

## Compare Flimp® to HTML Landing Pages



### Flimp Flash Landing Pages

### HTML Landing Pages

*Viewer Tracking &  
Reporting*

**YES**

Tracks viewer activity  
by email address.

**NO**

Requires separate  
analytics plug-in

*Requires Programming*

**NO**

No programming skills are  
needed

**YES**

HTML programming skills  
are required

*Supports Video Content*

**YES**

Insert flash video  
and animations

**NO**

Requires separate video  
file insertion

*Searchable*

**YES**

Enables hidden search  
optimization text

**YES**

HTML text is  
searchable

*Production Costs*

**LOW**

Since no programming is  
needed

**MODERATE**

Every edit requires  
programming

*Production Time*

Under an hour

Many hours or days

*Viewer Response Rates*

**VERY HIGH**  
(over 20%)

**MODERATE**  
(5-10%)

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