



IMN Premieres Podcasting as an Enhancement to its E-Newsletter Service at ad:tech

*Podcasts Boost Reader Attention to E-Newsletter Messages;
Make E-Newsletters More Impactful*

Waltham, MA, and New York NY, November 7, 2005—Today, marketing and advertising executives attending the national ad:tech conference in New York are “tuning in” to the latest innovation in e-newsletter communications—podcasting from IMN.

IMN, a leading e-communications service provider, has expanded its Web-based e-newsletter service to capitalize on the new power of podcasting. Marketers can now add their pre-produced podcasts to their e-newsletters as easily as they insert written content, graphics, or pictures, publishing the audio files with just a few mouse clicks. The podcasts can include any audio content that e-newsletter publishers want to make available to their readers. Readers can click the podcast links in the e-newsletters and play the podcasts through their computers’ MP3 audio software such as Windows Media Player or QuickTime, or iTunes, or they can download the podcasts to portable devices such as iPods.

“Podcasting is already an exciting innovation being rapidly adopted by Web marketers,” said David A. Fish, CEO of IMN. “Now we are extending the power of podcasting to e-newsletter marketers. Podcasts add a greater level of impact and interactivity to every e-newsletter, and enable marketers to build on a proven customer communications vehicle.”

IMN is piloting the podcasting feature using its own e-newsletter, *Informed Marketer News*. The October 2005 issue of the e-newsletter contained a short podcast in which the benefits of podcasting within e-newsletters were covered in a Q&A audio interview. The podcast proved to be more than twice as popular as any of the text or graphical content in that issue. The e-newsletter is archived at <http://newsletter.imninc.com>.

For both B2B and B2C marketers, the applications for e-newsletter podcasts are wide ranging. Technology vendors, for example, might produce a podcast Q&A interview about a product or strategy in place of a written white paper. A consumer products company could feature recorded product testimonials or new product announcements. Many e-newsletter marketers open their e-newsletter with a “letter from the editor,” and podcasts are a logical extension of this technique.

IMN’s podcasting service offers an added and unique benefit; the podcasts are immediately “trackable.” Marketers using IMN’s e-newsletter platform have instant access to reports that track reader behavior, and podcast consumption is tracked just like readership of any text article, survey response, form submission, or click to an external link. As such, podcasting fits into IMN’s Informative Marketing™ strategy, in which subscriber preferences and activities can be used as marketing intelligence to continually drive marketing strategy.

The podcasting service extends IMN’s commitment to innovative e-communications, bringing the power of rich media and a variety of delivery vehicles for online marketers. Accordingly, the podcast capability will be available not only in IMN’s e-newsletter service, but also in the company’s blog and mini-site services.



Marketers who would like more information on incorporating podcasts within e-communications can contact IMN at 866-964-NEWS or visit www.imninc.com.

About IMN

IMN (iMakeNews, Inc.) of Waltham, MA is a leading e-communications service provider. Originally focused on e-newsletters, IMN now delivers e-communications solutions that boost business performance and span e-newsletters, email, mini-sites, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. IMN has pioneered Informative Marketing™, a strategy for using online analytics to better understand customers and prospects, take action based on their responses to content, and improve the return on e-communications program investments. Founded in 1999 and funded by Brook Venture Funds, IMN services over 1,300 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. IMN is located at 200 Fifth Avenue, Waltham, MA 02451.

Journalists who would like more information should contact Dawn Ringel, Warner Communications, at 781-449-8456 or dawn@warnerpr.com.