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Flimp® Video Direct Marketing Platform Announces Integration with More than 20 Email Service Providers

Companies can now track engagement with video by email address without changing ESP

HOPKINTON, Mass. (November 3, 2009) - [Flimp Media](#), a leading developer of on-demand video marketing, communications and sales solutions, announced today that it has completed the integration of its FLIMP video landing page solution with over twenty (20) popular email marketing services including Exact Target, Constant Contact, Silverpop, Vertical Response, Eloqua, YesMail, Convio and iContact.

The integration with email service providers (ESP's) enables users of the Flimp® video marketing and analytics platform to easily create and edit video email marketing campaigns and video landing pages without any programming or IT resources, deliver to target audiences using their existing email marketing service, and then track and report detailed video viewer engagement, responses and viral video activities by individual email address. **No other technology available tracks viewer engagement and interactions with video and rich media by individual email address.**

"We're pleased that virtually all the major ESP's have embraced the opportunity to integrate Flimp into their service portfolio," said Wayne Wall, Flimp Media's CEO. "We're transforming email marketing by converting the engagement benefits of rich media and online video into measurable viewer responses and sales."

Flimp video landing pages are being used by over 100 companies and organizations for higher education marketing, sports marketing, travel marketing, product marketing, employee benefits communications, corporate communications, fundraising and event marketing.

"We have been impressed by how easy it is to use the Flimp platform," explained Nate Kenyon, director of marketing communications for Boston College Law School. "From creating Flimps to distributing emails via the integrated ESP, this is a very user friendly tool with a great UI."

Advertising research conducted by Google and DoubleClick has shown that viewers are 4-7X more likely to engage with rich media and video content than static text and graphics. Flimp enables email marketers to enjoy the benefits of these higher response rates by incorporating rich media and video into their email marketing and messaging campaigns without changing email service providers.

For a complete list of the flimp integrated Email Service Providers [click here](#) or visit www.flimp.net.
<http://www.flimp.net/email-providers.php>

About Flimp Media

Flimp Media develops on-demand solutions for video marketing, communications and sales that enable non-technical users to quickly create, distribute, track and measure video landing pages, video sales brochures and video email communications without programming or IT resources. Flimp Media also offers clients affordable video production, analytics and landing page design services. For more information or to view a portfolio of examples and case studies, visit www.flimp.net.