



ion interactive Product Report

Based on 97 end-user reviews and ratings of ion interactive on TrustRadius

Curated from End-User Reviews on:
trustradiusTM

First published April 2017

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ABOUT TRUSTRADIUS

TrustRadius is the leading site for business software users to share real-world insights through in-depth reviews and networking. We help users make better product selection, implementation and usage decisions. Every reviewer is authenticated and every review vetted before publication. Unlike simple rating sites, TrustRadius reviews are structured and substantive, averaging more than 400 words each. Reviewers can also update their reviews to keep them current. Founded by successful entrepreneurs and backed by the Mayfield Fund, TrustRadius is bringing transparency and efficiency to the \$3.7 trillion business technology market.

To learn more, visit www.trustradius.com.

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About This Report

Why read this report?

This report is designed to help you make an informed decision about ion interactive. It is based on [63 in-depth reviews](#) and [34 ratings of ion interactive](#) on TrustRadius, the trusted user review site for business software. By crowd-sourcing user perspectives, we help you to get a true sense of the product.

This report includes analysis of the types of customers (company sizes, industries, etc.) that use ion interactive, what companies and users like most about the product, as well as areas for improvement. It also includes user perspectives around the ROI on ion interactive.

Our methodology

TrustRadius invited a broad, representative sample of the ion interactive user base to review the product on TrustRadius. Reviewers were encouraged to provide candid feedback and had the option to remain anonymous; this ensured authentic feedback. Incentives were used to motivate response from a broad spectrum of customers. All reviewers were vetted by our research team to ensure that they were legitimate customers and that their feedback was authentic and unbiased.

ion interactive Product Summary



 Score 8.3 out of 10

Vendor's Value Proposition

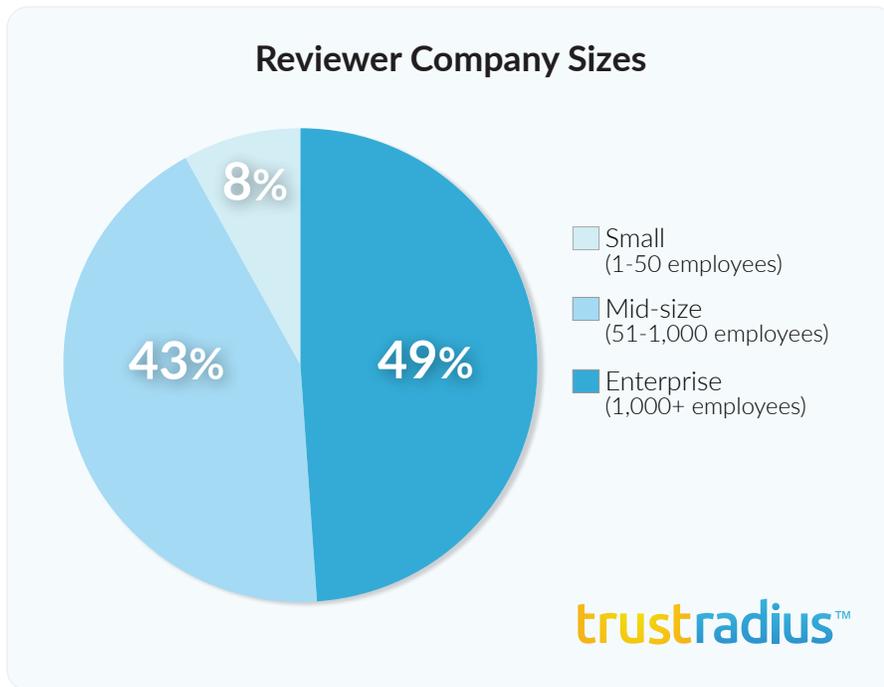
- » ion interactive enables users to create interactive content that is targeted to specific audience segments and/or personalized using data about the audience member, without code or development resources, and then improve through A/B testing. The vendor's goal is to provide content marketing teams with more creative control as well as actionable analytics, for the purpose of helping them engage and profile leads.

