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Kentico Adds Questionmine Dynamic Video Integration to Kentico Enterprise Marketing Solution (EMS)

Nashua, New Hampshire, USA, April 10, 2013 – Kentico Software, the Web Content and Customer Experience Management provider, today announced it has teamed with Questionmine to integrate their dynamic video integration and hosting with the Kentico's EMS solution.

"Video has become an essential marketing tool," said Lance Shuldberg, Co-Founder and Product Stategist at Questionmine. "By combining Questionmine with Kentico's market-leading EMS solution, we're giving today's savvy marketers the power to not only host video to tell their story, but create instantly actionable marketing data that can be used to better engage customers while generating leads and driving immediate sales."

According to Cisco's most recent Visual Networking Index, video will make up nearly 90 percent of the world's consumer Internet traffic by 2016. Online video has emerged as a first stop for many customers who want to not only learn more about a company's products and services but experience them in a more visual way.

"Reaching customers through video is just one piece of the puzzle," said Kentico Founder and CEO Petr Palas. "With Questionmine integrated in with Kentico EMS, marketing professionals can also learn so much about the customers that are watching their videos—much more than just 'who clicked on my video'."

For marketers that want to take their videos to the next level, the Questionmine Kentico EMS integration allows users to:

- Generate leads by adding lead capture forms at any point in a video;

- Qualify leads by adding questions that appear during the video;

- Track video engagement metrics and analytics in real time;

- Customize website content and marketing efforts based on how prospects and leads answer questions during videos;

- Drive Ecommerce by including call to action buttons during video such as "Buy Now" or "Add to Cart"

On April 16, Kentico and Questionmine will be hosting a webinar to demonstrate how the Questionmine Kentico EMS works. To register and get more information, please visit:
http://www.kentico.com/Company/Events/Webinars/Questionmine-Kentico-EMS-making-video-actionable

About Kentico CMS
Kentico CMS is an enterprise Web Content Management System and **Customer Experience Management** System that provides a complete set of features for building websites, intranets, community sites and e-commerce solutions on the Microsoft ASP.NET platform on premise or in the cloud. It supports mobile websites, SEO, document management, **online marketing tools**, multilingual websites, multisite management and it ships with 70 modules, 400 configurable Web parts and source code available.

Kentico CMS customers can expect a highly **flexible** platform with a uniquely **easy-to-use** user interface. It's currently used by more than 16,000 websites in 90 countries. The clients include Microsoft, Guinness, Chiquita, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

About Kentico Software
Kentico Software (www.kentico.com) helps clients create successful dynamic websites, **intranets**, community sites and **e-commerce solutions** using Kentico CMS for ASP.NET. It's committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has offices in the United States (Nashua, NH and Seattle, WA), United Kingdom (Reading) and Sydney (Australia). Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Its partner network consists of 1,200 partners in 80+ countries. Kentico Software is a **Microsoft Gold Certified Partner**. In 2010, Kentico was named the fastest growing technology company in the Czech Republic in the **Deloitte Technology FAST 50 awards**. In 2012, Kentico Software was named global Microsoft Partner of the Year Finalist in the ISV/Software Solutions Industry category.

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