

## Yari Sees 40% Email Opt-In

Independent film distributor Yari Film Group (*Crash*, *The Illusionist*) says 40% of its website traffic opted in for information on its new theatrical release, *The Final Season*, in an advance screening promotion.

Yari held 50 screenings nationwide for *The Final Season*, a drama about baseball in a small town. Target audience ranged from families and mothers with young children to pre-teens. The film is still in theaters nationwide this month.

The distributor used Web-based marketing software from Spongecell to drive the free advance screening offer at [www.finalseason.com](http://www.finalseason.com). Visitors could select to receive messages about the screening by SMS, email, blogs or Web-based calendars such as Yahoo! or Outlook.

Yari's Matt Gilhooley says that the software let interested parties invite their friends directly from the website's event pages. "With most viral and local marketing methods," he adds, "you lose control over the brand. The software allowed us to maintain control and track the viral success of the campaign."

**CONTACTS & CONNECTIONS:** Spongecell, Ben Kartzman, President, 375 Greenwich St., #520, New York, NY 10013; 888-680-7999; [www.spongecell.com](http://www.spongecell.com).

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