Product Features

- » **Quick Start Cloud:** Library of templates for quizzes, assessments, white papers, ebooks, ratings, product tours, landing pages, etc. to help users create interactive content in under 60 minutes.
- » **Creative Studio:** Design tools for creating and editing responsive interactive content.
- » **A/B/n Testing:** Allows users to set statistical confidence levels and use manual or auto-optimization, which selects the winning page automatically when the confidence threshold is reached.
- » **Smart Reporting:** Analytics on content consumption, conversion, and engagement. Data from ion interactive can be integrated directly to the user's web analytics platform, such as Omniture (Adobe Analytics) or Crazy Egg, or exported in .xls and .pdf formats.
- » **Sell-Side:** Integration to the user's CRM and/or Marketing Automation Platform provides insights on the lead's content interaction history to the sales team, in order to facilitate a smooth handoff between Marketing and Sales.
- » **Unlimited Phone & Email Support**

User Demographics

Based on reviewer demographics, ion interactive is used mostly at mid-sized companies and enterprises.



The vendor is focused on enterprise scalability, all the way up to global use cases for multiple branches, franchises, geographies, or brands; reviewers said they used ion interactive to build anywhere from 1 to more than 10,000 web pages. According to the vendor, repeatability—in terms of being able to re-use customized templates, branded layouts, etc.—and usability of the platform are key to how ion interactive works at scale. Several reviewers in our sample commented on the scalability of the product, some using ion interactive across their own global organizations and others using ion interactive on behalf of large clients.

“We are using ION to create valuable content with teams spread out around the world. [...] Easy scalable product when working with several languages.”

Consultant in Marketing
at an Information Technology and Services company
with 51-200 employees
November 2016

“It has many benefits for companies working with large-scale clients. [...] The portfolio performance view is especially useful in regularly sharing with clients the performance and progress of their campaigns.”

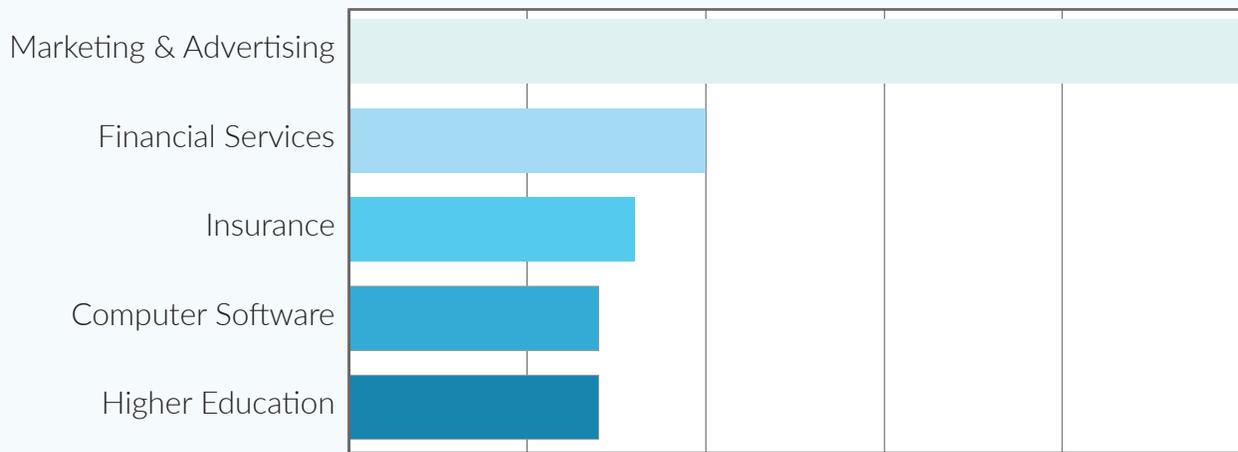
Professional in Marketing
at a Marketing and Advertising company
with 11-50 employees
February 2016

“If your company has multiple domains, tons of marketing campaigns, and the desire to have highly customized content, then it is probably a very good choice.”

Jonathan H.
Senior Web Developer
at a Marketing and Advertising company
with 51-200 employees
January 2016

ion interactive is used by marketing departments in myriad industries, with a few sales and IT departments touching the platform as well. The five most common reviewer industries are: [Marketing and Advertising](#), [Financial Services](#), [Computer Software](#), and [Higher Education](#). Based on reviewer demographics, ion interactive is also used in a variety of other industries, including Media Production, Telecommunications, Information Technology and Services, E-learning, etc.

