

DATE

August 04, 2013

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Frank Cordek
Managing Director

DC Advisory advised IMN on its sale to Reynolds & Reynolds



DAYTON, Ohio– Reynolds and Reynolds announced today that the company has acquired IMN, the digital marketing company that delivers branded newsletters and content for automotive and other vertical markets. Terms of the acquisition were not disclosed.

IMN will be added to Reynolds’ digital marketing and advertising services for the automotive industry, immediately enabling Reynolds to expand its offerings, as well as build on IMN’s broader customer base to expand beyond automotive into new vertical markets.

Burnett also added that IMN has developed an extensive customer base in the direct selling, banking, credit union, insurance, technology, and franchise industries. As a result, the acquisition provides Reynolds the opportunity to grow the company’s marketing services and digital technology within these markets.

IMN is known for Loyalty Driver for Automotive, the most widely used newsletter and content service for automotive dealerships. More than 2,000 dealerships nationwide currently use these branded newsletters, which combine OEM-specific content with lifestyle, destination, maintenance and other general interest topics. The communications, which include proprietary content developed by IMN’s experienced team of writers, can be customized to include local offers and events based on the dealer’s specific marketing plans and sales goals.

With IMN’s analytics, dealers are able to track click-through and open rates, obtain insight into customers’ engagement with specific content, and take advantage of advanced reporting features to follow newsletter-influenced sales and scheduled appointments for test drives and service. In addition, IMN recently introduced Loyalty Driver Premier for Automotive, which merges consumer behavioral data with transactional data, providing unique insights to automotive marketers and brands.

IMN is a leader in digital marketing platforms and proprietary content. With their depth of automotive expertise, IMN has built an impressive track record of helping dealers communicate effectively with customers and prospects to drive sales and service revenues, and to change the customer experience with the dealership. Combining their strengths with ours is a perfect fit.

Robert Burnett

Senior Vice President of Corporate Development for Reynolds and Reynolds

Because our products consistently deliver ROI to our customers, we have developed trusted partnerships with the automotive industry's largest OEMs who rely on our proven offerings. With this acquisition, Reynolds and Reynolds gains a profitable company composed of a team with deep industry expertise, strong technology and services, and an extensive product portfolio.

Ben Levitan

Chairman and CEO of IMN