

## Press Release



the more you use it, the smarter you get.

### **IMN Unveils New Tools for Correlating Content to Reader Behaviors, Enabling E-Marketers to Take Quick Action to Improve ROI**

*IMN Also Enhances Access to Mailing Statistics and Subscriber Analyses to Evaluate E-Newsletter and E-Mail Performance*

**NEWTON, MA, November 10, 2003**—E-marketing firm IMN, Inc. (formerly iMakeNews) has launched in-depth behavioral analysis tools and enhanced its reporting capabilities to improve marketers' return on e-newsletter and e-mail investments. Through IMN's Web-based services, marketers now have access to detailed primary research correlating specific e-marketing content with reader behaviors. They also have greater access to mailing statistics and subscriber analyses to evaluate mailing performance.

"Market-leading research organizations have long considered behavioral data to be the gold standard for the measurement of marketing performance, but they note that behavioral measures are often challenging to uncover. IMN's new reporting makes it easy for marketers to gather and understand behavioral information by turning raw data into actionable decision support tools, thereby improving the performance of their marketing campaigns. We do this by closing the gap between a buyer's need for control and relevancy and a marketer's need for results," said Kathleen Goodwin, President and CEO of IMN.

Among early users of the reporting capabilities is PartyLite, the world's largest direct seller of candles and decorative accessories, and a major brand of Blyth, Inc. (NYSE:

BTH). PartyLite provides personalized e-newsletters to its consultants, who sell products through home party demonstrations.

“IMN’s reporting capabilities give PartyLite a marketing advantage,” said Peggi Peaslee, Manager, Extranet Services at PartyLite “By understanding our customers’ interests, we can make each newsletter issue more relevant, thus creating a stronger relationship with greater involvement. We now have a highly personalized relationship with every customer and prospect, leading to greater brand awareness and loyalty.”

The IMN reports provide marketers with short-term and long-term snapshots of:

--The content that is most popular with their customers, analyzed by topics, article titles, and article links.

--The amount of time customers are spending with each e-mail or e-newsletter, and with the specific content within them. Marketers can also measure how quickly readers open their e-mails, and whether this varies by mailing date, article placement on a page, subject lines, and a host of other categories. For instance, PartyLite knows that customers spend an average of three minutes on each one-page issue and that they typically read 66 percent of the content. They also know that customers open their newsletters more quickly if they receive them close to the weekend, rather than early in the work week.

--Benchmarks and best practices within and across industries. For example, e-marketers can compare total and unique open rates, total and unique click throughs, visits to companion microsites, percentages of subscriber referrals, total page views, and many other measures against their industry peers on an anonymous basis.

--Analysis and segmentation of subscribers by level of activity, as measured by how frequently each customer opens e-mails, clicks one or more articles or sections within them, consistently “clicks around” from issue to issue, and navigates through companion microsites.

--Mailing performance, including percentages of e-mails that are delivered or that bounce back due to incorrect addresses, full mailboxes, and vacations (all tracked separately).

IMN's enhancements enable customers to report on current issues and mailings, and to draw from their archives, enabling valuable comparisons between the past and the present. Reports extend back to customers' first e-newsletter or e-mail campaigns and give marketers detailed measures of several variables on one or a series of screens. In an instant, marketers have a "dashboard view" of their performance, decision-support information for campaign management, and documentation to justify future investments. Reporting formats include narrative text, histograms (to analyze performance by day), graphs showing trending and comparisons across issues or mailings, averages and minimum/maximum values, and more.

For additional information, please go to [www.imninc.com](http://www.imninc.com) or call 866-964-NEWS.

#### **About IMN**

IMN, Inc. empowers organizations to develop and maintain profitable relationships with their customers and stakeholders through e-marketing programs. IMN has pioneered Informative Marketing™, an approach that is based on the continuous measurement of responses to content and offers for an improved return on investment (ROI). The company's e-marketing services include e-newsletters, e-marketing campaigns and e-mailed blogs. Founded in 1999 and funded by Brook Venture Fund, the company offers its services to more than 800 customers globally, including Scudder Investments, Enterprise Rent-A-Car, Shell Oil, Evergreen, Pharmaton and Nelson Bach USA. IMN is based in Newton, MA. More information can be found at [www.imninc.com](http://www.imninc.com) or by calling 866-964-NEWS.

*Journalists who would like more information, screen shots of sample reports, or demonstrations of the IMN reporting capabilities should contact Dawn Ringel, Warner Communications, at 781-449-8456 or [dawn@warnerpr.com](mailto:dawn@warnerpr.com).*