Most Common Reviewer Industries



trustradius™

Users Recommend

- » Based on user feedback and demographics, ion interactive is a good fit for Marketing departments at enterprises and mid-sized companies that are looking to manage an interactive content strategy at scale—where speed of content creation, testing, and updates, as well as consistent branding, are important, and where internal development resources are limited or tied up in other projects.

Summary of ion interactive User Feedback

The following is a distillation of product strengths and areas for improvement from the 63 end-user reviews of ion interactive on TrustRadius, as well as user feedback on the value (ROI) they're seeing from ion interactive. Note that not all reviewers agree on the pros and cons, depending on their use case—where reviewer opinions diverge, we have summarized the different viewpoints and nuances below. Keep in mind that this list covers only the most commonly discussed strengths and areas for improvement across the review base; individual reviewers discuss many other various experiences and recommendations as well. For in-depth perspectives similar to your use case, you can find and filter full reviews [here](#).

Strengths

Each reviewer was asked to list the things ion interactive does particularly well, including the features they like most and the qualities that make the product a good fit for their use case.

1. Ability to create and edit content quickly

Users said the strongest aspect of ion interactive is the speed at which they can create and update interactive content. Features like the WYSIWYG editor and drag-and-drop layout interface contribute to their ability to move quickly, making it possible for creative teams and other stakeholders in the organization to update content themselves; this is related to the broader usability of the product, discussed in strength #3 below. The notion of templates and themes is relevant here, too, since being able to re-use elements means that content creators don't have to start at square one for every project (see strength #5). The ability to create and edit content quickly is a major component of the value of ion interactive for large-scale and resource-constrained use cases, according to users.

"We use ion interactive to speed up delivery of creative assets by enabling a much wider array of personnel to create, edit and publish landing pages (primarily). [...] The primary problem solved for is limited creative team resources. With ion interactive our creatives can focus on creating templates and layouts that look great and that other users can edit as they make (frequent) changes based on their own initiatives and stakeholder input. [...] Editing is incredibly quick - an intuitive double click on a text box, image, headline or other item instantly opens it up so I can edit or replace the content."

Brina K.
Product Marketing Manager at a Computer Software company
with 501-1,000 employees
January 2016

“It helps us to quickly prototype and then launch into production staying focused on content and usability and not getting bogged down in technical issues.”

Mike N.
Web Designer at a Marketing and Advertising company
with 1,001-5,000 employees
January 2016

“The WYSIWYG editor makes it easy to reuse and re-purpose pages without having to know how to code websites. Amazing!”

Laura B.
Marketing Manager, Audience Development
at an Online Media company
with 51-200 employees
February 2016

“ion interactive (ION) is well suited to creating content that needs to be timely and easily edited to respond to market changes keeping in mind the fact that it will be hosted through ION’s systems.”

Jessica H.
Art Director at a Financial Services company
with 501-1,000 employees
August 2016

“Pretty intuitive with drag and drop functionality. After some basic training, just about any user can start laying out pages. Also has the ability for further customization, for users who have front end development experience.”

Manager in Marketing
at a Media Production company
with 10,001+ employees
May 2016

2. Customer service & support

Users described ion’s customer service and support as outstanding; many said this was one of their favorite things about working with the platform, and a clear differentiator from competitors.

“ION’s customer support has been stellar. The support team has helped us learn the system faster and create pieces that would have been difficult if not for their assistance and prompt responses.”

Jessica H.
Art Director at a Financial Services company
with 501-1,000 employees
August 2016

“I love the support from our account manager. He responds quickly and is extremely helpful. It is extremely rare for a SAAS company to have the same account manager for 4 years.”

Aneliya G.
Online Marketing Strategist at an Insurance company
with 501-1,000 employees
April 2016

“It is backed by a strong support team that helps resolve any issue within less time. [...] Customer service is always well informed, and has always been able to resolve my concerns or provide the needed answers in a very timely manner.”

Preeti R.
Digital Marketing Specialist
at a Marketing and Advertising company
with 10,001+ employees
December 2016

“Their support team is extremely helpful, knowledgeable & patient. They helped us establish a successful integration to our CMS (Eloqua).”

