

## ion interactive addresses marketers' challenge to keep pace with innovation

### Offers Quick Start Cloud as solution to stay ahead of the marketing technology curve

**Boca Raton, Fla. – October 27, 2014** – Capitalizing on a summer of intense engineering research and development, ion interactive announced the general availability of its Quick Start Cloud—an ever-evolving visual arsenal of pre-fabricated, high-design, high-function interactive content experiences.

Today's marketers must keep pace with rapidly evolving customer expectations. They must deliver engaging, useful content that measurably differentiates. The Quick Start Cloud satisfies those demands with pre-fabricated marketing apps—interactive infographics and white papers, lookbooks, assessments, quizzes, calculators and more. A recent research report published on [MarketingProfs](#) cited that “70% of respondents say marketing has become more challenging despite all the technology solutions available.”

The Quick Start Cloud addresses the time, budget and skill challenges that have kept digital marketers on the interactive content sidelines. No longer limited to produce old-school static content like white papers, blog posts and research reports—marketers can now bring more modern concepts to life as engaging, interactive web apps.

ion interactive's Quick Start Cloud completely debunks the archaic content ideal (and hopefully the archaic press release template too). Their platform makes engaging, useful, interactive content attainable for even non-technical marketers, providing users with cutting-edge web experiences on every device.

#### No Arbitrary Apps Here

Quick Starts are rich experiences born from real knowledge from ion interactive's own services team. The company took cues from customers like Dell, DHL Express, Iron Mountain, Kabam and hundreds of others—creating sophisticated, pre-fabricated experiences that can be pulled from the cloud and launched without developers or hassle.

There are already 47 Quick Starts available, and the number grows each week. Since the newest Quick Starts are automatically loaded into the ion interactive platform as they are developed, there's no lag time, allowing customers to utilize them immediately.

In hours, sometimes only minutes, marketers can launch sophisticated web apps. It literally takes a couple of clicks to brand a Quick Start to look exactly like a brand's website. And the process of inputting specific content is user-friendly and intuitive. The end result? Interactive white papers, quizzes, calculators, lookbooks, assessments and configurators — the list grows each week.

(continued)

“The pace of innovation will outpace any marketing department if they are not vigilant,” said Justin Talerico, co-founder and CEO, ion interactive. “Things are changing a mile a minute and you need an entire team behind you to stay ahead of the game—we are that team.”

**About ion interactive**

ion interactive is a marketing apps platform that generates leads and revenue with engaging, highly interactive, digital marketing experiences that can be created and tested without developers. ion interactive is used to differentiate brands, increase engagement and improve conversions in content marketing, social marketing, email marketing and advertising campaigns.

For more information, please visit [ioninteractive.com](http://ioninteractive.com)

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