to China.

A Web Marketing Specialist at the company says, *"I was in a bind and drawn to the pages and the analytics of ion's platform. We need double-byte language support in the pages, the forms and the lead database. ion gave us all of that and a lot more. The advanced reporting makes it easy for me to take a one-page summary and send it to my colleagues. We're using the data to make decisions on campaigns going forward."*

He goes on to say, *"The ion platform turned out to be so robust and easy to use that we're now using it as a stop gap on many other online projects. It's compensating for a lot of our web shortcomings."*

On the platform's usability and interface, the client says, *"I'm a usability person myself. ion's platform is neat, usable and well thought through. It lets us focus on the marketing*

Buyer's Guide



Everything you need to choose the right landing page platform.

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and on the experiments — on the what rather than the how. We're now turning around landing pages in any language in 40 minutes. That's down from four weeks before ion."

He continues, "The real power is in the templates. I was planning to create pages in German. Instead, I ended up calling my colleague in Germany. About 15 minutes into my explanation of ion's platform she asked if she could just use it herself. I gave her access and she had made her first conversion path an hour later. We're empowering teams around the world that are in close touch with their markets. It lets us focus on the marketing and on studying the behaviors of respondents instead of pages and code — the process stays out of our way."

In their first few months of using the ion platform, the client has deployed 32 conversion paths fielding traffic from 88 primarily offline sources. Their average segmentation rate of 42.5% has lead to an average conversion rate of 19.5% through September 22, 2008. That conversion rate is over 8X the current global average of 2.2%*.

It lets us focus on the marketing and on the experiments — on the what rather than the how. We're now turning around landing pages in any language in 40 minutes. That's down from four weeks before ion.

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*Based on the Fireclick index's global average of 2.2% as of September 22, 2008.

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