

Press Kit

Company Fact Sheet

- Immersion Active is the only Internet marketing agency in the U.S. specializing in the 50-plus markets. Most companies target younger consumers, thinking that youth reigns online. We know better.
- Along with comprehensive interactive solutions for everything from virtual tours to e-commerce solutions, we maintain a progressive approach to on-site usability testing and ongoing research.
- Our most recent white paper, "Interactive Design Preferences of 50-Plus Users," was selected for nationwide presentation at all of the 2006-2007 Direct Marketing Association's Mastering the 50+ Marketplace conferences due to its comprehensive and innovative content.
- Our Mature Connections online advertising solution offers the industry's most extensive media planning database and target strategies.
- We offer the only 50-Plus Website Audit program to companies targeting boomers and seniors in the U.S. This audit, which can be followed up with our Mature User Panel, is a testing service that brings together targeted users across all 50-plus market segments.
- When the AOPA Air Safety Foundation needed e-learning solutions for its pilots, they called us. When Senior Lending Network needed a powerful online advertising campaign targeting mature users, they called us. When AARP Magazine needed an interactive timeline to celebrate the life and times of rock legend Paul McCartney, they called us. And when the Virginia Opera Association needed a website that catered to mature users, without disenfranchising the young, they called us.
- The Washington Business Journal has consistently ranked Immersion Active among the top interactive agencies in the Washington, D.C. metropolitan area.