



**FOR IMMEDIATE RELEASE**

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**AC Business Media Introduces *IRONPROS*, an Interactive Buyer's Insight Platform for New Construction Equipment, Technology, and Products**

*Fueled by ENTENTION Data Insights, AC Business Media and ForConstructionPros.com — the largest construction audience network in North America, introduces IRONPROS — a new platform that provides industry buyers with a contextual commerce ecosystem of multi-media research, insights, and comparison tools seamlessly interwoven into a multi-vendor, product-analysis platform.*

Fort Atkinson, Wis., July 13, 2022— AC Business Media (ACBM) announced the launch of *IRONPROS*, a destination site for expert-grade buyer's insights, research, and comparison — specifically engineered to inform purchasers of new heavy equipment, construction technology, and workwear products.

The sophisticated interactive product engine features journey-based content, research, and multi-level product showrooms. Powered by the ACBM and *ForConstructionPros.com* audience platform: *ENTENTION Data Insights*, the launch allows contractors, construction business owners, and buying specialists to research almost the entire market of new (post-2019) heavy-construction equipment, construction technology solutions, and consumable product — starting with workwear and professional work boots.

Buyers benefit from a purchase-oriented content conversation — and a customizable experience in which they can examine features, compare deep specification data, and reach out to manufacturers directly in a community environment — all while experiencing live demos, events, and interactive equipment product walkarounds.

“The complexity of the purchasing process in heavy construction equipment and construction technology has dramatically changed in the past few years. Buyers are in need of more data around machines, long term value, ROI, and efficiency as they work through operational investment and improvement,” says Ron Spink, Chief Executive Officer of ACBM. “*IRONPROS*, at launch, is the largest collective resource of brand information in the field — taking disparate product data, research, and specs and combining them in a visually-exciting interface, surrounded by one-of-a-kind buyer's content.”

Diving deeper into insights and trends, *IRONPROS* delivers essential industry knowledge that allows contractors to effectively manage assets and navigate the trends within the industry through a range of multi-media content including articles, videos, podcasts infographics, virtual events and webinars, informational guides, and product launches.

Coupled with the launch and powered by impressive Search AI (artificial intelligence), the platform also presents *IRONPROS/TV*, a premium content library that allows contractors to find the exact moment any construction concept, brand, or keyword is mentioned within any video on the site. This functionality will allow community members to target key moments and topics for industry information.

“Construction professionals have increasingly turned to the internet to research their buying decisions. Until today, that research involved scouring search engine results, manufacturer websites, and forums,” says Wayne Grayson, Digital Content Director at *ACBM*. “We designed *IRONPROS* to provide a one-stop-shop for this research.

“But this is just the beginning. With our unique combination of continuous equipment, technology, and workwear coverage, *IRONPROS* will be the ultimate destination for construction product news and research.”

For manufacturers and technology service providers, *IRONPROS* is the preferred destination to showcase their products and reach highly engaged buyers. With membership, manufacturers can unlock rich data and analytics, unique marketing tools, and unparalleled reach through Manufacturer Profiles, Product Showrooms, Premium Backend Features, Brand Reach, and Lead Generation Opportunities.

To receive the full experience, visit: <https://ironpros.com/>

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#### **About *IRONPROS***

[IRONPROS](https://ironpros.com/), brought to you by AC Business Media’s brand *ForConstructionPros.com*, is a destination site for expert-grade buyer’s insights, research, and comparison — specifically engineered to inform buyers of new heavy equipment, construction technology, and workwear products. The platform provides the construction community with a visually stunning ecosystem of fresh, relevant multi-media content that is seamlessly interwoven into a multi-vendor platform. The interactive platform allows owners, contractors, and product specifiers to browse features, compare specs, create community with manufacturers, and gain access to multi-media content including articles, *IRONPROS/TV*, video, research, webinars, and more. Now, audiences and sellers alike can engage in thought leadership conversations around profession AND product through the robust power of both *ForConstructionPros.com* and *IRONPROS*, respectively. To receive the full experience, visit: <https://ironpros.com/>

#### **About *ForConstructionPros.com***

As the largest construction network in North America, [ForConstructionPros.com](https://forconstructionpros.com/) is the industry leading informational media site that is comprised of the following construction brands: *Asphalt Contractor*, *Concrete Contractor*, *Equipment Today*, *Pavement Maintenance & Reconstruction*, and *Rental*. For over 35 years, *ForConstructionPros.com* has been providing news updates, coverage on new equipment and technology, industry trends, data analytics, and industry best practices to help contractors run their business more profitably.

#### **About AC Business Media**

As one of America’s top business-to-business media companies, [AC Business Media](https://acbusinessmedia.com/) reaches millions of professionals annually and leads the way in providing targeted content to top decision-makers and organizations. With a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics, and supply chain markets, *AC Business Media*

delivers relevant, cutting-edge content through its industry-leading digital properties, trade shows, videos, magazines, webinars, and newsletters. It also provides advertisers with the analytics, data, and ability to reach their target audience.