

IMN Introduces Loyalty Driver™ Portal to Make Auto Dealership E-Newsletters Even Faster and Easier to Publish

Portal Includes Auto Dealer Group Feature to Streamline E-Newsletter Production Across Multiple Locations and Brands

Waltham, MA, February 3, 2007—IMN, provider of the IMN Loyalty Driver™ e-newsletter service for auto dealerships, has enhanced the service to make it even faster and easier to use. IMN has launched the Loyalty Driver Portal to streamline the process of reviewing and customizing content, uploading subscriber lists, and approving final drafts—all from one centralized online point of entry. IMN announced the Portal during the National Automobile Dealers Association (NADA) Convention & Exposition February 3-7 in Las Vegas.

“Dealerships already consider IMN Loyalty Driver the gold standard in e-newsletter services, and now we’re raising that standard by creating an even more efficient model,” said Brian Epro, Director of IMN’s Automotive Services Group. “The majority of dealers today are incredibly time-pinched—managing dealerships, overseeing sales and service teams, and maintaining their bottom line. IMN Loyalty Driver was already intuitive for them to use; the Portal makes it even easier by letting them control the whole process from start to finish, and eliminating extra steps.”

Each month, IMN now e-mails dealerships a draft of their e-newsletters filled with rich and varied content, and a link to a Web address for their own Portal. From there, they can quickly review IMN’s content and use content “wizards” to add their own articles, coupons, or customer surveys—which will automatically flow into templates that are customized for their dealerships. From a single location, dealers can also:

- Manage and update subscriber and opt-out lists.
- Give final online approval with just one click.
- Analyze reports showing their e-newsletters’ open rates, clickthrough rates, and content popularity. They can also track clicks from the e-newsletters to dealership Websites, and customer Buy Signals™ (such as requests for test drives).

The Portal includes an Auto Dealer Group feature for dealerships with multiple stores and brands. These larger dealerships can enter their articles and any coupons just once, and have them flow automatically into every one of the group’s e-newsletters. This allows for both consistent messaging and significant time savings.

The new Portal also has a Coupon Editor feature, letting dealers create customized coupons, and then track which offers and incentives are most effective.

IMN Loyalty Driver is a fully managed, monthly e-newsletter service for auto dealers, with valuable lifestyle and soft-sell content to maintain customers' interest and loyalty to their dealerships. The e-newsletters include sophisticated readership analytics, and a Buy Signal service that identifies individuals who have requested test drives so the appropriate salespersons can quickly follow up. Dealerships using the service report dramatic increases in Web traffic and immediate requests for additional information and test drives after every e-newsletter mailing. More than 300 dealerships now use IMN Loyalty Driver.

For more information on IMN Loyalty Driver, dealers can visit booth number 3881C at the NADA Convention, see www.imnloyaltydriver.com or call 1-866-964-NEWS (6397), extension 214.

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, e-mail, 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 1,800 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. More information about IMN is available at <http://www.imninc.com>.

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