

Overview >>

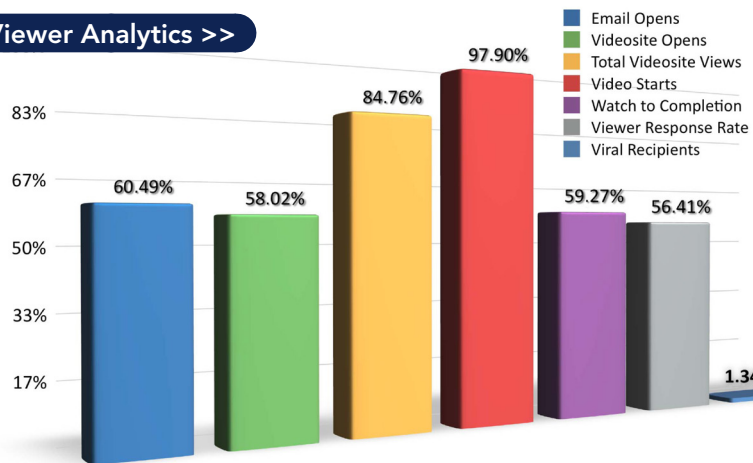
Flimp® makes it easy for you to incorporate Rich Media and Video Marketing with Analytics into your online marketing, sales and communications programs to drive higher engagement and response rates.

Using Flimp®, anyone can quickly create and distribute rich media email messages, marketing collateral and landing pages that can instantly track and report viewer engagement, response and viral activity by viewer email address. **All without any programming or IT resources.**

Flimp Analytics are integrated with most major email service providers, so it is very easy and inexpensive to plug into your existing direct marketing, sales and communications programs.



Viewer Analytics >>



Key Features >>

- Create rich media collateral and video landing pages with viewer reporting
- Drag and drop flash creative interface
- Flexible web form builder – no coding
- Reports viewer data by email address
- See who watched, for how long and the response/viral actions viewers took
- “Clone” existing flimps in seconds to create new marketing campaigns
- Built-in distribution tools to deliver rich messages to target audiences
- Open API and data export functions
- Integrates with most email marketing services and personal email accounts

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Sample Applications - Higher Education >>

Video/rich email marketing	Higher engagement and response rates – detailed reports
Trackable Digital Collateral	Prospective student collateral or development campaigns
Video landing pages	Flash landing pages for search/banner advertising
Rich media web content	Create trackable flash web content w/ no programming
Alumni Development	Engaging video messaging that tracks viewers by email address
Admissions Communications	Improve yields with engaging video communications
Educational Program Marketing	Higher engagement and conversion rates – detailed reports
Public Relations	Showcase academic, athletics and community involvement
Event marketing	Promote sports and cultural events to constituent audiences
Student/Parent Messaging	Tell a story with audiovisual email messaging – track results