

ion interactive touts increased organic visibility and engagement with interactive content marketing

Interactive content provides significant SEO and engagement benefits over static content

Boca Raton, Fla. – February 27, 2015 – ion interactive, the interactive content software company, today announced the power of interactive content to increase organic search engine visibility and improve audience engagement. ion has seen a major uptick in engagement and organic traffic in its own programs as well as in interactive content efforts of its hundreds of customers.

Modern marketers are constantly looking for innovative ways to positively impact the visibility and engagement of their content. Interactive content is uniquely suited to increase reach and engagement.

Here's a little peek into how interactive content affects each area:

SEO:

Content is clutch for SEO. For your best content to be visible, it must be accessible to search engines. Unlike static white paper PDFs, webinar recordings and videos, interactive content is web content at its core — making it uniquely suited to improve rankings for your domain.

Segmentation & Scoring:

Because interactivity opens the channels for a two-way conversation, marketing can move buyers deeper into the sales funnel and provide high-value segmentation data to drive personalization, relevance, qualification and scoring within downstream marketing automation platforms.

Personalization:

The nature of interactive content is to give people the most relevant experience possible. It dynamically and automatically personalizes the buyer's journey as their preferences, needs and pains become known and understood.

Sales:

Interactive content not only engages audiences, but it collects unique and explicit data about the user's preferences, needs and pains as they navigate through an experience. Once that data is passed to sales, they have a clearer idea of who they are talking to and what they are looking for. A salesperson can then pick up the one-to-one conversation right where the one-to-many digital dialogue left off—making for more efficient, higher velocity selling.

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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