ion interactive closes quarter blowing past aggressive company goals with rapid market adoption of interactive content

374% increase in new contract value, 230% increase in customer acquisition, 16% faster sales cycle and innovative new product features & functionality

Boca Raton, Fla. – April 6, 2015 – Today, ion interactive, the interactive content software company, announced a record close to its first quarter of 2015. Between major customer wins, significant enhancements to its software and expansion into new verticals, ion is poised for continued momentum and growth.

With the recent rapid market adoption of interactive content to engage audiences, ion posted a powerful 374% increase in year-over-year new contract value — far exceeding its already aggressive company goal of doubling contract value year over year. New contract value rose 61% quarter-over-quarter.

Marketers across every industry are enlisting interactive content for engagement, lead generation, and to map behaviors throughout the buyer's journey. In Q1, ion welcomed new enterprise customers in verticals ranging from software/hardware, media and business services, finance, healthcare and others.

The company also remains focused on keeping pace with user experience (UX) innovation. Almost weekly, new capabilities are added to the company's interactive content platform to empower customers to produce engaging, effective content experiences. ion's proprietary Quick Start Cloud, a popular feature where customers can pull pre-fabricated templates to use as a head start in their production process, includes more than 50 options with dozens more awaiting release.

"We are witnessing a perfect content marketing storm," said Justin Talerico, ion's co-founder and CEO. "Marketers and their audiences are craving a deeper digital dialogue and reciprocity when it comes to engaging with each other. Interactive content answers that call. The fact that you can be empowered to produce engaging content experiences without development and pull rich and meaningful data from them is a win-win."

In addition to ion's product and customer growth, the company also ended the quarter with a In addition to ion's product and customer growth, the company also ended the quarter with a flurry of industry event activity, record low churn rates and record high recurring revenue. Another indication of the evolution in the content marketing landscape are the titles of those purchasing ion's interactive content software. Q1 buyers run the gamut including, CMOs; Digital Marketing Senior Directors down to Managers; VPs of Audience Development; Product and Brand Directors; and Directors of Social, Lead and Demand Generation. This expanse in disciplines alone speaks to the sheer reach and potential of interactive content.

With a robust and successful Q1 under its belt, ion is laser focused on the next wave of product enhancements timed for the coming weeks, which will fundamentally change sales, marketing and buyer alignment for ion's customers.

Check out our latest interactive press release to learn more!
Visit http://www.ioninteractive.com/news-summary

About ion interactive
ion interactive helps modern marketers produce engaging, interactive content that stands out while generating leads and revenue. Launch stunning user experiences across your content marketing, social marketing, email marketing and advertising campaigns using our scalable, agile interactive content platform. Powerfully creative, gorgeous and highly interactive experiences can be created and tested without developers. ion's assessments, quizzes, lookbooks, ebooks, interactive white papers, calculators and more are used to differentiate brands, increase engagement, boost sales and improve conversions.

For more information, please visit ioninteractive.com

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