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**interlinkONE Announces Release of ilink.Me to Help Measure Social Media Activity  
as Part of Multi-Channel Marketing Campaigns**

**WILMINGTON, MA, November 25, 2009**—interlinkONE Inc., a leading provider of web-based marketing software solutions, today announced the release of its latest application, ilink.Me, providing another touch point for multi-channel marketing campaigns. The application creates a link that is an abbreviated version of a website’s typically long address. The link can be posted in an e-mail or on social networking sites such as Twitter, Facebook, or LinkedIn as a way to quickly and easily direct people to a company’s website. With ilink.Me, companies can track when people click on the link, from what site, and whether they accessed it from a smartphone or PC. The application is available independently, but is designed to work best with interlinkONE’s Version 8 marketing software solution which enables companies to build, manage, execute, and measure marketing activities across all channels.

Given the growing popularity of these sites, links that are short URLs are an important element of any company’s social media strategy. Long URLs (or full addresses of websites) don’t always appear properly in an e-mail because they get broken into two lines or work on Twitter because they simply take up too much space. interlinkONE has also integrated the application into its online ordering software, which allows customers to set up storefronts and portals for sales and marketing teams to access, order, and download collateral. Users can gauge the effectiveness of their online marketing activities by creating a link with a short URL for an electronic collateral item, posting it onto a social media website such as Facebook, Twitter, and LinkedIn, and receiving an e-mail when someone clicks on the link.

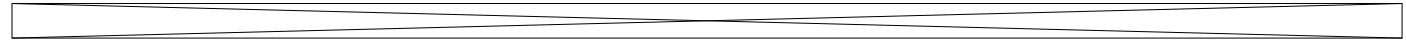
“Facebook, Twitter, and LinkedIn are channels that must be considered by marketing departments today,”

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said John Foley, Jr., president and CEO of interlinkOne. “However, a lot of companies are having trouble measuring the success of their social media efforts. Our goal is to make it possible for people to easily measure and demonstrate the success of their efforts in these channels. With this new application, you can see how many people are clicking on a company’s link, where they are coming from and if they viewing

your materials on an iPhone or on a PC—important information to gather from your multi-channel efforts.”

Try [ilink.me](http://ilink.me) for FREE today – Visit <http://ilink.me>



**About interlinkONE**

interlinkONE provides software that delivers end-to-end personalized marketing, fulfillment, and variable print solutions. Companies in the print, fulfillment, and mail industry use interlinkONE to better manage, execute, and measure their customers’ marketing initiatives and boost revenue. Solutions include Software as a Service (SAAS) or ASP web hosted marketing tools that make it possible to create highly targeted one-to-one mailers, web-to-print solutions, personalized URL campaigns, and e-mail marketing in addition to fully integrated campaign management, lead acquisition programs, collateral fulfillment, order, inventory, fulfillment, and warehouse management. With interlinkONE’s suite of solutions print, fulfillment and mail service providers can improve marketing results and increase revenue opportunities while reducing costs.

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