



For Immediate Release

IMN Selected by MINI USA to Accelerate Email Marketing Results

IMN Loyalty Driver Extends MINI's Reach With Loyal Customers in the U.S. to Drive Retention Efforts and Ensure Brand Consistency Across More Than 110 Dealerships

LAS VEGAS - 2012 National Aftersales Conference, booth #405 - March 19, 2012 - [IMN](#), the digital marketing company that delivers branded eNewsletters and content for vertical markets, today announced details of its work as an approved vendor for MINI USA. The popular car manufacturer has approved IMN's [Loyalty Driver](#)[™], the most widely-used eCommunication service for automotive dealerships, for use across its United States dealer network. Now, more than 110 MINI dealers have access to powerful digital marketing capabilities that will enable them to better communicate with passionate owners, and translate existing brand loyalty into greater customer retention and recurring revenue opportunities.

IMN will present details about its Loyalty Driver service and what it offers MINI USA dealers at the 2012 National Aftersales Conference, taking place March 19-21 in Las Vegas. IMN will demonstrate recent Loyalty Driver enhancements at booth #405.

"MINI has some of the world's most dedicated and enthusiastic owners, and it is important to keep them engaged with content that dealers can customize locally while remaining consistent with our brand standards as well as national offers and promotions," said Tom Salkowsky, manager, MINI Marketing. "With IMN's experience in the auto industry, its rich digital marketing platform and insightful analytics, our dealers will benefit from even greater insight about their local MINI customer base and target offers to drive greater sales and service revenues."

As part of this arrangement, IMN creates nationally branded eNewsletter content for MINI USA, focusing on national sales promotions as well as lifestyle, destination, maintenance and other general interest topics. Dealers can then customize the eNewsletter with local offers and events based on their specific marketing plans and sales goals. Dealers can take advantage of the social media module embedded in each eNewsletter to encourage content sharing across readers' social networks. In addition to being able to track click-throughs and open rates while gaining insight into customers' engagement with specific content, dealers can also utilize advanced reporting features to follow eNewsletter-influenced sales as well as scheduled appointments for test drives and service.

"We know MINI buyers across the country naturally want to engage with the MINI brand, and we continue to see proof with the extremely high eNewsletter readership rates for those dealers who have already rolled out Loyalty Driver to their customers and prospects," said Bill

Gaudreau, vice president, strategic automotive relationships, IMN. "IMN has a strong working relationship with MINI USA and is looking forward to increased adoption of the eNewsletter as an important tool to drive more targeted, consistent communications with owners."

MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 111 MINI passenger car dealers in 38 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of six unique vehicles.

Journalist note: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

Consumer information about MINI products is available via the internet at: www.MINIUSA.com

About IMN

IMN is the [digital marketing](#) company that delivers [branded eNewsletters](#) and content for more than 4,000 organizations worldwide. By combining custom, vertically-oriented content with advanced publishing technology and services, IMN enables companies to engage with their prospects and customers to drive business results via email, mobile and social platforms. In addition to taking advantage of IMN's expertise within the automotive, banking and direct selling industries, customers benefit from analytics-based intelligence that provides insight into buying behavior and purchase preferences to successfully encourage [brand loyalty](#) and generate leads. For more information, visit <http://www.imninc.com>.

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