

Startup eases road to rich media Web advertising

by Jesse Noyes / Journal staff

In the past, when Mark Hollister needed to market one of his company's luxury villas in Italy to a potential customer, it meant putting together an expensive portfolio.

These days he just e-mails them a Flimp.

"We have almost 50 different homes in our portfolio," said Hollister, who is director at Marblehead-based Homebase Abroad Ltd. "We created a Flimp for every single one of our homes."

A "Flimp" is an online tool that uses audio and visual elements -- such as music, narration, pictures and video -- that can be used to market products or services to people. And it's the key product of Hopkinton-based startup Flimp Media Inc.

The appeal of a Flimp -- which stands for flash interactive marketing platform -- is that marketers and communications companies often want to use audio and visual items, but find them too expensive to make, said Wayne Wall, CEO of Flimp Media.

"Today it's not easy to create rich media," he said. "It's time consuming and expensive."

With a Flimp, even a relatively inexperienced computer user can put together micro sites full of images, audio and vid-

eos by pulling content from existing Web sites or off a computer's desktop. Customers can design the look and feel of a micro site by dragging content around

through a dashboard product the company designed.

"You can create, deliver and track a (marketing) campaign in less than an hour," Wall said, adding that Flimp provides detailed tracking of how recipients of those campaigns use the data -- down to whether they watched an entire video or paused part way through.

Flimp plans to offer the software it developed as a service and eventually as an installed software for larger companies.

Wall founded the company, funded mostly by private investors, in 2006. He wouldn't disclose funding or revenue for the company but said he expects it to be cash flow positive by April. There are seven employees.

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