

Overview >>

Fлимп® makes it easy for you to incorporate Rich Media and Video Marketing with Analytics into your email 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 video 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 email marketing 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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Sony Ericsson Open

THE GLITZ, THE GLAMOUR AND THE GREATEST TENNIS PLAYERS IN THE WORLD WILL ONCE AGAIN BE ON DISPLAY, MARCH 26 - APRIL 6 AT THE 2008 SONY ERICSSON OPEN.

Friday, March 28 7:00 PM Venus Williams defending Wimbledon champ takes the court
Saturday, March 29 8:00 PM Roger Federer plays his opening round match

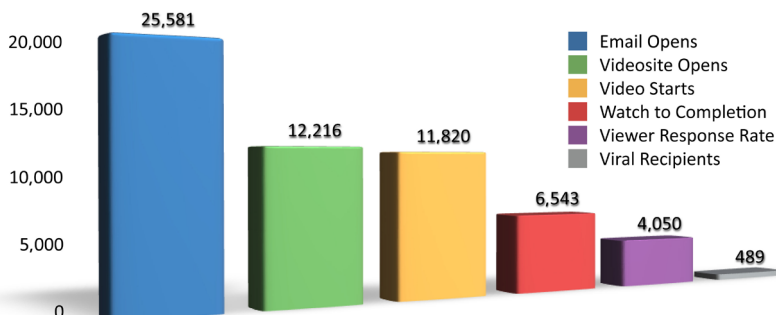
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Viewer Analytics >>



Target Audience Actions		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 video microsite (<i>email click thrus</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 - Sports Marketing >>

Video email marketing	Capture viewer data by email address
Audiovisual brochures	Sponsorships, promotions, and brand awareness
Videosite landing pages	Season tickets, advertising, branding
Audiovisual website content	Licenses merchandise, multimedia
Trackable sales collateral	Coordinated media plans, cross promotions
Public Relations	Corporate governance, investor relations
Communications	Stadium advertising, ticket sales, special promotions
Event marketing	Promote events, media broadcasts, athletic appearances