



Articles

Featured News: SeaWell Networks Secures Funding, Working on H.264 SVC Product
 Previously in stealth mode, SeaWell Networks announced today that it's raised \$7 million in Series A funding for a three-screen, H.264 Scalable Video Coding solution.
 Full Story: <http://www.streamingmedia.com/article.asp?id=11751>

Featured News: YouTube Leads the Way on Video Captioning
 YouTube introduced automatic video captioning last week, and an industry expert says that it's one of the few companies with the resources to do it right.
 Full Story: <http://www.streamingmedia.com/article.asp?id=11752>

Industry Announcement: Digital Rapids Redefines Adaptive Bit Rate Streaming Performance and Quality with StreamZHD Live ABR
 New live encoder supports Dynamic Streaming for Adobe Flash Media Server, Apple iPhone HTTP Streaming and Microsoft IIS Smooth Streaming
 Full Story: <http://www.streamingmedia.com/press/view.asp?id=17304>

Industry Announcement: MatrixStream launches Next Generation IPTV Cloud Services in Australia
 Full Story: <http://www.streamingmedia.com/press/view.asp?id=17309>

Industry Announcement: ClickStreamTV Provides Successful Video Email Marketing Solutions
 Full Story: <http://www.streamingmedia.com/press/view.asp?id=17303>



March 10, 2010

ClickStreamTV Provides Successful Video Email Marketing Solutions

Orland Park, IL (March 8, 2010) -

ClickStreamTV's unlimited video email capability, a feature of the complete online video management solution, proves to be a successful tool for email marketing campaigns.

"ClickStreamTV provided us with the flexible marketing tool that we were looking for," said Ed Sterczek, President of Mass Marketing Insurance Consultants, Inc. "Their video email tool helped us to successfully blend our image when promoting our customized health insurance plans for the members of our client associations."

ClickStreamTV's video email tool allows businesses to send video in their email to targeted recipients. The video is sent and launched from a custom branded email template with text and PDF attachment capabilities. Businesses can send an unlimited amount of emails to unlimited recipients.

"We are impressed with the results," said Sterczek. "We now have the tools to accomplish our objectives and allow us to consistently provide high quality marketing support and obtain administrative oversight. The solid expertise and service given by Digital One is an unbeatable combination."

Video Email comes with ClickStreamTV's Statistical tool allowing businesses to track which recipients opened the emails to which recipients forwarded them, giving businesses the necessary measurements to analyze their campaign effectiveness.

"With businesses increasing their usage of email marketing, inboxes are being flooded and messages are being ignored," said Doug Buffone, ClickStreamTV Vice President. "By including video in your email, you increase your chances of being noticed and engage your targeted customer with your message."

Video Email is included in all ClickStreamTV's video system packages, which includes Standard, Bronze, Silver and Gold. The Standard package price is \$59 per month with a one time set-up fee.

Mass Marketing Insurance Consultants, Inc. has over 30 years of experience in the analysis and development for individuals and employer groups. The company is an insurance company with over 50 national association clients, located in Orland Park, IL.

About ClickStreamTV

ClickStreamTV is an easy, turn-key solution for companies wanting to upload, manage and integrate video content into existing websites that can be viewed by computers and mobile devices alike. ClickStreamTV is a product of Digital One, located in Orland Park, IL.

CLICKSTREAMTV

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