



Contact: Jennifer O'Meara  
508-435-5220  
[jomeara@flimp.net](mailto:jomeara@flimp.net)

FOR IMMEDIATE RELEASE

**Flimp Media and ExactTarget Release 2010 Video Email Marketing Survey Results and Industry Trends Report**

50 Percent of Marketers Already Using Video with Email; 24 Percent are Considering; Only 21 Percent Indicate Email Provider Offers a Video Marketing Solution; 73 Percent Believe Video Email Significantly Increases Email Click Thru and Conversion Rates

Hopkinton, MA, (September 1, 2010) -- A new Video Email Marketing Trends survey of over 200 interactive marketing professionals reveals that most marketers believe that video based email marketing is "the wave of the future" while less than 5 percent "don't think it works". Online video is already being used by 50 percent of respondents and an additional 24 percent are considering using video in their email marketing campaigns. Surprisingly however, 35 percent of marketers said their email service provider did not offer a video marketing solution and 44 percent did not know if their ESP offered a video marketing solution. In general marketers were very optimistic about performance of video based email, as 73 percent believe that video increases email click thru rates and that consumers are more likely to purchase after viewing an email campaign that incorporates video. Only 4 percent of marketers surveyed indicated they did not believe that video email marketing works.

The survey was conducted by ExactTarget and Flimp Media together with Web Video Marketing Council in June 2010. The study queried over 200 interactive marketing professionals that "have marketing oversight responsibilities in their role" to gain insights into current marketing practices and perceptions regarding video based email marketing. Results were first reported in a live webinar in August 2010 entitled Driving Clicks and Conversions with Email + Video conducted by the Web Video Marketing Council, Flimp Media and ExactTarget. The survey results and 2010 Video Email Marketing Trends Report are available for download here: [http://www.flimp.net/2010\\_video\\_email\\_marketing\\_trends\\_survey.php](http://www.flimp.net/2010_video_email_marketing_trends_survey.php)

Speaking about the survey, Paul Ritter, Director of Strategic Programs for the Web Video Marketing Council commented: "We knew that there was strong interest among marketers in video based email marketing, but were surprised by the current adoption levels at around 50

percent and the overwhelming sentiment that video email increases click thru rates and purchases. This is definitely a strong online marketing trend to watch.”

The survey also asked marketers what they think are the most effective ways to deploy video with email and what they believe are the primary barriers to using video with email marketing. Most marketers agreed that linking from a video image in the email message to a video landing page was the most effective while using animated and video GIF’s were cited by the fewest number of marketers as the most effective video email application. To learn about these results, download the 2010 Video Email Marketing Trends Report here:

[http://www.flimp.net/2010\\_video\\_email\\_marketing\\_trends\\_survey.php](http://www.flimp.net/2010_video_email_marketing_trends_survey.php)

Wayne Wall, CEO of Flimp Media, which develops video marketing and analytics technology, said “Marketers realize that video drives much higher email engagement and response rates and that it is getting harder to differentiate email marketing with static content. In contrast, 79 percent of marketers surveyed said their email service provider does not offer a video marketing solution or they weren’t aware if they did. Seems like a pretty big growth opportunity for ExactTarget and other ESP’s that isn’t being addressed.”

### **Download the 2010 Video Email Marketing Survey Data and Industry trends Report**

Access the survey results and download the 2010 Video Email Trends Report from this link: [http://www.flimp.net/2010\\_video\\_email\\_marketing\\_trends\\_survey.php](http://www.flimp.net/2010_video_email_marketing_trends_survey.php)

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### **About Flimp Media**

Flimp Media® provides video marketing and communications software and creative video production services to a diverse and rapidly expanding collection of clients. Their proprietary FLIMP software allows marketers to create, distribute and track interactive video brochures and video landing pages without any programming or design skills. The Flimp platform is integrated with more than thirty email service providers, as well as Google Analytics, and allows marketers to track viewer behavior by individual email address. For more information, please visit [www.flimp.net](http://www.flimp.net) and [www.flimpagency.com](http://www.flimpagency.com).

### **About ExactTarget**

ExactTarget is a leading global provider of on-demand email marketing and interactive marketing solutions. The company's software as a service technology provides organizations a single platform to connect with customers via triggered and transactional email, integrated text messaging, landing pages and social media. ExactTarget's software powers permission-based multi-channel communications for thousands of organizations around the world including Expedia.com, Fairfax Digital, Best Buy, CareerBuilder.com, Gannett Co., Inc., The Home Depot and WellPoint, Inc. For more information please visit [www.exacttarget.com](http://www.exacttarget.com)

### **About the Web Video Marketing Council**

The Web Video Marketing Council (WVMC) is a professional association established to provide timely, relevant information about video marketing topics and technologies to professional marketers and communicators through its website, newsletter, reports and webinars. For more information please visit our website, [www.webvideomarketing.org](http://www.webvideomarketing.org) .