

Press Release



the more you use it, the smarter you get.

IMN, Inc. Unveils Integrated RSS Service, Enabling E-Marketers to Expand Their Customer Reach

New Service Allows E-Newsletters and Blogs to be Published as RSS Feeds and Picked Up by Aggregators

NEWTON, MA, December 1, 2003—E-marketing firm IMN, Inc. (formerly iMakeNews) has launched an RSS service that is integrated into its e-newsletter and DirectBlog™ platforms, enabling marketers to reach hundreds of thousands of subscribers with RSS (Really Simple Syndication) feeds. IMN customers can now publish their e-newsletters or blogs so that they are automatically picked up through RSS content aggregators. The service gives marketers multiple ways for distributing their content—including e-mail, the Web or RSS feeds—increasing the number of alternatives for “breaking through” and engaging qualified recipients.

“Our integrated RSS feature extends IMN’s commitment to Informative Marketing™,” said Kathleen Goodwin, President and Chief Executive Officer of IMN. “Informative Marketing provides customers with information that they want and look forward to receiving. By making information available through RSS feeds, IMN clients can reach new customers who have already indicated interest in learning more about them.”

“IMN’s RSS service opens new channels for reaching qualified prospects and customers through a simple click of the mouse,” said Peter Mesnik, Chief Technology Officer of IMN. Rather than having content pushed at them, these customers are pulling it in—

expressing their openness to additional information about marketers' products and services.”

RSS aggregators collect specially formatted XML content from publishers on a regular basis and display the information in an easy to navigate format. The aggregators can assemble RSS feeds from many publishers at the same time and place all of this information at the user's fingertips. Typically subscribers view information about these publications in the form of a headline and/or abstract, and click to dive deeper into their content.

Through IMN's new service, marketers simply set their e-newsletters or blogs to be published as RSS feeds at the same time that they post them to the Web. The process is completely transparent to IMN clients, who then use the same one-click procedure to publish their content simultaneously as an e-mail, Web site, and RSS feed. They use the same Web-based templates that they depend on to develop, publish, and distribute their content, and to measure customer behaviors in response.

Phase two of IMN's RSS service will be available later in December and provide IMN's industry-standard behavioral tracking capabilities—the same as those currently available through the company's newsletter and DirectBlog services. For additional information, please go to www.imninc.com or call 866-964-NEWS.

About IMN

IMN, Inc. empowers organizations to develop and maintain profitable relationships with their customers and stakeholders through e-marketing programs. IMN has pioneered Informative Marketing™, an approach that is based on the continuous honing of content in response to customer behaviors. Companies rely on IMN's services to better engage their customers by serving content that they want, need and look forward to receiving. IMN's behavioral reporting allows instant measurement of individual responses to specific content—from what subscribers open first to the topics that engage them for the longest time. Founded in 1999 and funded by Brook Venture Fund, IMN offers its services to more than 800 customers globally. Its approach to dynamic customer learning has been embraced by Scudder Investments, O-Mail (for *O, The Oprah Magazine*), Enterprise Rent-A-Car, Shell Oil, Wachovia, Pharmaton and Nelson Bach USA. The company's services include e-newsletters, e-marketing campaigns and e-mailed blogs. More information can be found at www.imninc.com or by calling 866-964-NEWS.

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