Contributor in Marketing
at an Insurance company
with 1,001-5,000 employees
March 2016

3. Ease of use

One of the platform’s biggest strengths is its ease of use, according to users. This underlies almost all of the other pros, particularly #1, #4, #5, and #6, and speaks to the vendor’s main goal or value proposition: making it easy for marketers to design, launch, and optimize interactive content themselves. Users said that compared to alternatives ion interactive is much easier to learn and much more powerful, and ultimately enables non-technical users to create interactive content that they would not be able to create otherwise. Note, however, that the platform does require some practice when first getting started, and users said a few things about the UI could be improved (see discussion of #1 and #2 areas for improvement).

“ION’s interface is very intuitive. Non-technical users can use it with ease to build webpages.”

Bill J.
Microsite and SEO Manager at a Construction company
with 10,001+ employees
September 2016

“The simple and friendly user experience makes it a great tool. [...] The drag & drop especially helps non-technical users to build a page instantly.”

Preeti R.
Digital Marketing Specialist
at a Marketing and Advertising company
with 10,001+ employees
December 2016

“It was very user friendly - no code or developer experience needed. Anybody without an IT background can use ion’s software.”

Contributor in Marketing
at an Insurance company
with 1,001-5,000 employees
March 2016

“Very intuitive and relatively easy system to use for beginners through to more experienced users.”

Employee in Marketing
at a Financial Services company
with 11-50 employees
October 2016

“User friendly - the software is easy to learn, understand and manage. Within a few hours you can make a complete, professional interactive page for your company.”

Employee in Marketing
at a Marketing and Advertising company
with 501-1,000 employees
November 2016

4. Variety of interactive content types

Users said the ability to create interactive content helps them engage their audience more deeply—and the fact that with ion they can create the interactive content quickly, with fewer technical resources, and then later easily update it, makes their interactive content strategies more practical and achievable. While ion interactive began in the landing page space and some users are still focused creating on this kind of content, the current product enables users to create a much wider range of interactive content types. For example, in their reviews users described how they use ion to create quizzes, infographics, assessments and other educational content, itineraries, calculators and quotes, product tours, customer portals / micro-sites, etc.

“We have begun using ion interactive to create digital experiences including calculators, quizzes, and informational tours for our online audience. Prior to ION this type of content was created through the use of Flash and other animation/web design software that required a large time commitment from staff and was not easily changed on the fly to comply with market or regulatory changes. ION has greatly streamlined this process allowing us to create richer and more relevant content while keeping pace with industry changes.”

Jessica H.
Art Director at a Financial Services company
with 501-1,000 employees
August 2016

“We needed a way to build feature rich interactive experiences such as landing pages, quizzes, etc., and both reduce our costs on custom development as well as allow users to build out more of these experiences. [...Now] rather than spend \$10k on each one - we can deploy 15+ at no cost.”

Robert N.
Marketing Director at a Marketing and Advertising company
with 5,001-10,000 employees
August 2016

“Last year, our Marketing Department was searching for a solution for interactive web content to actively engage users in what is considered boring, static content. We wanted to ‘spice up’ our product offerings and showcase a type of “choose your own adventure” when insurance agents are helping their clients select the right product for clients. We also wanted to provide a less linear approach to researching key components of each product and allow agents to actively compare products side-by-side rather than sift through dozens of web pages and/or product brochures. [...] It allows us to break free from the creative boundaries and explore new ways to promote our products and services that is engaging, yet much more educational than flat sites or product brochures. We can guide users step-by-step through a decision process, or provide them a simple eBook for more detailed information. We can make surveys more engaging, which provides more respondents for more accurate data analysis.”

Contributor in Marketing
at an Insurance company
with 1,001-5,000 employees
March 2016

“Our organization uses ion interactive to develop and build a variety of landing pages for all the different newspapers within [our organization]. We utilized the landing page creation feature for acquisition pushes, contest entry pages, and lead generation capture.”

Corinne N.
Consumer Sales & Service Manager
at a Media Production company
with 10,001+ employees
October 2016

“My organization uses ion interactive to build customized web links that we use to present customized itineraries to our clients. [...] It presents a way for us to provide personalized service to our clients, making them more likely to book with us and share the details with their friends and family.”

