



Drip Marketing to Drive Participant Action

Want to drive customer interaction and engagement?

Many financial services firms have realized that regular communication and interaction between participants and their financial advisers is the key to success. When it comes to financial planning, most participants do not act in their own best interest. IMN's e-communications solutions allow financial services firms to easily educate and engage their advisers who, in turn, interact with their participants, encouraging them to be financially responsible.

How do I interact?

IMN has the answer – innovative e-communications solutions including: e-newsletters, email, mini-sites, web-logs and RSS, all with robust tracking and analytics.

Financial Services firms are able to:

- Take advantage of “drip” marketing opportunities
- Drive interaction with financial advisers who will engage consumers
- Increase loyalty
- Target your message
- Open the lines of communication
- Meet regulatory requirements
- Deliver required annual mailings

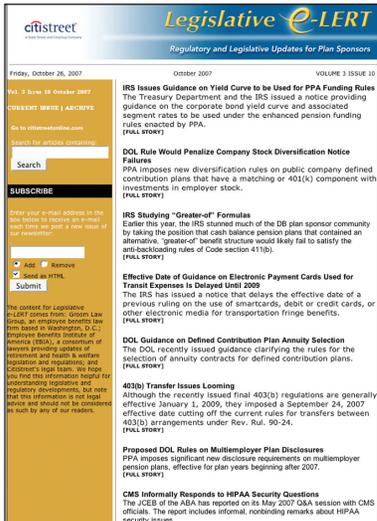
Some of IMN's many financial services clients include:

CitiStreet, Wachovia, ING, MetLife, Janus Capital Group, Eaton Vance and Direct Federal Credit Union. Realize the full power of closed-loop communications with IMN for Financial Services.

CitiStreet Benefits from Interactive E-Communications

As an IMN client, CitiStreet is proving how effective on-line communications can serve to drive loyalty through direct and indirect channels in the Financial Services industry.

CitiStreet uses the IMN e-communications tool to distribute two e-newsletters with varying content. The first is *Legislative e-LERT*, a monthly e-newsletter that contains articles about upcoming, potential and existing regulatory, legislative and compliance issues. The second, *Sponsor Forum*, is a quarterly e-newsletter that contains CitiStreet-related and industry-wide news and information. Both e-newsletters have multiple versions targeted by market. In between the quarterly





iMakeNews™ Newsletter

e-newsletter sends, CitiStreet “drip” delivers one article a month – selected from the most popular and timely articles from *Sponsor Forum* – to their subscribers to keep them engaged and informed and to drive them back to the *Sponsor Forum* microsite for additional content.

Leveraging the reporting and analytics from each e-newsletter send, CitiStreet continuously tailors their editorial decisions, story placement and communication delivery strategies based on the interests of their subscribers. CitiStreet also values the reporting capability because it provides a way to validate the use of the tool as a benefit to their customers.

The result? CitiStreet has enjoyed an increase in subscribers to their e-newsletters, which allows them to consistently drive interaction with plan sponsors and their CitiStreet relationship managers.

About IMN

IMN specializes in e-communications services for sales and distribution networks, enabling financial services companies to support their client base with multi-media capable e-mail and e-newsletters, which are designed to drive measurable brand impact and product visibility for the financial services company, as well as increased adoption and participation rates for the intermediaries. IMN services over 2,800 accounts globally including CitiStreet, Wachovia, ING, MetLife, Janus Capital Group, Eaton Vance and Direct Federal Credit Union. IMN serves customers worldwide and is headquartered in Waltham, MA. Additional information can be found at www.imninc.com or by calling 1-866-964-NEWS.