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IMN Vice President Craig Capp Addresses ABA Marketing Conference

*Bank marketing veterans discuss new customer-engaging strategies for
Gen Y, millennials*

Minneapolis – Sept. 15, 2010 – Craig Capp, Vice President of Banking Services for Waltham, Mass.-based [IMN](#), a content-driven [e-communications](#) company, along with Carole Katz, Vice President, Marketing at Watertown, Mass.-based [Watertown Savings Bank](#) and Ron Buck, President of Elgin, Ill.-based [St. Meyer & Hubbard](#), spoke on Gen Y and millennial customer engagement strategies at the 2010 ABA Marketing Conference.

The session, titled “Changing Channels and Behaviors: How to Effectively Engage the Gen Y and Millennial Customer Segments,” addressed:

- Significant changes in what Gen Y and millennial customer segments expect from their banking relationships;
- Implications for traditional customer outreach tactics; and
- Engagement strategies that banks can use to help improve cross-sell, acquisition and retention results among younger customers.

“Recognizing behavioral changes among Gen Y and millennials and including them in customer outreach programs are only parts of the equation,” said Capp. “Banks must effectively engage clients and prospects within these segments with helpful content that addresses important [personal finance](#) topics, delivered on the media which younger customers use every day.”

Capp has more than 20 years of experience in analyzing market and profitability data for banks and credit unions, implementing cross channel marketing and branch distribution strategies, and conducting research to better understand relationships between financial institutions and their market segments.

IMN’s [Bank Adviser™](#) is an e-newsletter and mobile solution designed exclusively for banks that offers several ways for financial institutions to engage with customers who are less likely to visit branches, including younger market segments such as [Generation Y](#) and [millennials](#), 64 percent of whom spend more than 10 hours a week on the Internet. E-newsletters replace traditional paper newsletters and allow financial institutions to distribute content at a lower cost and in a manner that supports green initiatives.

To learn more about Bank Adviser, visit www.bankadviser.com or call 1-866-964-6397.

About IMN

IMN is a Software as a Service provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by financial institutions such as MetLife, Wachovia, Watertown Savings Bank, New York Life, NewportFed, and many other banks and credit unions nationally. Additional information can be found at www.imninc.com or by calling 1-866-964-6397.