



acuitymobile

ENABLING
TARGETED
MOBILE
CONTENT
DELIVERY

The right marketing content
> to the right person
> at the right time
> in the right location

eMAP TEXT • MOBILE WEB • APPLICATIONS
embedded Mobile Advertising Platform


Spot
Relevance™

SPOT RELEVANCE™

Acuity Mobile's Embedded Mobile Advertising Platform (eMAP) allows the enterprise to achieve Spot Relevance™- the ability to deliver the right marketing content, to the right person, at the right time, in the right location.

The process of delivering Spot Relevance™ with your company's targeted marketing content is straight forward with eMAP:

- Define the target area (geographic location) for the offer.
- Develop the content that should be sent.
- When eMAP confirms location and the user profile match campaign settings, content is pushed to the user.
- The user can respond via a mobile device immediately to the offer.
- User activity is tracked and leveraged by Acuity Mobile's intelligent Preference Engine to continually hone content delivery to each particular user.



COMPANY PROFILE

Acuity Mobile is the leading provider of enterprise mobile marketing solutions. Led by an experienced management team and co-founded by Barry Glick, the founder of MapQuest, Acuity Mobile has an in-depth understanding of the concerns faced by marketers, content owners, and consumers. eMAP, Acuity's industry-leading product, was first developed in 2000 and was awarded several patents in 2003. Today, partners such as Navteq and Acxiom plus a variety of large enterprise customers power their mobile marketing solutions with eMAP from Acuity Mobile. Acuity is a privately held company headquartered in the Washington metropolitan area.

TESTIMONIALS

"Our focus continues on the creation of innovative advertising solutions for advertisers looking to reach consumers in-the-moment when buying decisions are made," said Christopher Rothey, Chief Operating Officer of Traffic.com. "After surveying the market, we selected Acuity's eMAP platform to extend the power of our mobile advertising services with unique hyper-local targeting enabling us to send advertisers' messages at the right time and in the right place. Acuity Mobile will help us make this happen."

- Christopher Rothey, COO
Traffic.com

"We expect mobile marketing to grow significantly in adoption and acceptance. The partnership with Acuity Mobile further advances this trend by pairing two industry-leading companies who together can deliver relevant, timely offerings customized to the individual."

- Greg Hogue,
Industry Executive for Travel and Entertainment
and Media/Communications
Acxiom Corp.

Acuity Mobile’s patented Embedded Mobile Advertising Platform (eMAP) enables the delivery of targeted content-advertisements, coupons, offers, news, and other information directly to a mobile device based on the user’s interest and location. eMAP is strictly an end-user opt-in platform designed to be unobtrusive and to give the end-user a high degree of control over the mobile experience. eMAP can reach end-users in a variety of ways; via an application the user downloads to their wireless device, via text messaging and via the mobile web.

COMPREHENSIVE PLATFORM COMPONENTS

Mobile Content Editor (MCE) the MCE is the interface that permits marketers and content providers to easily and quickly compose, target, post, and monitor rich message content into the system for subsequent targeted delivery to end-users.

miZONE the vehicles by which marketers can reach the mobile consumer using the MCE console

APP downloadable software that runs on the mobile device which connects end users to the system. The application periodically contacts the eMAP server for relevant content which is displayed in a rich graphical/audible format. This describes the application operating in “Push” Mode. End users can also engage the application for relevant information, content, and offers on a “Pull” basis- anytime, anywhere.

TEXT using the MCE marketers and content providers can create and send targeted text messages. Text messaging allows for the delivery of coupons and offers, alerts, product info, event reminders and can engage users through trivia games, voting, and polling. Text messaging through eMAP can either be used to enhance the APP or can act as an alternative to the APP whichever the marketer or end-user prefers.

MOBI the content created and executed in the MCE is systematically available for posting as WAP pages. This enables a third mechanism, the mobile device’s web browser by which end users can receive relevant content. These WAP pages can serve an existing mobile website, an eMAP generated mobile website, or can be sent to end users via a link in a text message.



KEY BENEFITS



MOBILE MESSAGING FLEXIBILITY

Consumers who opt-in can be reached in a variety and combination of ways through a single marketer interface.

ROBUST REPORTING

Real-time reports are easily accessible, providing instant metrics on user uptake and the success of campaigns.

IMPROVES WITH USE

All user response is tracked and used to augment the system's understanding of the user's preferences and interests to improve accuracy and to populate the client's customer database.

PATENT PROTECTION ADVANTAGE

Acuity Mobile's technology is backed by patents covering the delivery of information to specified geographic locations leveraging user preferences.

TOTAL RELEVANCE

Consumers benefit from timely and relevant delivery of both content and marketing offers yielding enhanced consumer satisfaction, better usage, and improved response rates.

Acuity's eMAP product achieves Spot Relevance™ by offering the most complete solution for mobile marketing. It covers all mobile communications channels - text messaging, mobile web, and targeted applications - while leveraging the most advanced technology, patent protection, innovative operational tools and analytical methodologies.

TRUE 1-TO-1 MARKETING

QUESTIONS?

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delivering Spot Relevance™

