

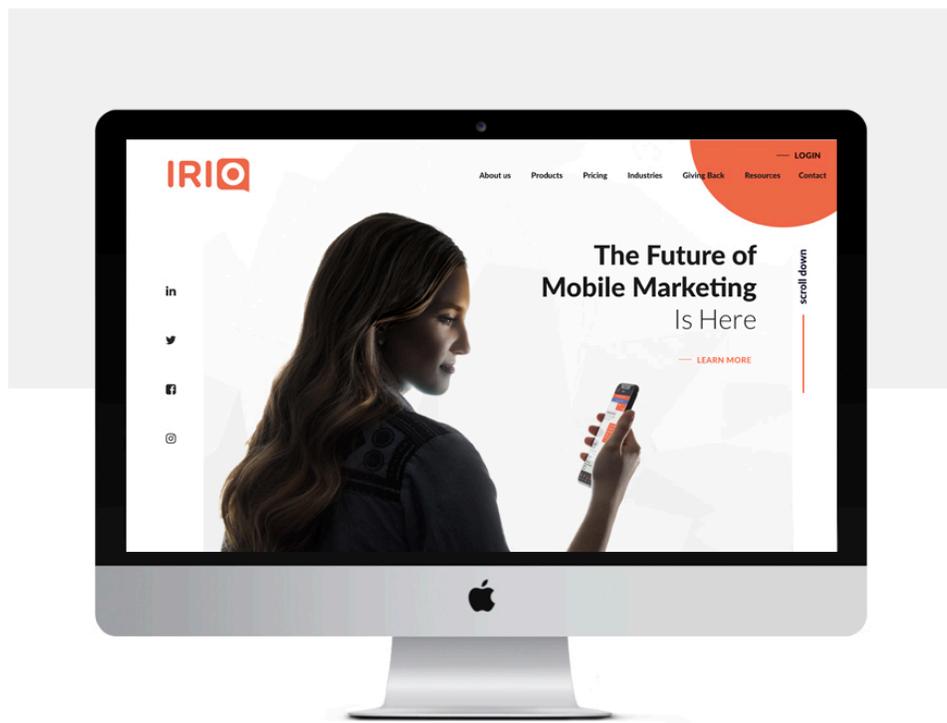
## **FOR IMMEDIATE RELEASE**

Contact: Nicole Inal  
[Nicole@shatterproof.co](mailto:Nicole@shatterproof.co)  
949.521.3212

### **IRIO Mobile Marketing Launches New Website and E-Commerce Functionality**

*Company makes enterprise-grade tool accessible to all companies eager to leverage mobile marketing strategies*

**DALLAS – (December 20, 2018)** – [IRIO](#), a cloud-based SAAS platform that creates custom SMS/MMS solutions for businesses seeking effective communication and engagement with audiences, today announces the launch of its e-commerce function within a new website. The offering provides businesses of all sizes access to an enterprise-level mobile marketing solution at an affordable price.



“Our new website represents our push into the future of technology and mobile marketing,” said [Taylor Davis](#), executive vice president of IRIO. “More and more companies are recognizing the power of text messages to help grow businesses. We’re democratizing the technology and the benefits of text message marketing by allowing people to purchase packages directly through our website as if they were buying it on Amazon.”

According to Juniper Research, the volume of [automated text messages](#) used for marketing purposes is expected to increase by 20 percent over the next few years to more than 2.7 trillion by 2022, up from 2.1 trillion in 2017. IRIO's total number of texts sent annually has grown 52 percent since 2015 and foresees accelerated growth over the next five years.

According to IRIO, brands are constantly looking for new digital ways to connect with their customers, but they look in all the well-known, less effective marketing places. Text messaging is commonly overlooked even though texting is the most widely and frequently used app on a smartphone, with 97 percent of Americans using it at least [once a day](#).

"People are beginning to recognize that text message marketing is more impactful than email or other traditional forms of marketing," said Davis. "We built this e-commerce function to accommodate the early adopters of today, and to prepare for the majority buyers tomorrow."

To provide clients ease of use and transparency, IRIO has published [pricing](#) for its three product offerings directly on the website. Each level of pricing also provides clients with insight into how many trees IRIO will plant each year per package purchased.

"Ten For One™, our tree planting initiative, is the heart and soul of what we do," said Davis. For every text sent, one sheet of paper is saved. Because one tree provides approximately 5,000 pieces of paper, IRIO and its customers are saving one tree for every 5,000 texts sent.

"But we didn't want to stop there. When one tree is saved, we also want to [plant 10 more](#)," said Davis. Through its giving partners, IRIO has planted more than 160,000 trees in Eastern and Western Africa as well as the United States, and remains committed to a sustainable future with each of its digital solutions.

IRIO offers a number of custom SMS/MMS marketing solutions to improve engagement, loyalty and conversion rates. Solutions delivered by IRIO's robust platform include Live Chat, Texting for Information, Mobile Sweepstakes, Surveys, Comment Cards, Donations, Promotions, Recruiting, Emergency and Crisis Communications, Community Messaging, Employee and Resident communications, and more. IRIO's custom enterprise solutions seek to benefit a wide variety of industries including retail, multifamily housing, universities, nonprofits and a multitude of segments within each.

"We're not just supporting business growth, we're solving problems," said Davis. "If an apartment community needs to generate renter leads, our solutions will help. If a school needs to communicate to students, faculty or parents in an emergency, our solutions will get it done safely and securely. And if non-profits need a solution to raise funds, there's nothing easier than a custom SMS/MMS platform."

## **ABOUT IRIO**

IRIO delivers custom SMS/MMS solutions for today's business challenges. Founded more than 10 years ago, IRIO recognized the potential of mobile messaging when the medium was in its infancy. IRIO empowers its clients to access their audience through custom mobile marketing solutions enhancing brand engagement and delivering real-time results. For more information about IRIO's Mobile Messaging platform or custom APIs, visit <http://www.irio.com>, call 877-268-0032, or text "IRIO" to 47464.

2015: 18 million messages	
2016: 22 million messages	+22%
2017: 24 million messages	+9%
2018: 27.5 million messages	+ 14%