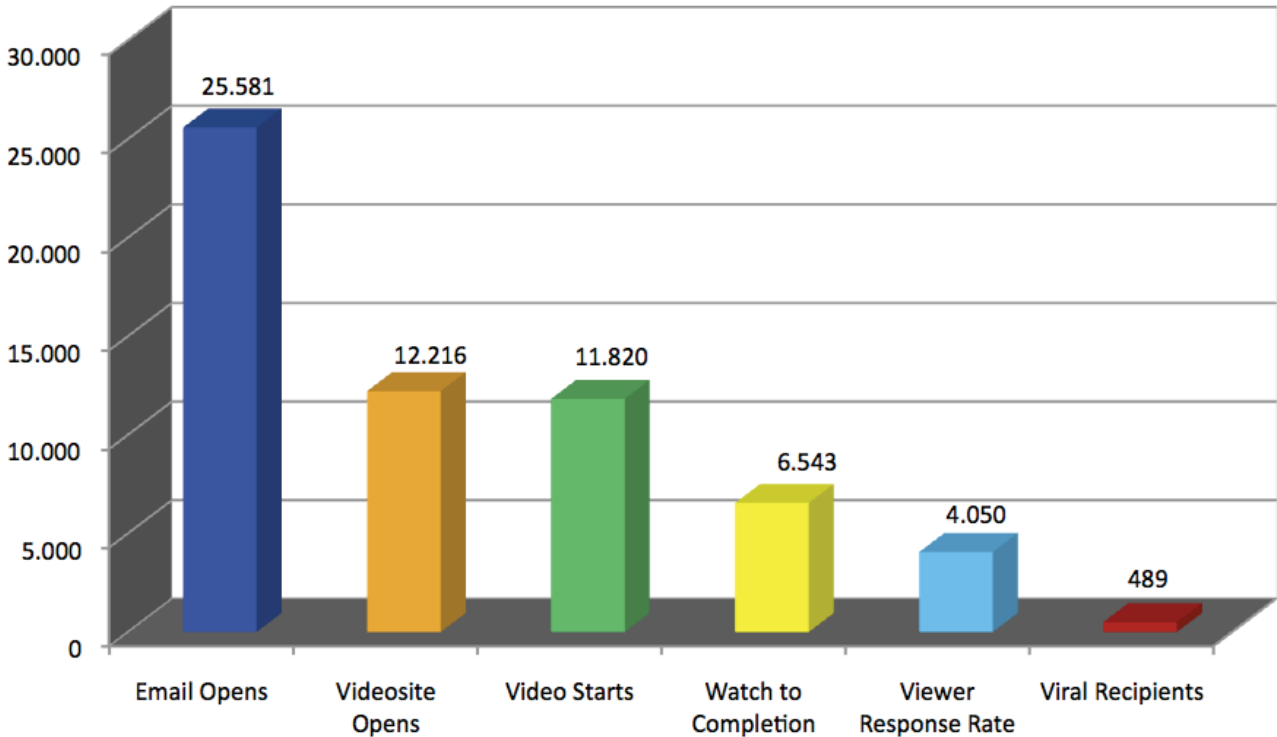


Flimp Videosite Marketing Campaigns. Viewer Engagement Response Data

**COMBINED DATA FROM THE NINE CAMPAIGNS PRODUCED THE FOLLOWING RESULTS:**

- 42.18% of email recipients opened their email message.
- 47.26% of people that opened their email clicked open the flash videosite message.
- 96.76% of videosite viewers were able to watch the video message.
- 53.56% of videosite viewers watched to completion (avg. length – 2 min 16 sec).
- 34.26% of videosite viewers clicked a response link on their flimp message.

Using FLIMP®, nine separate flash videosite email marketing campaigns were created, launched and tracked by individual email address across five markets including sports, real estate, financial services, fundraising, and nonprofit communications. The flash videosites were delivered by email to opt-in mail lists using the distribution tools within the FLIMP videosite platform.



Target Audience Actions	Viewers	Viewer Response Rate
Received flimp videosite message via email	61,290	100% of delivered emails
Opened email with flimp videosite message	25,581	42.18% of email recipients
Launched flimp videosite (email click thru's)	12,216	47.26% of email opens
Successfully watched video message (video starts)	11,820	97.76% of videosite viewers
Watched to completion (watched entire video)	6,543	53.56% of videosite viewers
Clicked response links on flimp (viewer response)	4,050	34.26% of videosite viewers
Viral Recipients (sent to a friend)	489	4.00% of videosite viewers