

IR Website Provider Questions Most Teams Miss

Your website should work as hard as you do, driving two-way investor engagement through real-time updates, automated data feeds, seamless implementation, and simple, intuitive tools for content management.

1. Can my IR team update content in real time without relying on developers or submitting support tickets?

The Problem: IR teams are slowed down by developer queues and vendor support tickets for routine updates.

How B2i Solves It: B2i provides a point-and-click system that lets our team, or your team, publish any content, on any website, in real time, without developer or support dependency.

2. Can our IR section live fully within our corporate site while maintaining compliance, consistent branding, and strong SEO?

The Problem: Separate IR microsites create brand inconsistency, SEO fragmentation, and unnecessary cost and complexity.

How B2i Solves It: B2i enables a full, robust, and compliant IR section to live directly within your corporate website, delivering one consistent brand experience, stronger SEO, and simpler site management.

3. Can we manage automated IR data and custom content like corporate governance, presentations, calendars all in one system?

The Problem: SEC filings, stock data, and custom corporate and IR content are often managed across multiple, disconnected tools.

How B2i Solves It: B2i seamlessly combines automated data feeds (press releases, SEC filings, OTC disclosures, stock quotes, email notifications, etc.) with custom content like presentations, calendars, FAQs, manual email notifications, and governance documents, all within one platform and workflow.

4. Do we fully own our IR website design and content, and can we move or evolve it without being locked in?

The Problem: Proprietary IR platforms limit portability and lock companies into long-term vendor dependence.

How B2i Solves It: With B2i, you retain full ownership of your website design and content, giving you flexibility, control, and freedom to evolve without provider lock-in.

5. Can IR content be fully customized to match our corporate branding, design system, and internal web standards, or are we limited to templates?

The Problem: Template-driven IR solutions often fail to meet corporate branding and internal web standards.

How B2i Solves It: B2i supports modular data and fully customizable data layouts, so IR content aligns precisely with brand guidelines, design systems, and operational requirements.

6. Can we choose how hands-on or hands-off we want to be, whether that's self-managed, fully managed, or a hybrid approach?

The Problem: IR teams are forced to choose between outsourced models, or create a secondary workflows for custom content.

How B2i Solves It: B2i offers flexible solutions with optional managed services, supporting hands-on teams, full-service needs, or a hybrid approach.

7. What does your support model look like for time-sensitive updates, and will we work with a dedicated team rather than a generic ticket queue?

The Problem: Generic help desks and ticket queues delay time-sensitive updates.

How B2i Solves It: B2i provides responsive, team-based support system for faster, more effective resolution.

8. How do you ensure SEO authority is preserved across our corporate and IR content rather than split across separate platforms or microsites?

The Problem: Separate IR platforms weaken search visibility and split SEO authority.

How B2i Solves It: B2i empowers companies and their developers to integrate a complete, fully compliant Investor Relations section within the corporate website, preserving SEO continuity and strengthening long-term search performance.

9. As our disclosure requirements and content needs evolve, can the IR website scale without requiring costly rebuilds or platform migrations?

The Problem: Growing companies typically outgrow IR website templates, leading to costly updates.

How B2i Solves It: B2i's modular, API-driven architecture scales easily to support new disclosures, initiatives, and global requirements, without platform overhauls.

10. Do we receive real-time visibility into new investor subscriptions so we can take timely action and understand who is engaging with our disclosures?

The Problem: When subscriber data isn't sent to IR managers, they lack visibility into subscribers, delivery timing, and real-time action.

How B2i Solves It: B2i gives IR teams real-time insight into new subscribers for faster, more confident communication, with weekly summary lists available for a consolidated overview.

11. What reporting and metrics do you provide to confirm that investor email alerts are delivered, opened, and performing as expected?

The Problem: IR teams often have limited knowledge of whether email alerts are actually delivered, opened, or failing, making it difficult to confirm distribution or identify communications issues.

How B2i Solves It: B2i provides real-time metrics that show who has received, opened, and click-through engagement statistics.