

West engages Boca software company to reach constituents on the Web (Sun-Sentinel)

By Marci Shatzman

When Congressman Allen West's office announced he was launching a new online way to reach his constituents, it meant another high-profile customer for Boca Raton software company ion interactive.

The firm launched its LiveBall software platform in 2007, and says it's used by hundreds of companies worldwide.

"We're really the only software that does what we do," said executive vice president Anna Talerico, 40, who started the company with her husband Justin Talerico, and Scott Brinker, who now works in Boston.

The software builds what are called landing pages and tracks their use. They're literally the first screen an Internet user lands on after clicking on a banner ad or another screen asking users to take action, like making a purchase or filling out a form.

"A marketer can make beautiful, professional landing pages and the software creates the landing page and takes it live. They can create two versions and test it to see which one is most effective," Talerico said. "You can have hundreds of pages on different topics."

It also targets and tracks content, offers and forms, among other functions. The software is a service, not a product that has to be installed, so it doesn't require an IT department, she said.

West's staff plans to use it to "promote the Congressman's work in Washington as well as his communications and email newsletters," according to the announcement. "The program will

provide more relevant information to constituents, by better targeting their concerns and issues."

The office chose Ion interactive because it was in West's Congressional district, according to his communications director Angela Sachitano.

Justin Talerico, 43, the company's CEO grew up here and went to Boca Raton High School and the University of Florida, his wife said.

The couple had an advertising agency before they decided to focus on the Web. "We've been growing for the last three or four years," she said.

Ion interactive was ranked 202nd on Inc. Magazine's 500 list of fastest-growing private companies last year, and includes General Mills, American Greetings and Cigna in their global customer base.

West is their first political customer. "We have customers in every industry from small to large," Talerico said.

"New media technology gives us unprecedented opportunities to open up a dialogue with our constituents and help us better represent them in Washington," West's announcement said. "We're pleased to utilize technology developed by a successful small business right here in our district."