Employee in Sales
at a Leisure, Travel & Tourism company
with 1,001-5,000 employees
October 2016

5. Templates & themes allow for consistency of branding and ease of content creation

Users like the range of customizable templates, themes, and micro-themes available through ion interactive. According to users, these modular design layouts allow them to easily create content that looks beautiful and professional, and help to ensure consistent branding (especially within a large, distributed organization or for agencies who manage projects for multiple clients). Note that some users are leveraging templates that have previously been customized by their internal designers and developers, or by the vendor.

**“As an agency, ION is great for multi-client/
multi-project scenarios. With the use of themes
and micro-themes, we are able to create a thoroughly
engaging content piece that stays on-brand, quickly
and efficiently.”**

Technician in Information Technology
at a Marketing and Advertising company
with 11-50 employees
January 2016

**“During the on-boarding process ION’s staff created
a custom theme and color pallet incorporating our
branding that we can easily apply to any of the tem-
plates already in the system again reducing the time
required for us to begin utilizing the tool and creating
valuable content.”**

Jessica H.
Art Director at a Financial Services company
with 501-1,000 employees
August 2016

**“For our team, ion interactive has worked really well for
building a large volume of landing pages that have slight
variations. We tend to stick to similar templates and
swap out content, repurposing the pages over and over.
Building a new page from scratch can take some time.”**

Administrator in Marketing
at a Computer Software company
with 501-1,000 employees
January 2016

**“ion interactive is being used as a branding tool for
our online interactive content within the marketing
department. The main issue we come across which ion
interactive helps to solve is branding and consistency.”**

Employee in Marketing
at a Financial Services company
with 11-50 employees
October 2016

6. Less reliant on IT / Web Dev teams

One of their primary reasons for buying ion interactive, and one of the biggest benefits users have seen from the product, is more independence to design, produce, launch, and update interactive content without hand holding from internal IT and development teams. Marketing users said ion interactive has helped them save time and money, produce more interactive content, and operate in a more agile fashion, since content creation is faster and easier, and they can manage timelines around interactive content themselves.

“I love the speed to market. That’s why we chose ION over our internal IT. I can create and launch new landing pages on the fly, run A/B, MVT tests without having to submit any project requests to IT and wait for approval and estimate of hours and cost invo.”

Aneliya G.
Online Marketing Strategist at an Insurance company
with 501-1,000 employees
April 2016

“We (the SEM part of our company’s Marketing Department) were looking for a web page creation tool that would allow us to bypass developers in order for us to be able to make the pages ourselves without waiting for developers to have the time to dedicate to helping us. ion interactive was able to provide us with a comprehensive ‘what you see is what you get’ (WYSIWYG) option that made our page creation efforts much more nimble and effective.”

Analyst in Marketing
at a Financial Services company
with 1,001-5,000 employees
January 2016

“ion interactive is well suited for a company with a lot of red tape with their IT or web departments. It makes it easy to create your own materials and not have to wait on big releases to push new content. [...] Changes are quick and easy to implement which is imperative in my organization as it’s constantly changing.”

Manager in Marketing
at a Telecommunications company
with 1,001-5,000 employees
January 2016

“It’s an advanced platform, which is fully responsive and allows us to easily iterate without any developer support. It’s a tool any tech-savvy marketer can take advantage of to create complex experiences with conditional logic, dynamic substitutions, cohesive branding, widgets, data flow to your analytical tools or ESP, etc.”

Kelly S.
Director Direct Response Marketing
at a Publishing company
with 501-1,000 employees
January 2016

“We’re looking to use Ion across marketing and content to expand our interactive content and allow us to do the work on our own without needing a developer and the time and money that comes from that. We wanted an easy to use platform that could be used quickly to build out quizzes, interactive guides and several other pieces of content.”

Matthew L.
Paid Social Manager at an E-Learning company
with 201-500 employees
May 2016

7. Connectivity to other platforms

Users who leverage integrations between ion interactive and their marketing automation or CRM systems, or to other third-party software through APIs, said that ion interactive plays well with others and that having synced data across these systems is valuable, especially for content targeting and personalization, as well as for providing sales insights around content engagement.

“They allow for multiple connections between data sources, which helps in personalization and dynamic content generation for specific target audiences. [...] We can send over our segments in an API and create very personalized landing pages based on that data. It also has a lot of internal data it can use to help hyper-target content to segments.”

