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## **Over 700 Auto Dealers Nationwide Turn to IMN Loyalty Driver e-Newsletter**

*IMN Loyalty Driver e-newsletter increases website visitors and drives sales for independent and franchised dealers across the nation*

Waltham, MA – (January 16, 2008) IMN announces that over 700 independent and franchised dealers nationwide are using IMN Loyalty Driver, the fully-managed e-newsletter created specifically for auto dealers, to increase customer loyalty and drive sales in vehicles, services and parts. The growth in dealer usage is attributed to a unique content-driven format that cuts through consumer email clutter, resulting in greater readership and increased dealership website traffic.

With a majority of consumers preferring to receive information via email, the e-newsletter is fast becoming the preferred way for automotive dealers to communicate with their customers and prospects. The Loyalty Driver e-newsletter is unique because of a focus on interesting, informative content that results in a ‘soft sell’ approach. By combining timely promotions, coupons and vehicle videos with articles on current lifestyle and automotive topics of interest, the Loyalty Driver e-newsletters avoid turning off consumers with hard sales pitches and instead create loyal readers and life-long dealership customers.

Dealerships are recognizing that this unique focus on article content, paired with relevant special offers, results in greater e-newsletter readership, lower opt-out rates, increased website traffic and greater customer loyalty. Connell Nissan of Costa Mesa, California is just one dealership that has seen a boost in leads from Loyalty Driver. Mark Ranauro, General Manager of Connell says, “It’s not only a great relationship builder with our customers, but immediately after it goes out we experience an increase in leads as well as comments and questions from our customers. It is definitely working for us.”

Each Loyalty Driver e-newsletter is customized with a dealership’s graphics and brand and a dealer can choose to add unique promotions and articles. As a fully-managed service, IMN distributes the e-newsletter to a dealership’s list of customers and prospects and then provides detailed analytics and tracking for valuable marketing feedback.

“We are very pleased to announce that we have over 700 dealers currently using our Loyalty Driver platform,” says Brian Epro, Director of the Automotive Services Group at IMN. “We designed Loyalty Driver to be a vehicle for informative and interesting content, believing that the content keeps recipients reading and therefore keeps a dealership front-of-mind when a vehicle or service need arises. Our current success validates this belief and keeps us committed to continuing to deliver the content and superior customer service we are known for.”

## About IMN

IMN specializes in providing e-communications services that enable companies to communicate to their customers using content-driven e-newsletters, HTML email, micro-sites, and blogs, which are designed to drive measurable brand impact and product visibility, leads and sales. In 2005 IMN launched the Auto Services Group with its flagship product, IMN Loyalty Driver™, a fully managed e-newsletter that allows auto dealerships to communicate with their customers via multi-media capable email and e-newsletters for increased customer loyalty and new business in vehicles, services and parts. With a unique content-driven approach that grabs reader attention while promoting a dealership's brand and generating product visibility and leads, Loyalty Driver is used by over 700 auto dealers nationwide. IMN serves customers worldwide and is headquartered in Waltham, MA. Additional information can be found at [www.imnloyaltydriver.com](http://www.imnloyaltydriver.com) or by calling 1-866-964-NEWS.

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