

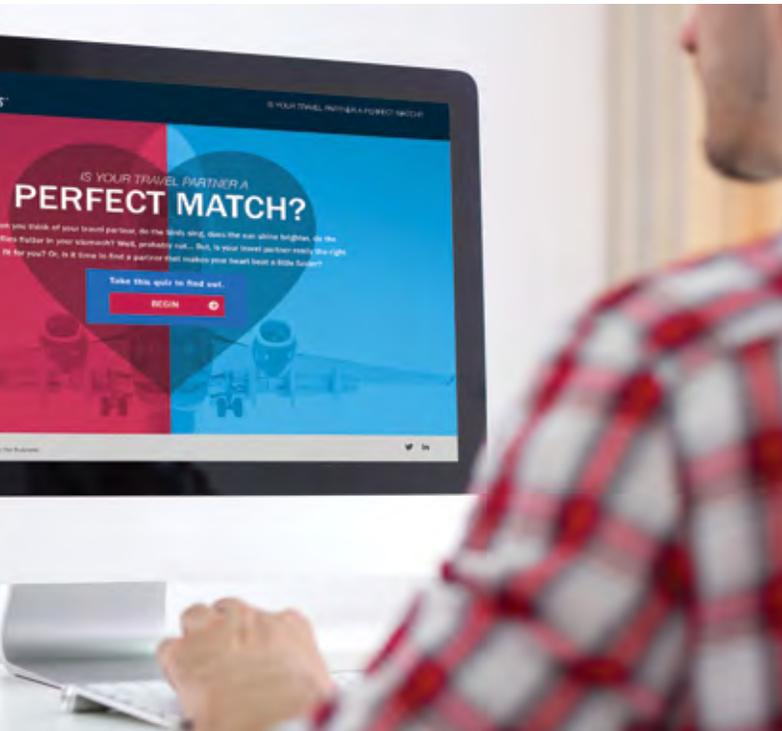


Interactivate Your Marketing

Generate, Qualify and Profile Leads with Engaging Interactive Content.

www.ioninteractive.com

Interactivate Your Marketing with Interactive Content



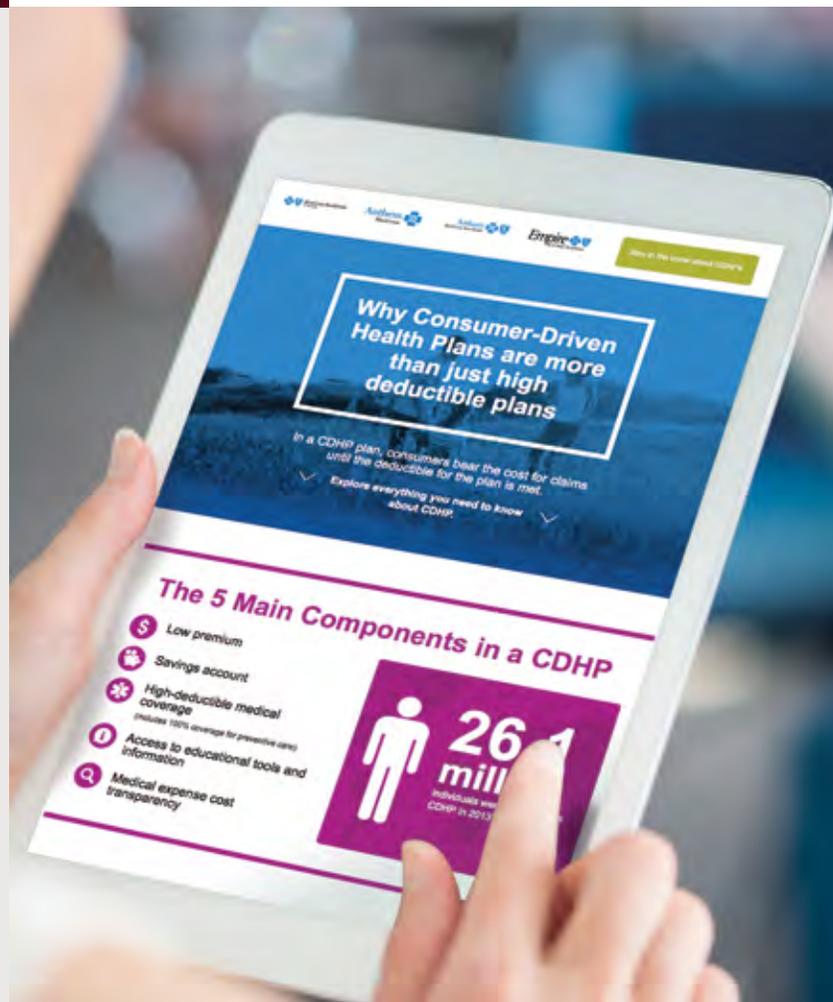
Why force your buyer to settle for one-size-fits-all content when they could use relevant interactive experiences that provide personal value? Why limit yourself to offer the same things as your competitors? Why settle for high bounce rates, low engagement and single-digit lead generation? And why limit your sales team to inferring qualification from views, opens and downloads when they could have deep prospect profiles from explicit interactions?

We are experts in interactive content. We empower digital marketers to generate, qualify and profile leads using differentiated and relevant interactivity — without costly, complex and time-consuming development.

Content That People Use

Our platform produces stunning interactive experiences that cut through the content marketing clutter with something very obviously different. Experiences that look better, work better and perform better than the passive content they replace.

We enable rapid creation, testing and measurement of self-assessments, report cards, configurators, calculators, quizzes, lookbooks, eBooks, interactive white papers, interactive infographics and just about any other type of engaging, interactive experience. Our platform centralizes these experiences—maintaining brand, data and user experience standards, accelerating speed-to-market, reducing complexity and enhancing dynamic targeting and personalization.



Our enterprise-class software-as-a-service is loved by hundreds of leading brands. Some use it as a do-it-yourself tool, while some engage our strategy, design and technical services to produce turnkey interactive content programs.



Platform Capabilities at a Glance

ion's interactive content platform enables agile creation, testing and measurement of industry-leading experiences without development:



Create Engaging Experiences

ion's Creative Studio enables development-free creation of responsive (desktop, tablet and mobile), interactive content.



Dynamic Data-Driven Logic

Over 1,200 combinations of data-driven logic can be applied and layered to create even the most sophisticated dynamic logic—without code or development.



Rapid Deployment

ion's Quick Start Cloud provides best-in-class, pre-fabricated interactive templates. Download, customize and launch fast. Innovative new Quick Starts are launched continuously and usage is unlimited.



Integrated A/B/n Testing

Test experiences against one another without code or development.

Services Capabilities at a Glance

For platform customers who need our ongoing help, we provide strategy, design, production, technical services and analysis.



Managed Programs

Our most popular service option provides a turnkey interactive content program over a predetermined period of time.



Custom

For a small subset of customers that have highly-specialized requirements, our entirely custom offering is the perfect solution.



Interactivate

Your Marketing

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

www.ioninteractive.com

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