

IntelliMark™

Mobile Engagement Platform

IntelliMark™ is a powerful consumer engagement solution which allows brand owners to deliver targeted marketing content using serialized codes and an innovative rules engine. The software provides brand owners with the ability to deliver: unlimited variations of landing pages, responsive messaging to consumers, a new personalized digital channel, and much more.



INTUITIVE



ADAPTABLE



SCALABLE

RESPONSIVE CONTENT

TESTING AND OPTIMIZATION

ACTIONABLE CONSUMER DATA

Brand Benefits

The IntelliMark™ platform offers a new channel of engagement between a brand and their consumers enabling rules-based delivery of targeted content and messaging when and where it matters most.

- Contextual, triggered, and responsive content, updateable in real time drives repeat engagement with an enriching digital experience for consumers.
- A NEW level of consumer behavior data capture unavailable in other platforms or channels yields improved customer and prospect intelligence.
- IntelliMark™ integrates well with any multi-channel marketing program. It acts as both a brand amplification channel as well as an onboarding channel to CRM programs, sweepstakes, social media sites, and blogs.



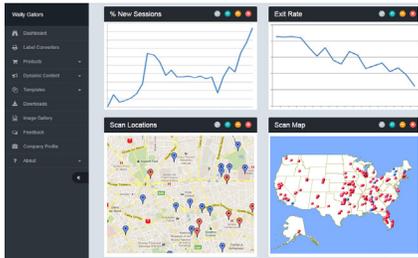
Consumer Benefits

IntelliMark™ is a consumer centric channel used to deliver a personalized digital experience to a brand's customers and prospects.

- Provides customers with interactive and relevant information and resources to build and foster trust in the brand/consumer relationship.
- 1:1 feedback channel amplifies the Voice of the Customer.
- Easy access to brand's digital resources converts consumers into brand advocates.

IntelliMark™

- 1** Brand creates dynamic content and specifies rules by which the content will be targeted and delivered such as consumer characteristics, activity history, location, and timing.



- 2** Undecided shoppers scan or tap the product with their smartphones or tablets for content which can influence their purchase decision.



- 3** Consumer interaction activity is continuously loaded for reporting and close-to-customer analytics to enable continual improvement of targeting, content optimization, and acquisition of consumer intelligence data.



New Communication Channel

IntelliMark™ gives brands a new channel for providing precisely-targeted digital messaging to reach shoppers in the store and customers in their home. This multi-touch and product-driven strategy improves shopper conversion rates, increases unplanned purchasing, and onboards digitally-connected consumers to loyalty programs, social media sites, or sweepstakes. Brands can now stay connected with their customers throughout a product's life cycle.

- Automated A/B testing to determine which content and messaging resonates the best with consumers.
- Serialized content modifiable in real-time to the product-unit level.
- Capability to easily build and deliver unlimited unique variations of content.

New Shopper Experience

IntelliMark™ delivers relevant and enriching digital experiences to shoppers during the path to purchase. Consumers wanting to learn more about products on store shelves or in their homes will be given engaging and personalized interactive content, including helpful product-related resources and safety information.

- Provides content to let shoppers know how the brand's products are different from competitors when it matters most.
- Responsive content delivered to consumers is specific to their characteristics.
- Demonstrates transparency.

New Data and Actionable Insights

By establishing a 1:1 consumer engagement channel and tracking shoppers' and customers' interaction with products and digital marketing content, IntelliMark™ enables delivery of data very close to a brand's customers and prospects, providing better customer intelligence insight for the brand.

- Captures multivariate product interaction activity for customer intelligence analysis.
- Delivers valuable data beyond the current bounds of other digital channels throughout the product life cycle.
- Adds a NEW level of optimization and testing opportunity with in-store follow up and at-home product interaction.

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