Laura M.
Interactive and Digital Strategy, Production and Marketing
Consultant at an Insurance company
with 501-1,000 employees
February 2016

“Does a great job of integrating with third party APIs, which is essential to our process.”

Manager in Marketing
at a Media Production company
with 10,001+ employees
May 2016

“The easy sync with Marketo and Salesforce is great.”

Matthew L.
Paid Social Manager at an E-Learning company
with 201-500 employees
May 2016

8. Responsive designs

Content in ion interactive is built with a responsive design, and the platform includes features for previewing and editing interactive experiences by device, which users found helpful.

“Responsive designs that work! The ion interactive templates have a really cool option when it comes to setting them up. I am able to customize the on-screen content for desktop computers, tablets and mobile phones. This is a huge benefit because we want less text on our mobile ion interactive pages.”

Employee in Marketing
at a Financial Services company
with 201-500 employees
January 2016

“Responsive design - The interactive content works on all devices, so if you would like to show it to a client on the go, you can simply pick your tablet and show the content.”

Employee in Marketing
at a Marketing and Advertising company
with 501-1,000 employees
November 2016

“Being able to view your interactive content in a desktop, tablet, mobile phone with the click of a button is extremely helpful. You can see how the responsive design interacts based on the width of the device, which allows us to make edits quickly.”

Jared K.
Marketing Automation Strategist
at a Computer Software company
with 501-1,000 employees
January 2016

Areas for Improvement

Each reviewer was asked to list areas for improvement for the product – such as new features they’d like to see, or things that could be done differently.

1. More ‘undo’ functionality

Users said ion interactive’s undo functionality is limited, and would like to see more options here, including better shortcuts, the ability to ‘undo’ more types of changes, and the ability to go back more steps.

“No ‘undo’-button - this is especially a bummer if you accidentally delete a column. You have to be on guard the entire session to avoid major mistakes you can’t undo. This should definitely be implemented.”

Employee in Marketing
at a Marketing and Advertising company
with 501-1,000 employees
November 2016

“More ‘UNDO’ opportunities are necessary.”

Manager
at a Marketing and Advertising company
with 201-500 employees
January 2016

“Undo only allows you to go back a single change. A real undo would be nice, possibly with CTRL/CMD+Z as a keyboard shortcut.”

Technician in Information Technology
at a Marketing and Advertising company
with 11-50 employees
January 2016

2. Bit of a learning curve to master the basics, more written documentation would be helpful

Because there are many options and a lot of flexibility within ion interactive, users said you should expect to spend some time ramping up, learning the system through practice. They recommend using pre-branded templates or Quick Starts at first, especially for users who are not comfortable coding customizations or who have less design experience. Some reviewers said that while the vendor's video and webinar tutorials were helpful to get started, they would also like to see more written, step-by-step documentation that they could reference while mastering the basics. Note that in general, users found the vendor to be a great resource during the set-up and onboarding phase (see discussion of customer service & support, strength #2, above).

"There is a learning curve to it. Don't expect to know everything in the first week of use. You have to learn through practice. [...But] They do a great job with their webinars and tutorials."

Aneliya G.
Online Marketing Strategist at an Insurance company
with 501-1,000 employees
April 2016

"The tools for creating ion interactive landing pages (and microsites) are very powerful. There is a bit of a learning curve involved when starting to use the platform, but once you know the basics it's easy to create interactive and advanced pages."

Professional in Marketing
at a Marketing and Advertising company
with 1,001-5,000 employees
January 2016

"There are a lot of options when creating an interactive piece of content. If you want to create really intricate interactive content pieces you will need to understand basic coding concepts like storing variables and data and giving them names so you can refer to them in other parts of the content. If you're not very technically savvy then try your best to stick with using the Quick Start templates."

Jared K.
Marketing Automation Strategist
at a Computer Software company
with 501-1,000 employees
January 2016

"It would be nice to have the training and online support materials available as online articles with step-by-step instructions and visual examples in addition to video tutorials which can be difficult to watch while actively working on a project. Providing quick reference sheets for the built in micro-themes would be quite valuable."

Jessica H.
Art Director at a Financial Services company
with 501-1,000 employees
August 2016

"I think it's best suited for digital marketers who have at least a little bit of web dev experience, who want to create landing pages that blend well with overall campaigns. [...] The basic training can be rough for users who are starting from scratch, and it can take a little while to get a hang of it - but not necessarily any more than I would expect from similar tools that allow so much customization."

