

OVERVIEW

Flimp Media provides event marketers with specialized audio-visual email marketing and analytics technology and campaign management services for promoting all types of events including conferences, trade shows, seminars, webinars and webcasts.

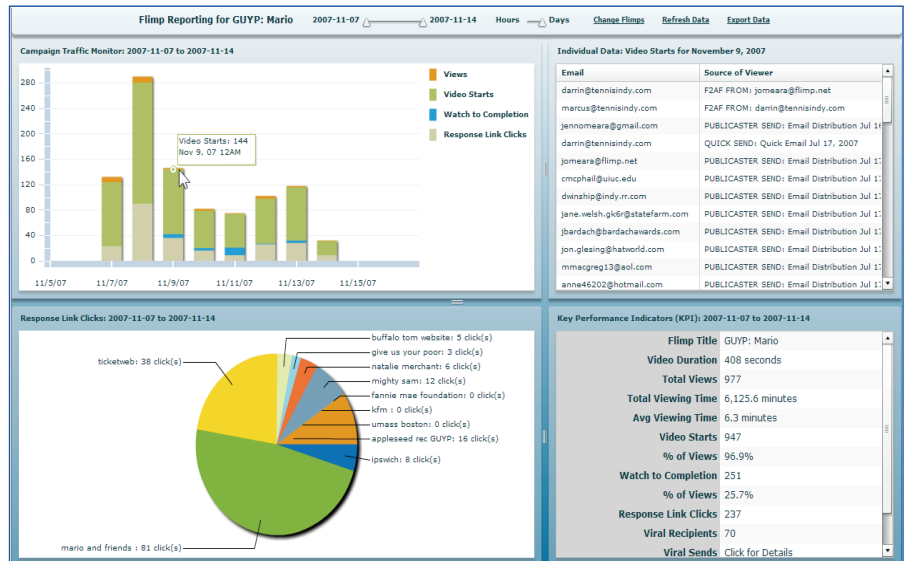
Using our patent pending FLIMP technology and available video and web graphics, we can quickly create and update custom branded flash videosites with specific calls to action that track and report all viewer activity by individual email address. Flimp campaigns can be delivered by email to target viewers and the collected viewer data is available in a reporting dashboard for analysis. Following each campaign, we compile a summary report of the campaign results which includes valuable data about your viewers including engagement, responses, and viral marketing information.

All Flimp client accounts are managed by a personal account manager who supports every aspect of your project - from the initial strategy and creative development to deployment and performance measurement. And if you want to run "do it yourself" campaigns using a Flimp SaaS Account, we can help you with that too.

Whatever your marketing objective is - event registration, speaker promotion, or sponsorship activation - FLIMP will create and deliver immediate measurable results.

KEY FEATURES

- Create custom branded flash videosites in less than an hour with no programming
- Detailed viewer tracking & reporting
- Reports viewer data by email address
- See who watched, for how long and what response actions each viewer took
- Flexible custom branded user interface
- Edit and update "on the fly" so you can change content after live deployment
- "Clone" existing videosites in seconds to create new campaigns for email marketing
- Built-in distribution tools to quickly deliver your flimp videosites to target audiences
- Develop and track viral video campaigns (send to a friend) – that generate new leads and prospects



FLIMP® VIEWER ACTIVITY REPORTING DASHBOARD

Flimp videosites instantly track and report viewer engagement, responses and viral activity by individual email address within a visual, easy to use web analytics dashboard. See who watched your videosites, for how long and how each person responded before following up. All viewer data can be easily exported to database spreadsheets for CRM or marketing database integration.

THE POWER AND FLEXIBILITY OF FLIMP®

- Quickly create flash videosites for email marketing and communications.
- Supports any length video and plays very high quality video in FLV format.
- Integrated solution – video hosting and digital asset management included.
- Enables you to track, measure and report data by individual email address.
- Fast, reliable video playing - Flash resides on 97% of all computers.
- Videos automatically play on all computers without software downloads.
- Flimp content can be easily integrated into HTML websites and web pages.
- Fast and Easy to Use - requires no flash programming or analytics plug-ins.

"The FLIMP platform was easy to use and the quality and clarity of the video was excellent. I was able to reach my audience in a much more personal and engaging way than if we had used HTML email."

"I am convinced that using video is much more powerful than using static print and email marketing and FLIMP makes it easy to do without getting into a big expensive marketing project. There is no question that using video content with the ability to track viewer responses will have a big impact on the future of event marketing."

Dr. Marshall Goldsmith
Executive Coach/Bestselling Author