

Overview >>

Fлимп® 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 Fлимп®, 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.**

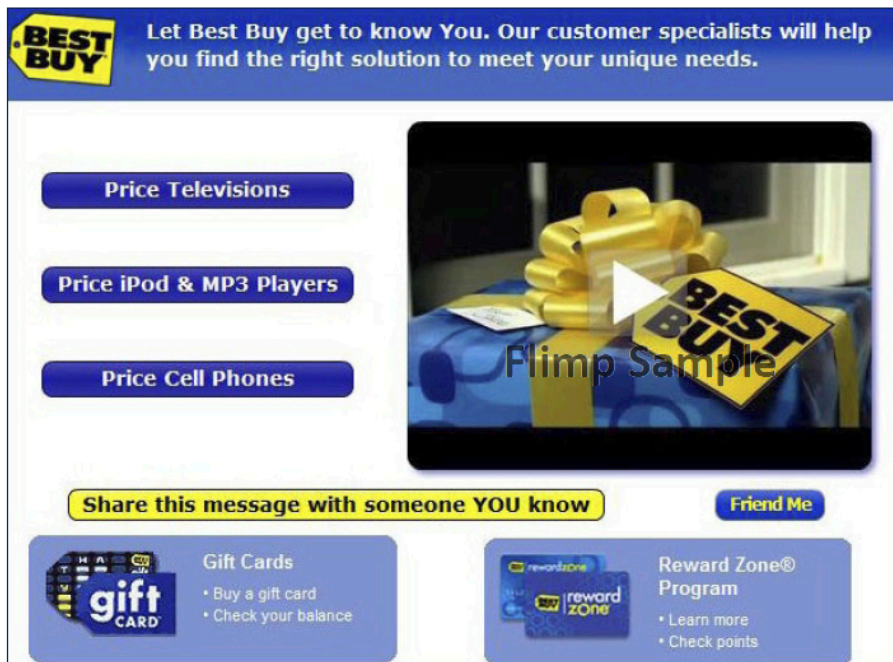
Fлимп Analytics are integrated with most major email service providers, so it is very easy and inexpensive to plug into your existing direct marketing, sales and communications programs.

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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BEST BUY Let Best Buy get to know You. Our customer specialists will help you find the right solution to meet your unique needs.

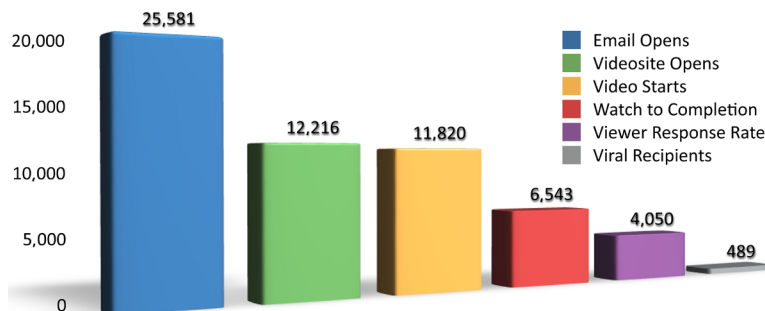
Price Televisions
Price iPod & MP3 Players
Price Cell Phones

Share this message with someone YOU know Friend Me

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• Buy a gift card
• Check your balance

Reward Zone® Program
• Learn more
• Check points

Viewer Analytics >>



Target Audience Actions	Viewers	Viewer Response Rate
Received video email via email	61,290	100% of delivered emails
Opened email with flimp videosite message	25,581	42.18% of email recipients
Launched flimp videosite (<i>email click thru's</i>)	12,216	47.26% of email opens
Clicked response links on flimp (<i>viewer response</i>)	4,050	34.26% of videosite viewers

Sample Applications - Retail >>

Video email marketing	Capture viewer data by email address
Audiovisual brochures	Branding - Direct advertising and third party marketing
Videosite landing pages	Multi channel sales messaging On line sales and in store sales
Audiovisual website content	Localization - Visual merchandising; special events
Corporate communications	HR training, compliance, recruitment
Trackable sales collateral	Intelligent interactive direct response Credit card, loyalty messaging and reward programs
Public Relations	Corporate governance, investor relations
Communications	In store service assistance, online ordering, in-home delivery and set-up services
Event marketing	Commercial incentive messaging Push marketing, A-B marketing and exclusivity