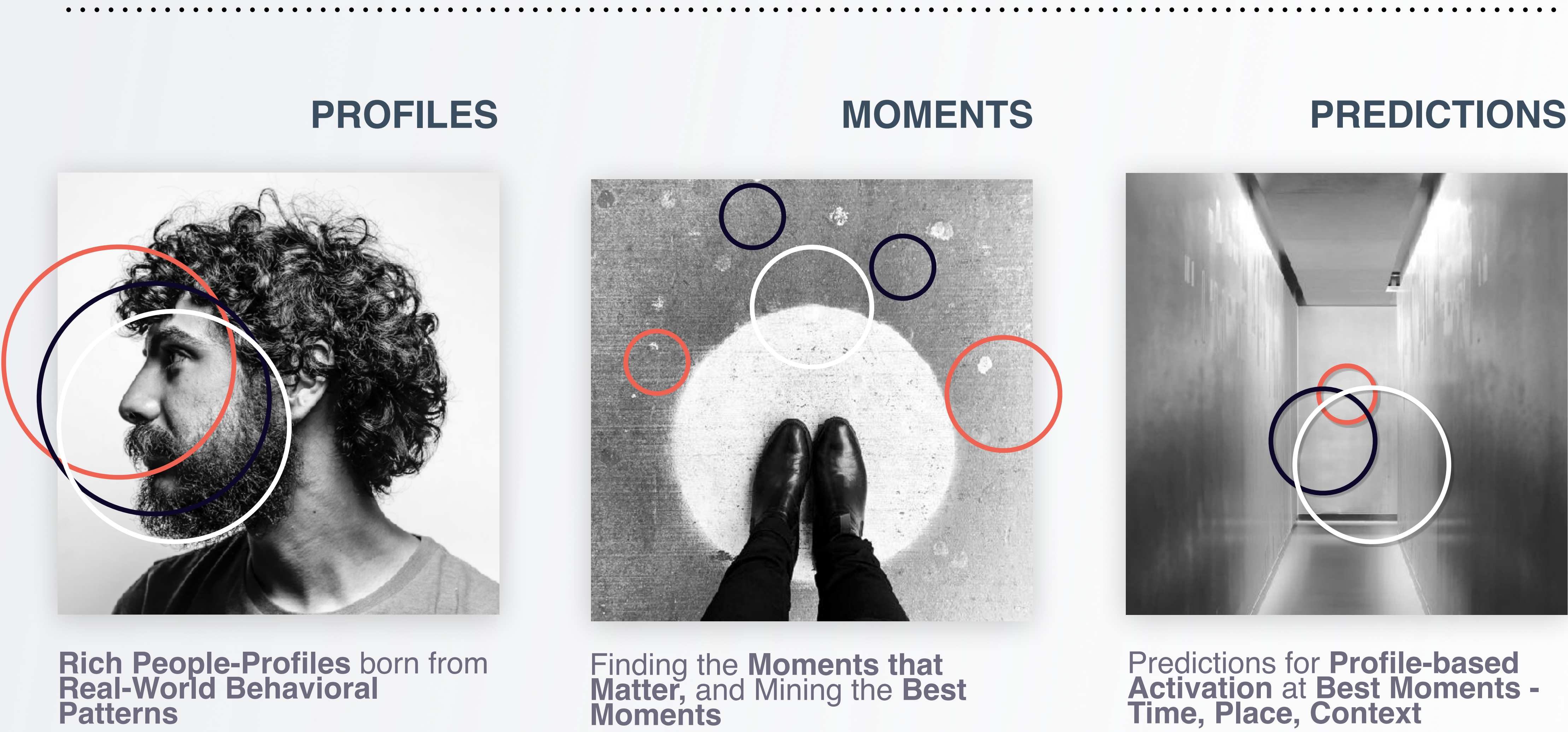# INTRODUCING
INTENT EDGE

Intent Edge helps data and marketing scientists better understand their users' real lives within AND outside of their mobile app, personalize their experience and offering, while (finally) meeting the demand for privacy, using a first of its kind on-device artificial intelligence solution (Edge-AI).

INPUTS

SENSOR ATTRIBUTES

BLUETOOTH   WIFI   ACCELEROMETER   GPS

PHONE ATTRIBUTES

SETTINGS   PROPERTIES   USAGE   PERIPHERALS

HOST APP ATTRIBUTES

APP ACTIVITY   EXTERNAL DATA (CDP)   PURCHASE HISTORY   ZERO PARTY DATA

EDGE SDK

EDGE AI

PII NEVER LEAVES THE DEVICE

ANONYMIZED OUTPUTS

PROFILES

Rich People-Profiles born from **Real-World Behavioral Patterns**

MOMENTS

Finding the **Moments that Matter,** and Mining the **Best Moments**

PREDICTIONS

Predictions for **Profile-based Activation** at Best Moments - Time, Place, Context

HYPER-RELEVANCE

Tailor your message and experience to your users' profiles, engage them in context, at the best time for each user's daily routine, based on what they do in the app, the phone, and in the world

PRIVACY ENDGAME

For the first time ever, personalization and user segmentation can all happen directly on users' devices between our SDK and your app, without personal data leaving the device or being processed in the cloud

KNOW YOUR USERS BEYOND YOUR APP

Stop relying on online segmentation and 3rd party data for personalization, access 100s of Real-World First-Party Profiles and Moments using the Intent Edge SDK and the power of your users' mobile device.

ROI

x2-3 — Increase in CVR by leveling up to Real-World Personalization and Segmentation.

x2-6 — Increase in CTR by engaging with your customers in real-time, during real-life moments outside of your app.

x2 — Increase in CTR By increasing Push Deliverability to 90%+ of your customers.

+30% — 30-days retention by identifying and targeting users at risk on day-1 of app installation.

-20% — App churn rate as all users can be targeted with the same level of personalization.

ABOUT US

IntentHQ's AI Analytics Platform unlocks your customers' intent using privacy-safe data extracted from first and second-party sources (including your own apps). We combine millions of highly expressive contextual and behavioral signals to provide uniquely human insights. Use our platform and models to more accurately predict what your customers will like or want and, most importantly, **what they do next** by automating highly personalized customer engagement for a perfectly timed customer experience. Our clients enjoy higher ARPU, LTV, MAU, and CPM and increased satisfaction for their customers.

Simply put, if "intent" is what a person *plans* to do...
We turn intent into relevance and revenue.

LEARN MORE

Don't delay, contact us today. Find out how Intent Edge can unlock the full potential of your apps.

tellmemore@intenthq.com

www.intenthq.com