

Intelligent Mobile Advertising Solution Delivers Targeted Messages

The solution is a scalable and extensible framework that provides a personalized shopping experience.

In many ways, consumers are way ahead of brands and retailers with respect to using digital technologies in the retail space. They have access to an abundance of information – anytime, anywhere – thanks to Intel® technology that allows them to download detailed product information, read online reviews, text friends for opinions, compare prices and more.

Developing a comprehensive marketing strategy to take advantage of the rise of smart phones, social media, web content or other digital channels is non-trivial. However, this can be achieved more easily with an intelligent mobile advertising solution that integrates – in an end-to-end manner – multiple digital channels, as well as data mining and digital signage. This Intel-developed solution¹ is a scalable and extensible framework capable of interacting with customers more intelligently by coalescing information from various sources.



Personalize the shopping experience

When retailers deliver targeted advertising based on individual likes, buying habits and current projects (e.g., shopping for a mortgage), consumers receive personally relevant information, making them aware of offers they're interested in and more likely to buy.

Measure advertising effectiveness

Anonymous Viewer Analytics (AVA) technology helps retailers gauge the consumer response to advertisements playing on digital signage by generating key statistics, such as how many people looked at the advertising, how long they watched and their demographics. The solution collects anonymous data using the powerful data collection and audience measurement tools provided by the Intel® Audience Impression Metrics Suite (Intel® AIM Suite).

Enhance the in-store experience

With intelligent connectivity to smart phones, the Internet, social media and up-and-coming digital technologies, stores can be an extension of the multi-channel world consumers have grown accustomed to, enabling them to shop the way they want.

Stay ahead of the technology curve

As technology continues to evolve, retailers can rest easy knowing this cloud-based solution will keep pace and not require them to continuously upgrade their systems.

Learn more

To get more details about this solution, download a full length Solution Blueprint at <http://www.intel.com/content/www/us/en/retail/intelligent-mobile-advertising-solution-blueprint.html>.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: intel.com/retailsolutions. Follow us on Twitter at @RetailerInsight.

¹Please contact your Intel business development manager to get the reference design.

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