# SiteMinis© CliqLaunch© Introduces a new collaboration for Mobile Content Delivery Capabilities

*IBM's Marketing Cloud Integrates with Mobile Web Leader SiteMinis© CliqLaunch© to Improve Mobile Content Delivery for the Digital Teams in the Fortune 500*

**Atlanta, GA – 21 August 2015:** SiteMinis© (a privately held company) today announced that IBM's Marketing Cloud, a digital marketing platform, has integrated with SiteMinis© Cliqlaunch©, a mobile content delivery platform, enabling real time content to be exchanged between the two. This integration will enable digital and creative teams to build and launch email campaigns to millions with integrated action oriented mobile landing pages combined for the best in class in mobile content delivery.

Mobile commerce is expected to reach $617 billion worldwide by 2016, up from less than $106 billion in 2011[1]. The increased adoption of mobile shopping has created a new frontier for online retailers.

Working with IBM, SiteMinis© is now able to better serve its customers by bringing mobile sites to market in minutes versus weeks while at the same time improving command and control through administrative process. In addition SiteMinis has been able to reduce the overall costs of mobile Web site deployment in conjunction with email campaigns built in IBM's Marketing Cloud platform. As a result, the companies can quickly deliver real-time content to customers that include relevant actions for each recipient.

As a provider of mobile Web technology and services, SiteMinis© helps more than 1200 businesses across North America meet today's mobile and digital marketing demands through its cornerstone delivery platform - CliqLaunch©. The CliqLaunch© platform allows marketing teams to improve the speed to market for their mobile commerce sites.

The IBM Marketing Cloud is a cloud-based digital marketing platform that provides email marketing, lead management and mobile Marketing Cloud solutions. IBM's Marketing Cloud enables marketers to use individual customer data and behaviors, collected from a variety of sources, to inform and drive personalized customer interactions in near real-time—delivering exceptional experiences for customers across the entire buyer journey.

"Mobile has transformed the shopping experience, but the cloud's impact on mobile commerce is unrivaled. Choosing to partner with IBM's Marketing Cloud has fundamentally transformed the way we deliver mobile Web technology and service to our clients, and as a result, how our clients deliver mobile commerce to consumers," said SiteMinis© CEO Marci Troutman. "IBM's Marketing Cloud and SiteMinis©

CliqLaunch's© ease of use, accessibility and 24/7 availability will be paramount to our success. It is enabling us to provide content management to the digital and creative teams that doesn't require IT, is responsive without needing a coder and can deliver a complete email campaign with mobile landing action oriented properties in minutes."

Please see attached video for reference to show speed and successful launch of a complete email and mobile campaign.  link ref: http://siteminis.cliqlaunch.com/siteminis/mobile_summit_nyc2015/tutorial.aspx

**IBM's Marketing Cloud and SiteMinis© CliqLaunch©  together will empower the fortune 500 with the means to deliver actionable mobile content through emails and mobile web 75 percent faster than was previously possible.**

**About SiteMinis**

Atlanta-based SiteMinis©, Inc. offers one of the only mobile website App platforms that can be deployed across every Web-enabled cell phone and all popular smartphone operating systems such as iPhone, Android, Microsoft's Windows Mobile, Blackberry and all others without a reduction in quality of the user experience, yet bringing the latest technologies including HTML5 into each and every site. SiteMinis© develops and integrates profitable mobile commerce and informational sites that simplify the IT deployment and brand design issues faced by companies doing business on the Internet today. Providing mCommerce technology and consulting services that radically improve, simplify and increase a company's mobile marketing and branding exposure to attract Marketing Cloud mobile consumers.

*[1] Source: Forecast: Mobile payment, worldwide, 2009-2016, Gartner, May 9, 2012*

*[1] IBM Institute for Business Value, October 2013, "The Upwardly Mobile Enterprise: Setting the Strategic Agenda,"*

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