Manager in Marketing
at a Media Production company
with 10,001+ employees
May 2016

"[I would like to see] step by step written guides on how to use easy quick starts."

Employee in Marketing
at a Financial Services company
with 11-50 employees
October 2016

3. Requires development resources for some custom elements

Users said that interactive content is easy to build without code once templates are set up, or by using Quick Starts. However, getting those initial custom templates built, making changes to customized branding across templates, or building custom functionality does require some development work, either from in-house marketers with coding expertise, or through paid services offered by the vendor. This is not necessarily an area for improvement per se, but users recommend setting reasonable expectations up front—especially since ion interactive is likely to be of greatest value in organizations that want to reduce reliance on IT (see pro #5) by making interactive content processes easy for less technical users (see pro #1).

"I would say it's great if you are a power user and have a developer on staff who can create frameworks and understand how the details of the actions work so they can build the complicated stuff out or if you have a decent budget so you can use ION's consultants to build the pages you need. Otherwise [it's great for] a smaller user who needs to be able to do some complicated looking things that happen to already be built into a template. All you would need to do is change out logos, copy, images... easy."

Laura M.
Interactive and Digital Strategy, Production and Marketing
Consultant at an Insurance company
with 501-1,000 employees
February 2016

"Initially setting up the software is difficult if you try and do everything on your own. Luckily, they have a dedicated team who will work with you to get ion interactive integrated with your software systems and get your branding installed very quickly."

Jared K.
Marketing Automation Strategist
at a Computer Software company
with 501-1,000 employees
January 2016

“Some of the functionality we would like to see in ION’s system is only available in a rudimentary form or requires more indepth and customized coding efforts. Specifically the ability to perform complex equations and calculations which incorporate many data points behind the scenes while keeping the visitor facing interface as simple as possible.”

Jessica H.
Art Director at a Financial Services company
with 501-1,000 employees
August 2016

“Because of strict branding guidelines, we have to have the ion team make changes to our templates on a regular basis. This is cost prohibitive and we should be able to do this ourselves.”

Manager in Marketing
at an Information Services company
with 201-500 employees
May 2016

“If you do not have a developer to create your custom themes and custom frameworks, the graphic user interface is good, but with any non-custom solution, sometimes it can limit things a little bit.”

Jonathan H.
Senior Web Developer
at a Marketing and Advertising company
with 51-200 employees
January 2016

4. Some aspects of navigation could be improved

While overall users said ion interactive is easy to use, there are specific aspects of the UI navigation that could be improved. For example, a couple of users said they would like to see changes in the organizational hierarchy of the software, such as the naming structure for portfolios and content or the icons that represent different functionality.

“Finding creative assets when you only know the URL and there is no naming structure is a massive, massive challenge. I spent hours one day going through the entire portfolio hierarchy until I found the page I needed to edit.”

Manager in Marketing
at an Information Services company
with 201-500 employees
May 2016

“The user interface is something that could be improved.”

Consultant in Marketing
at an Information Technology and Services organization
with 51-200 employees
November 2016

“Platform navigation could be a little more intuitive.”

Bill J.
Microsite and SEO Manager at a Construction company
with 10,001+ employees
September 2016

“Occasionally it’s hard to keep the overview. Especially with complex pages, even with the ‘toggle page targets’ it’s not that easy to easily see what you have done without previewing after every change.”

Employee in Marketing
at a Marketing and Advertising company
with 501-1,000 employees
November 2016

5. Not necessary for experienced web developers / full site development projects

Some users said that while ion interactive is quite robust as an interactive content creation platform, it is most valuable for use cases within Marketing, rather than as a replacement for CMS and web hosting platforms geared toward larger site infrastructures and more technical users, which may allow for deeper configurability within the organization’s overall IT environment. Users also said that if your organization has the dev resources to create and manage interactive content independently, ion interactive might not be necessary.

“This is probably not a platform for a team of experienced web developers in environments where web pages require a lot of complex coding.”

Bill J.
Microsite and SEO Manager at a Construction company
with 10,001+ employees
September 2016

“ion interactive (ION) is an amazing landing page platform. It is a supplement to your current website, not a replacement.”

