



## ABOUT IMN

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications services. IMN helps direct selling organizations support their consultants with multimedia-capable email and e-newsletters designed to drive measurable brand impact and product visibility for the direct selling company, as well as sales, parties and recruits for consultants. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Thirty-One, Saladmaster, NYR Organic, and Private Quarters. It also serves industry affiliations such as Direct Selling (DSA) and Direct Selling Women's Alliance (DSWA). Additional information can be found at [www.partypulse.com](http://www.partypulse.com) or by calling 1-866-964-6397 ex. 7237.

# Party Pulse™: Innovative E-Communication Solutions for Direct Selling Organizations

## Bring More to the Party™

Everyday direct selling organizations join together with their consultants to create opportunities and fulfill dreams. Success is based on a shared passion and strong personal relationships. The goal is to increase consultant activity and improve sales volume. The challenge lies in creating excitement and maintaining relationships while protecting your brand and messaging.

### Accelerate Sales

Party Pulse is an innovative e-communication solution developed specifically for direct selling organizations to take on these challenges. Party Pulse builds relationships and increases productivity with the power of social networks, mobile access, and video - capabilities not found in any other e-newsletter service.

Social media sharing drives the viral spread of articles and promotions with the click of a button. Consultants and customers can easily share e-newsletter content and quickly see the results.

Consultants have access to their entire network with mobile access. Mobile features give consultants fast access to their Warm Call™ reports, access to update their personal messages and easy management of their subscribers on the go.

### Recruitment and Retention

Regular communication and interaction is the only way to improve retention, increase activity and increase the number of active consultants. Party Pulse enables direct selling organizations to send out regularly scheduled e-newsletters to customers and prospects on behalf of their consultants. With Party Pulse's unique personalization features, each e-newsletter appears as if the recipient's personal consultant sent it.

## Measurable Performance

Party Pulse is backed by a full suite of tracking and analytics, which gives direct selling organizations complete insight into which e-newsletter articles, promotions, and products are most popular. Party Pulse analytics enable you to conduct comparative analysis both over time and across offers.

Warm Call™ reports make it easy to target your hottest leads. Warm Call reports list the prospects that responded to articles and promotions. What's more, Warm Call reports also include scripts and notes to empower consultants to turn every call into a sale, a party or a new recruit.

## Protect the Brand

Party Pulse gives direct selling organizations total control over their branding and messaging. By sending out personalized e-newsletters on behalf of your consultants, you ensure that all of your customers receive standardized information, you are in compliance with CAN-SPAM and other regulations, and your brand is delivered consistently each and every time. Party Pulse eliminates the need for consultants to create their own content and allows them to focus their time on building their business – and your results.

## Bottom Line Results

Increased sales, and improved recruitment and retention - Party Pulse quickly generates a substantial return on your investment by producing results. Direct Selling organizations using Party Pulse have achieved:

- ➔ 1.5 - 2 times greater average total sales
- ➔ 2 - 3 times higher average online sales volume
- ➔ 1.5 - 2 times more parties held on average
- ➔ 2 - 3 times more recruits signed on average



### BENEFITS FOR CORPORATE ORGANIZATIONS:

- Control branding and messaging, and ensure regulatory compliance
- Increase sales, parties and recruiting for consultants with Warm Call reports
- Build excitement for new products with video
- Easily tap into the social media multiplier effect
- Increase consultant efficiency and sales with mobile tools
- Generate a substantial return on your investment

### BENEFITS FOR CONSULTANTS:

- Easily identify new sales, parties and recruiting opportunities with Warm Call reports
- Effortlessly keep relationships strong with customers and prospects
- Customers can directly connect with consultants, using personalized information
- Build excitement for new products with video
- Easily tap into the social media multiplier effect
- Increase sales, parties and recruiting opportunities