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Ideaing.com Officially Launches DIY Smart Device Editorial Hub and Ecommerce Shopping Website

FOR IMMEDIATE RELEASE

Irvine, CA – Internet of Things-focused company, Ideaing.com announces the official launch of its smart device editorial and e-commerce website devoted to inspiring and helping consumers live smarter through the use of smart home, smart entertainment, smart body, and smart travel devices.

Ideaing.com, initially launched in beta in March 2016, officially debuts its full site today complete with smart home and home automation news, product reviews, DIY product use and styling ideas, and insider tips, along with a smart living advice forum, deals section, and a new, fully-stocked e-commerce smart device online store. The launch follows a massive 525% spike in site traffic in the last three months, attributed solely to the site's strong editorial foundation, as the company has yet to participate in any paid marketing.

The social shopping site is divided into four parts that seamlessly help consumers streamline through the content marketing funnel from the awareness to the loyalty stage. A thoroughly researched and data-based editorial section moves consumers through the awareness and consideration stages of the online shopping funnel, featuring the sections of Smart Home, Smart Entertainment, Smart Body and Smart Travel, each of which are filled with featured product reviews, how-to guides, top 10 lists, inspirational design ideas, and product deals. An inherently social interactive smart device advice section hand-holds consumers through the consideration and analysis stages and also act as a way to retain customer loyalty. Finally, the deals section and the newly added e-commerce shop allow consumers to purchase products either directly on site or through third party affiliate sellers, such as Amazon.

Ideaing.com approaches the elusive content-to-commerce model with a strong consumer-first focus, targeting smart home device buyers and aims to make shopping, buying, and setting up smart devices easier than ever before.

Although the industry of smart devices and home automation is dramatically growing, the company has identified two major gaps between product launches and consumer purchases.

“There is no current outlet that allows consumers to research, analyze, and compare smart products. With such a lack of information, smart device shopping today could be more accurately described as smart device guessing, and that shouldn't be the case. Likewise, smart product companies have no definitive path from product launch to generating sales. In most cases, these companies either get lucky and continue to grow in popularity or struggle to cover their losses, resorting to selling through third party marketplaces.” - Thai Tan, CEO

Acting as a Consumer Reports of smart devices, ideaing plans to close these gaps by providing consumers with unbiased, educational product information through detailed shopping editorial assets, such as how-to guides and other product and smart living idea-focused materials, as well providing smart device companies a new outlet to list products that attracts their ideal target market.

With the launch of its new e-commerce shop, Ideaing.com is the first service journalism site to concentrate solely on smart devices. Consumers may shop by category or by product, as well as browse live-updated deals.

“By working directly with brands and manufacturers, we are able to offer consumers the best possible pricing and regular deals. For any smart device brand, we provide an outlet that helps transition them from a one-hit-wonder product release to a fully-operational, revenue generating company.” - David Bethune, Co-Founder and President of E-Commerce

At launch, Ideaing.com has exclusive partnerships with 16 product lines, allowing consumers to purchase said brand’s products directly on their site. The company plans to expand this offering, partnering with over 50 total smart device product lines by year end. Other future plans include live customer support for troubleshooting, setup, and device use by means of on-site messaging and chat.

Ideaing is currently accepting new smart device and home automation product lines, and interested companies can contact their product team directly at help@ideaing.com to pursue partnership opportunities. Consumers can learn more about smart products and shop smarter by browsing Ideaing.com, subscribing to email updates, and following the company on Twitter, Facebook, and other social channels.

Launched in 2016, Ideaing.com is the first and only smart living content to commerce company that combines consumer journalism and DIY home inspiration, with an on-site e-commerce shop. The site attracts a niche community of smart device enthusiasts, shoppers, owners, and companies. The site is founded by Thai Tan Nguyen and David Bethune who together hold a combined 20 years experience in e-commerce.