

Press Release



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E-Marketing Innovator Launches Trackable RSS Feed Capability

New feature transforms one-way news and information aggregation services into two-way marketing tools

Newton, MA – February 23, 2004 – IMN, Inc., the leading online direct marketing pioneer that continues to push the role and value of e-marketing through its dynamic content capabilities, is at it again. The company is now introducing a new tracking and reporting feature that allows its customers to embed RSS feeds into their IMN-based e-publications – typically an e-newsletter or weblog – and then gain key customer learning through IMN’s content behavioral analytics.

RSS feeds are online newswires. RSS feed aggregators are Web-based services that allow online users to easily subscribe to the RSS feeds that they are interested in receiving. There are currently over 15 different RSS aggregators to choose from, with millions of users.

The ability to embed an RSS feed that allows marketers to track how readers interact with the content into a corporate e-publication instantly transforms an RSS feed from a one-way news stream into a two-way marketing tool that lets marketers and feed subscribers learn from each other. Once subscribers choose an IMN customer’s RSS feed to be included in their aggregation service, headlines and abstracts of online content published by that customer will be downloaded into the subscribers’ aggregation directory page. Subscribers can then click on a link embedded in the abstract that will take them directly to the e-newsletter or weblog. Marketers can then use IMN’s content tracking and reporting

capabilities to learn subscribers' preferences, segment them accordingly and then respond with even more relevant and meaningful content that the subscriber will welcome and value.

Kathleen Goodwin, President and CEO of IMN, Inc. says, "Every time someone on the Internet interacts with content, there is an opportunity to learn what they want and care about most and then respond with fine-tuned information and messaging that will help build a stronger relationship. Adding trackable RSS feeds to our core e-newsletter and weblog services gives our customers a new channel for not only exposing their company's news and information, but for building loyal customers through the mutual exchange of information. This in turn translates into more efficient and effective marketing programs and higher marketing ROI."

IMN first introduced the basic capability to link IMN-based e-publications to RSS feeds last fall and in doing so solved one of e-marketers' most frustrating dilemmas – the over-dependence on email as the primary online content distribution system. Problems such as overzealous spam-blocking and firewalls don't apply to RSS feed services. And because recipients of the feeds have requested them, there is no concern about sending unsolicited and unwanted content to online viewers. In fact, marketers consider aggregator service subscribers who sign up for RSS feeds highly qualified target audiences.

IMN customers interested in taking advantage of IMN's RSS feed capabilities will be able to choose from three different service levels: the first level enables customers to embed the RSS feed so it can be picked up by the RSS feed aggregators; the second "trackable" level allows the marketer to track and learn from groups of subscribers interacting with content; the third level is trackable and customizable for enhanced personalization. Both trackable levels give each subscriber a unique identifier so that IMN's reporting engines can track and analyze individual behavior. Marketers can then respond to individual subscribers via the feed, email, or the companion microsite using IMN's dynamic content capabilities with truly personalized information and messaging based on the learning.

The potential marketing uses for the new IMN trackable RSS feed feature include internal corporate applications, as well. For example, a 401k provider offers a large client with 10,000 employees an RSS feed to its IMN-based e-newsletter. The feed can be embedded in the employer's intranet. Headlines and content abstracts from the e-newsletter will be

automatically displayed for all employees to see along with the link to the entire publication. The 401k provider can then use IMN's content tracking and behavior analysis to learn employee retirement investment interests, preferences and priorities according to which articles in the e-newsletter they read the most and how much time they spend on each article - and then respond with relevant offerings and information.

IMN's new trackable RSS feed feature is the latest in a series of pioneering initiatives developed to help marketers gain actionable customer intelligence. Last month the company began offering its tracking and reporting capabilities apart from its e-newsletter and weblog formatting services. Now companies can embed the behavioral analytics into their own proprietary e-publications.

About IMN

IMN is a leading provider of e-marketing services and analytic solutions. Historically focused on email marketing, IMN now delivers cross-platform solutions that enhance business performance resulting in higher returns on e-marketing investments. These solutions include: email, web sites, RSS feeds, weblogs, and platform independent tracking and analysis solutions. IMN products are sold across all continents directly and through a host of reseller organizations. IMN has pioneered Informative Marketing™, an approach that is based on the continuous honing of content in response to customer behaviors. Companies rely on IMN's services to better engage their customers by serving content that they want, need and look forward to receiving. IMN's behavioral reporting allows instant measurement of individual responses to specific content – from what subscribers open first to the topics that engage them for the longest time. Founded in 1999 and funded by Brook Venture Fund, IMN offers its services to more than over 900 active accounts globally. Its approach to dynamic customer learning has been embraced by Scudder Investments, O-Mail (for O, The Oprah Magazine), Enterprise Rent-A-Car, Shell Oil, Wachovia, Pharmaton and General Electric. More information can be found at www.imninc.com or by calling 866-964-NEWS.

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