



ABOUT IMN

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications solutions. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as retail, direct selling, franchise, financial services, automotive, and technology. Founded in 1999 and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.

Strengthen Retail Store Relationships, Improve Customer Loyalty and Drive Sales with IMN™ for Retail - Manufacturers

Leading manufacturers and brands compete every day for consumer attention and purchases. To maximize consumer awareness, loyalty and sales you need to cultivate strong retail store relationships. IMN for Retail - Manufacturers builds and strengthens brand and product awareness with both your retail distribution partners and consumers to drive revenue, immediately and over time.

Market Effectively and Easily

IMN provides the only fully managed e-communications service designed specifically to help your retail distribution partners capture, engage and retain customers. Our content-driven approach delivers monthly articles, product reviews, promotions, video and more that consumers look forward to receiving. Geographic targeting lets you tailor your e-communications to regions, trade areas or even specific stores. Our analytics identify retail selling opportunities by showing how consumers interact with your communications. Timely e-communications strengthen brand/product awareness or promote product updates and educational information. Real-time reporting allows you to modify your content mix over time to improve response and retention. IMN e-communications have been successful for over 3,000 clients, with an average monthly total of 60 million email communications sent by IMN on behalf of those clients.

Engage Through Content

With content that sparks and keeps consumer attention, you build store and website traffic to boost subsequent sales. IMN builds loyalty and promotes repeat purchases through the combination of recurring e-newsletters and targeted emails created and delivered on behalf of you and your retail distribution partners.

Each month consumers receive an e-newsletter packed with relevant, professionally developed content. At key points in the month we deliver targeted updates that help your retail distribution partners drive sales of specific products, extend brand messaging or convey other timely information. This careful mix of monthly e-communications minimizes opt-outs and promotes regular readership among consumers.

Content types include:

- Updates on in-stores news, products or promotions
- Lifestyle and regional articles
- Custom messages to target customer groups or life events
- Behavior-based follow-up communication
- Customer testimonials
- Video and audio

Capture More Email Addresses

IMN offers a variety of programs, including text messaging, that encourage point-of-sale capture of email addresses and e-newsletter sign-up. These programs help your retail distribution partners convert in-store traffic to first-time buyers, repeat purchasers or loyal customers. Email addresses are captured by store of origin to allow you to extend tailored messaging to unique customer groups.

Expand Your Reach

IMN combines the power of engaging content, mobile delivery and social sharing to expand your reach and further build your brand. Mobile delivery puts e-newsletters right into the hands of consumers. With a single click, they can easily share articles and offers through social media or IMN's e-newsletter "tell a friend" forwarding capability.

Drive Customer Action & Sales

Every IMN communication is more than just an email – it is a fully integrated and interactive combination of e-newsletter and microsite. Our unique microsite architecture layers content and effectively creates a campaign within a single communication. We lead the reader from great editorial content designed to retain and engage, to soft-sell product-oriented content that detects purchase intent, to a strong call to action that leads to improved sales.

Continually Improve Your Results

Our microsite architecture also enables analytics to go far beyond the initial clickthrough information of standard email. Real-time reporting is available on virtually all aspects of your e-newsletter's performance. Easy-to-interpret, full-color graphs and charts enable you to collect customer intelligence and turn it into improved results.

Reporting includes:

- Response reports
- Content Popularity reports
- Social Sharing reports
- Performance Trend reports
- Subscriber-level detail

Select IMN Clients



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"The e-newsletter provides a highly professional look, engaging content, and the ability to track each reader's interaction for easier, more targeted lead follow-up—all at a surprisingly affordable cost."

"The IMN Newsletters are awesome. It is the only marketing material my customers look forward to receiving. It is the most cost efficient way to communicate with our customer base and gives us the chance to communicate a message that supports the national message, the regional incentives, and a personal message right from the dealership with very little effort. Plus, we get measurable additional website traffic from the newsletter every month."

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