Chris S.
Web administrator at a Computer Software company
with 1,001-5,000 employees
February 2016

“If you simply want to build a website, this tool really is not for that. [...]Other web platforms [such as WordPress, Adobe Business Catalyst, and Drupal] are built to create a website. However [ion interactive] is meant for rapid content creation of landing pages.”

Jonathan H.
Senior Web Developer
at a Marketing and Advertising company
with 51-200 employees
January 2016

“If you’re looking to create interactive content and have your marketing or content team be the ones to do this, it’s a great product for you. [...] If you’ve got a full set of devs that can build these out for you quickly, it may not be for you.”

Matthew L.
Paid Social Manager at an E-Learning company
with 201-500 employees
May 2016

ROI on ion interactive

Most users saw a strong return on investment with ion interactive, in terms of employee efficiency, decreased cost of interactive content projects, and increased content engagement and conversion rates. Reviewers whose primary use cases focus on landing pages were more concerned with form submission/lead generation rates, whereas reviewers whose primary use cases focus on other types of interactive content tended to think more about the speed and cost of content creation, as well as the quality of the content (in terms of how effectively it helped them meet their business objectives).

“ROI on ion interactive:

- » **We have increased employee efficiency by proving a tool that takes less time to deploy new creatives, enables user registration versus manual upload.**
- » **We have increased conversion rates by serving custom personalized content.**
- » **We have enabled sales center to capture prospect information when there is an influx of customer calls that cannot all be answered.”**

Aneliya G.
Online Marketing Strategist at an Insurance company
with 501-1,000 employees
April 2016

“ROI on ion interactive:

- » **As our department has grown significantly, it's been a good tool for new team members to quickly pick up and implement campaigns consistent with previous ones.**
- » **It's allowed us to track the impact of localization and the lead gen potential of gated content.”**

Manager in Marketing
at an Information Services company
with 201-500 employees
May 2016

“ROI on ion interactive:

- » **ION has greatly improved employee efficiency in the creation of interactive content.”**

Jessica H.
Art Director at a Financial Services company
with 501-1,000 employees
August 2016

“ROI on ion interactive:

- » **We were able to increase our lead conversions in paid search by 20% using ION to refine our landing pages.”**

Bill J.
Microsite and SEO Manager at a Construction company
with 10,001+ employees
September 2016

“ROI on ion interactive:

- » **ion interactive helps me close sales since I can clearly and professionally present tour quotes, and turn around a higher volume of web links.”**

Employee in Sales
at a Leisure, Travel & Tourism company
with 1,001-5,000 employees
October 2016

“ROI on ion interactive:

- » **We can move faster in the creation of landing pages without waiting for IT.”**

Manager in Social Media
at a Retail company
with 51-200 employees
March 2016

“ROI on ion interactive:

- » **Optimizing landing pages for better lead conversion.**
- » **Flexibility to get a landing page published more efficiently, which has allowed us to do more with less people involved.”**

Administrator in Marketing
at a Computer Software company
with 501-1,000 employees
January 2016

ion interactive User Ratings

ion interactive Rating Summary

trScore

| | | |
|-------------------------------------|--|------------|
| Overall Rating (97) | | 8.3 |
| Likelihood to Recommend (63) | | 8.1 |
| Likelihood to Renew (14) | | 9.7 |
| Usability (9) | | 7.4 |
| Support (9) | | 9.2 |
| Implementation (4) | | 8.6 |

Feature Rating Summary

trScore

| | | |
|---|--|------------|
| Content Creation (45) | | 7.5 |
| Ideation (43) | | 7.7 |
| Content collaboration (41) | | 7.4 |
| Content Publishing (50) | | 7.9 |
| Content hub (45) | | 7.7 |
| Forms / Gated content (44) | | 8.1 |
| Embedded CTAs (45) | | 8.4 |
| Content distribution (39) | | 8.0 |
| Content promotion (36) | | 7.7 |
| Content automation (36) | | 7.6 |
| Content Reporting & Analytics (51) | | 7.7 |
| Audience profiling and targeting (41) | | 7.5 |
| Closed-loop tracking and reporting (42) | | 7.6 |
| Content performance analytics (51) | | 7.8 |
| Campaign optimization dashboard (45) | | 7.7 |