



For Immediate Release

GM Approves IMN as Turnkey Program Provider for in-Market Retail Co-op Matching Funds

IMN's Digital Marketing Platform Enables GM Dealers to Positively Impact Owner Loyalty and Customer Retention

WALTHAM, Mass. – February 2, 2012 – [IMN](#), the digital marketing company that delivers branded eNewsletters and content for vertical markets, today announced that it has been selected by GM as a turnkey program provider for its in-market retail (iMR) program. Inclusion in the co-op matching funds program enables GM dealers to be reimbursed for their investment in IMN [Loyalty Driver](#)[™], the most widely-used eCommunication service for automotive dealerships. Loyalty Driver eliminates the burden on dealers to complete the creative, pre-approval and invoice processing typical of services outside the program.

Last year, IMN Loyalty Driver supported the publishing of more than 600 million eNewsletters for more than 1,700 U.S. dealerships. It enables auto dealers to better engage and understand prospects and customers by providing high quality, relevant content specifically designed to engage automotive shoppers and encourage them to visit the dealership. Loyalty Driver is a SaaS-based tool that allows dealers to produce customized eNewsletters with professionally written articles from IMN and dealer-specific offers, and is supported by experienced Dealership Customer Service Account Managers.

“IMN is a proven leader in the digital marketing space, delivering customizable eNewsletters that engage recipients through relevant content, and in addition build loyal relationships by encouraging regular dealer interaction through coupon redemption, scheduling test drives and more,” said Ben Levitan, CEO, IMN. “Being an approved turnkey supplier in GM’s iMR program requires commitment to providing dealers with superior customer service and adherence to brand standards. We look forward to helping GM continue to convert shoppers into buyers, and buyers into lifelong customers.”

In addition to eNewsletters, IMN provides dealerships with services for social networking, consumer behavior tracking and target marketing. To learn more about IMN’s work with GM and new Loyalty Driver enhancements, including the extension of its core capabilities and services to social media, visit IMN at the 2012 NADA/ATD Conference (booth #112).

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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Media Contact:

Danielle Millerick

fama PR

phone: +1 617-986-5030

email: imn@famapr.com