



ABOUT IMN

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by regional and community banks such as NewportFed and Salin Bank. Additional information can be found at www.bankadviser.com or by calling **1-877-581-0603**.

Grow Customer Relationships with IMN Bank Adviser™ - E-Communications for Community Banks

Regional and community banks are known for their commitment to customers, both retail and small business. But today with increased competition and many of those customers visiting branches only occasionally, the challenge of keeping and growing those customer relationships has gotten more complex.

Build Loyalty - Improve Sales

Bank Adviser is an innovative e-communication solution developed specifically for community banks that helps to build customer loyalty and cross-sell more products.

Deliver Quality Content - You Don't Have to Write

Bank Adviser is the only fully managed e-newsletter service that includes professionally written content designed to inform and engage your customers. Great content keeps the attention of customers over the long term. When they are ready to buy their next financial product, not only are they better informed, they are more likely to turn to you.

Lower Costs - Increase Impact

Bank Adviser customers who replace their printed newsletters can reduce costs by up to 90%. One customer saved \$100,000 dollars a year. Another bank reduced their costs by \$24,000 a year while increasing frequency from three times a year to once a month. With Bank Adviser you can consistently deliver a high quality professionally written e-newsletter on a monthly basis while significantly reducing your printing costs.

Reach Retail and Small Business Customers

Bank Adviser also offers monthly e-newsletters with content geared specifically for your retail and small business customers. This allows you to communicate effectively and efficiently with both segments of your customer base.

Marketing Made Easy

Every month, Bank Adviser sends an e-newsletter to your customers and prospects that is packed with professionally written content and is customized with your bank's branding. Content types include:

- Articles on major bank products and services
- Financial tips customers can use when they face life events
- Engaging lifestyle articles on health, entertainment and travel
- Information for retail customers and small business owners

Each month, you can review and customize your e-newsletter using the Bank Adviser portal. You can promote your products and the community organizations that you support by adding your own articles and offers.

You also have the option of helping your small business customers attract new business by incorporating their special offers into your e-newsletters.

Multichannel and Multi-Touch

Bank Adviser e-newsletters bring together the power of social networking, mobile access and multimedia delivery.

- With one click, subscribers can easily drive the viral spread of articles and promotions through social media
- Mobile access puts e-newsletters right in the hands of your subscribers, in particular Generation Y
- Video content delivers sights and sounds that make new products come alive

Buying Signals

Bank Adviser reports measure your e-newsletter performance and make it clear which promotions and articles are most popular with your customers.

- In-Market reports identify opportunities for cross-sell and up-sell
- Response reports show open rates, total and unique clicks and promotions performance



THE BOTTOM LINE - BANK ADVISER HELPS YOU

- Communicate efficiently, effectively - and in compliance
- Deliver e-newsletters to small business and retail customers
- Use the power of social media
- Reach customers on mobile devices
- Encourage customers to be green
- Save marketing dollars and achieve a substantial ROI

Contact us today 877-581-0603 or visit our website:
www.bankadviser.com