



MEGAFORCE RECORDS



Ninja Tune



YouSendIt helps IRIS Distribution promote over 450 independent record labels

YouSendIt Client Success Story

Case Study

"HAVING THE DROPBOX WITH OUR BRANDING IS KEY TO US. WE HAVE SPENT A LOT OF TIME AND MONEY CULTIVATING A STRONG BRAND AND WE WANT TO PRESERVE THAT."

BRYN BOUGHTON, CMO FOR IRIS

YOUSENDIT DELIVERS FOR IRIS

- Gives the IRIS Marketing team an easy way to execute programs for hundreds of labels.
- Saves labels money on shipping costs.
- Helps preserve the IRIS brand.

"WE'RE VERY EXCITED TO BE USING THE YOUSENDIT SERVICE. WE ARE SO PLEASED WITH THE RESULTS THAT WE ARE ROLLING OUT A FEW NEW MARKETING PROGRAMS WITH YOUSENDIT AS AN INTEGRAL PIECE OF THE PROMOTIONS."

IRIS is the leading digital distribution company dedicated to the successful marketing and promotion of prominent independent music and video catalogs. Founded in 2003, IRIS provides a comprehensive suite of technical, marketing and legal services to independent record labels and physical distributors, helping them to navigate the emerging digital marketplace.

IRIS currently distributes a select group of top independent record labels including Big Dada, Burning Spear, Chemikal Underground, CMH Records, Coco Machete, Duck Down Records, Ghostly International, Gigantic Music, K Records, Kemado, Kranky, Le Tigre, Megaforce, Ninja Tune, Palmetto Records, Preservation Hall, and Projekt to digital retailers, including Apple's iTunes Music Store, Beatport, eMusic, Kompakt MP3, Napster 2.0, and Real/Rhapsody; mobile channels such as AT&T, Boost, Cingular, CosmoGirl, Groupie Tunes, MobileStreams, Sprint, T-Mobile, and Zingy; as well as video outlets including Apple's iTunes Music Store, Gotuit Media, and Ruckus Networks.

Acting on behalf of their clients, IRIS sends audio and video as well as artwork and other large files to lifestyle websites, music destinations, social networks, and internet radio stations as a regular part of their promotion activity. Since IRIS operates globally, burning and mailing CD's using physical package delivery services can cost both time and money.

IRIS currently represents over 450 labels, across all genres. When participating in particular marketing programs, labels send audio files to an IRIS branded YouSendIt Dropbox. Once IRIS receives the music files in their dropbox, IRIS employees create promotion and distribution plans for the particular artist and label. The music files are then sent to the relevant outlets and partners again via the YouSendIt service.

"In some cases, if we have to wait too long for a song to arrive for a Compilation," said Bryn Boughton, CMO for IRIS, "we could miss our deadline or maybe even have to replace the song."



Boughton found out about YouSendIt from a music newsgroup she belongs to that is comprised of music journalists and other distributors. IRIS has been using YouSendIt for over 6 months with some great results. "We're very excited to be using the YouSendIt service," Boughton said. "We are so pleased with the results that we are rolling out a few new marketing programs with YouSendIt as an integral piece of the promotions."

Boughton and IRIS believe in a push versus pull marketing strategy. They considered some other alternatives to YouSendIt when they were in the planning stages of their marketing programs.

"We had considered a portal where music could be downloaded," said Boughton. "We also thought about shipping DVD's and we of course use FTP for moving big audio and art work files so we considered using FTP for our expanded marketing efforts."

In the end IRIS settled on the YouSendIt option for their upcoming promotions. "Having the Dropbox with our branding is key to us," said Boughton. "We have spent a lot of time and money cultivating a strong brand and we want to preserve that."

Boughton also wants to know who is participating and who is not so she doesn't waste time with partners that aren't engaged in a particular promotion. With YouSendIt Business Plus, she'll know when recipients have accessed the files.