



## **IMN Party Pulse™ E-Communications Boost Average Sales by a Factor of 1.5X at Direct Selling Firm**

**Waltham, MA – July 10, 2007** – Following up on previous research, IMN ([www.imnpartypulse.com](http://www.imnpartypulse.com)), an e-communications company with over 2,000 accounts globally, today announced the results of a case study showing that its Party Pulse e-communications platform increases the number of home parties held, leading directly to increases in average sales volume and the number of sales representatives recruited into direct selling businesses.

The study involved Gold Canyon, a direct seller of scents, décor, home and personal care products, headquartered in Chandler, AZ. The company provided data their results based on using IMN Party Pulse for the period from January through April, 2007.

The study revealed several significant findings: Gold Canyon sales representatives who used the Party Pulse e-newsletter, versus those who did not, held 1.5X more parties on average and accordingly realized 1.5X times higher average total sales volume – with many experiencing as much as a 2X increase in both categories. IMN Party Pulse, which is specifically designed to drive an increase in home parties by enhancing communications between sales representatives and their customers, gives Gold Canyon and other innovative direct sellers a sales productivity edge. With the IMN Party Pulse suite of e-communications tools, “the parties never end”.

Previous studies have shown that Party Pulse email newsletters have high retention rates with a less than 1% opt-out rate and open rates more than double the industry standard at a remarkable 46%. Using Party Pulse, direct selling sales representatives are able to build and cement the personal relationships they establish at home parties. When representatives maintain contact through Party Pulse even after the home party is over, customers are more likely to stay involved – either by browsing the newsletter, shopping online or becoming new representatives. The new case study confirms that Gold Canyon representatives using the Party Pulse e-newsletter, signed 2-3X more recruits and boosted their online sales volume by a factor of 2-3X. Personal relationships are vital to a direct seller like Gold Canyon.

“Building personal relationships builds business,” says Gold Canyon's Curt Waisath, President and CEO, “and we want to do that better than anyone else. Our objective is to truly connect with our Demonstrators and, in turn, to help them better connect with our customers.”

Using Party Pulse, a direct selling company can communicate with their entire network on behalf of their sales representatives – in a way that cements the representative-customer relationship. On a monthly basis, Gold Canyon writes professional, well-branded customer e-newsletters that then get sent on behalf of those sales representatives participating in the program. Each representative also personalizes the newsletter with their own message and picture. When the email

arrives to the customer's inbox, it appears to have been sent by the representative, rather than the corporate office. The email newsletters help each sales representative stay connected to potentially thousands of people – both current and prospective customers alike – while Party Pulse Warm Call™ reports offer specific indications as to which readers are likely to be interested in hosting a party.

For Gold Canyon, Party Pulse is a powerful tool to communicate its brand and philosophy to customers in a consistent manner on a regular basis. IMN's robust tracking and analytics allow Gold Canyon to understand what topics, promotions, and products create strong sales and recruiting results and support broader marketing objectives. IMN Party Pulse is a win-win communications strategy for Gold Canyon and today's 21st century direct sellers.

#### **About IMN**

IMN of Waltham, MA is a leading e-communications service provider. Originally focused on e-newsletters, IMN now delivers e-communications solutions that boost business performance and span e-newsletters, e-mail, mini-sites, web logs, and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. The company services over 2,000 accounts globally. IMN's approach to e-communications has been embraced by innovative direct selling companies such as Gold Canyon, Southern Living At HOME and Homemade Gourmet as well as major corporations like Shell Oil, Wachovia, CitiStreet and ING. More information about IMN Party Pulse is available at [www.imnpartypulse.com](http://www.imnpartypulse.com).

#### **About Gold Canyon**

Based in Chandler, AZ, Gold Canyon, was founded in 1997 by Curt and Karen Waisath and offers an income opportunity through quality scents, décor, home and personal care. Through a direct selling, independent sales force of more than 25,000 Demonstrators, Gold Canyon is committed to enriching lives with "The World's Finest"® products, developed with great care using only the highest quality ingredients. For more information, visit [www.goldcanyoncandle.com](http://www.goldcanyoncandle.com).

Jane Creed  
President  
Creed & Creed International  
707 526 2621  
[jane@creedandcreed.com](mailto:jane@creedandcreed.com)

Liz Bearce  
Marketing and PR Manager  
IMN  
781 890 4700, ext 260  
[ebearce@imninc.com](mailto:ebearce@imninc.com)

Optimized by Newsforce