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President's Corner: Dave DeMarsh, President and COO

Synergies Bring Enhanced Opportunity

What an exciting first half of the year. It's been a great experience working with new people and exploring the products and services available through our sister companies within the WPP organization. I continue to be amazed by the synergies that each company's area of expertise creates, and how by working together, we can continue to bring enhanced solutions to our customers.

In this issue of Connect, I'm also happy to introduce the newest solution from I-Behavior - The Loop Mobile Shopping App. The Loop makes targeted, "at-your-fingertips" offers to consumers a reality for our customers and their buyers.

Sincerely,



Dave DeMarsh
President & COO



I-Behavior News

Reaching the Mobile Consumer:

According to ComScore, nearly 75 million smartphones are now active in the U.S., and Morgan Stanley predicts that mobile tablet shipments will reach 55 million by the end of 2011. While there's overlap in the usage figures for smartphones and tablets, the fact is that mobile devices have become an integral part of everyday life for much of the U.S. population. For mobile users, it's not just about staying connected, it's about having immediate access to information to make informed decisions - wherever they are, whenever they are.

Introducing The Loop™ Mobile Shopping App

I-Behavior recently launched The Loop, a mobile shopping application that leverages location information, behavioral data, and consumer preferences to help online and brick-and-mortar merchants reach the right consumers for their business via iPhone®, Android™ or iPad® mobile devices. Consumers can download The Loop to take advantage of offers from a variety of famous brands including:



[Watch the Video](#) ▶

Scan either of the QR codes below to download The Loop now and check it out for yourself. Use the iPhone icon to download the app for your iPad.



To find out how you can get your brand in The Loop and start reaching mobile shoppers, contact Pam Waldman, Director of Sales, Mobile Solutions at 303-228-5073 or pwaldman@i-behavior.com.

Interactive, Mobile Catalogs Bring Your Product Line to On-the-Go Consumers

I-Behavior has partnered with a leading digital publisher to provide mobile catalog services to our customers. Mobile catalogs allow for improved engagement between consumers and your products with features such as click-to-purchase functionality, the ability to tag products, send notifications when products go on sale, and automatic catalog updates. You can measure consumer engagement with your mobile catalogs to learn more about how they are interacting with your brand and continually refine your offering to optimize the opportunity.

To find out how you can add mobile to your catalog strategy, contact Pam Waldman, Director of Sales, Mobile Solutions at 303-228-5073 or pwaldman@i-behavior.com.

The Loop Mobile Targeting Engine SDK for Mobile App Developers

If you're interested in developing a proprietary mobile app, you can bring the decisioning power of The Loop to your application development. Use The Loop Mobile Targeting Engine to get real-time purchase interest scores that help you deliver the right message, right product, or right offer to the right consumer across 100 different product categories or against specific offers.

To learn more, contact Dale Hartzell, General Manager, Mobile Solutions at 303-228-5063 or dhartzell@i-behavior.com.

Did You Know?

66% of consumers take out their smartphone to do comparison shopping

58% of consumers take out their smartphone to find the nearest store location

58% of consumers take out their smartphone to look for available discounts

38% of consumers cite discount apps as the type of app they use to shop

35% of smartphone users make purchases on their phone

Sources: Chadwick Martin Bailey, ComScore

Events

September 12-14: Shop.org, Boston Convention and Exhibition Center, Boston, MA. Booth #1206

September 21-22: NEMOA DirectXchange Conference, Boston Marriott Quincy Hotel, Boston, MA

October 2-5: DMA:2011 Conference, Boston Convention and Exposition Center, Boston, MA. Booth #1609

November 9-10: Ad Tech New York, Javits Convention Center, New York, NY. Booth #1330

Recent Additions

Sheri Paul
Business Development Director

Toby Katcher
Business Development Director

Kim Upshaw
Business Development Manager

Pam Waldman
Director of Sales, Mobile Solutions

Brian Bishop
Sr. Account Executive

Adam Woods
VP Engineering

Richard Davis
Sr. DBA/Developer

Jeff Means
Manager, Output Services

Kellyn Pot'Vin
Sr. DBA/Developer

Wei Sun
Statistical Analyst

Xiaofang Guo
Statistical Analyst