

For Direct Marketing, Sales and Communications with Multimedia Content

Flimp Applications:

- Intelligent Video Sales Collateral
- Interactive video marketing brochures
- Custom landing pages with A/B tracking
- Customized video widgets and microsites
- Multimedia web communications
- Video email marketing campaigns
- Inbound video marketing
- Mobile video marketing

Key Account Features & Benefits:

- Integrated solution for video marketing/sales
- Quickly create interactive video brochures
- No programming or technical skills required
- Drag and drop create and edit tools
- Simple, easy to use Reporting Dashboard
- Comprehensive web distribution tools
- Integrated with Google Analytics/Sales Force CRM
- Integrated with most Email Service Providers, Twitter and LinkedIn
- Search optimization tools

Viewer Reporting and Content Management Features

Reporting Features & Benefits

- Summary campaign tracking and reporting by Flimp
- Detailed viewer activity reporting by email address
- Viewer engagement tracking and reporting by email
- Viewer response tracking and reporting by email
- Viral video marketing tracking and reporting by email
- Mobile Distribution tracking and reporting by device
- Viewing time tracking and reporting by viewer
- Web form lead generation reporting

Content Management Features:

- Global storage and video content delivery network (CDN) for content hosting and data collection
- Automated viewer data collection & analytics reporting
- Digital asset management library (DAM) - for managing videos, graphics and image assets
- Master - sub account administration tools for controlling and managing multiple user accounts
- Automated video format conversion to FLV, MP4 or G3

Distribution Options - Email, Salesforce, Weblinks, Social Media, Website, Mobile

Email Distribution Options and Features:

- Your existing email ISP mail server – enter your outbound SMTP mail server to get viewer tracking
- FlimpMail – integrated with Google mail app and includes email viewer alerts and open tracking
- Salesforce – integrated with Salesforce CRM
- 30+ ESP's – Flimp is integrated with over 30 email service providers for email viewer tracking
- Mobile devices - distribution by email to smart phone + hand held devices

Other Web Distribution Features:

- Create unique URL weblinks for blogs, PDF's, websites, ads and web communications
- Create interactive thumbnail image links for web pages, blogs, ads and newsletters and social media pages
- Embed flimps as flash into HTML web pages and microsites
- Search optimize your flimps by placing hidden text behind the rich media to attract inbound viewers to your website

Additional Video Marketing Services Available: Go to www.flimpage.com

- **Creative Video Production:** Professional video creative for direct marketing, sales or communications uses.
- **Video Editing:** web video editing services.
- **Video Brochures:** Design and create custom video/brochures using client content and video assets.
- **Video Streaming:** hosted video and custom web programming services from FlimpStream.com
- **Video Email Marketing Campaigns:** We manage the entire lifecycle of the web video marketing campaign –from design to deployment to analytical reporting. This also includes working directly with the client email service, video search marketing and video website integration.