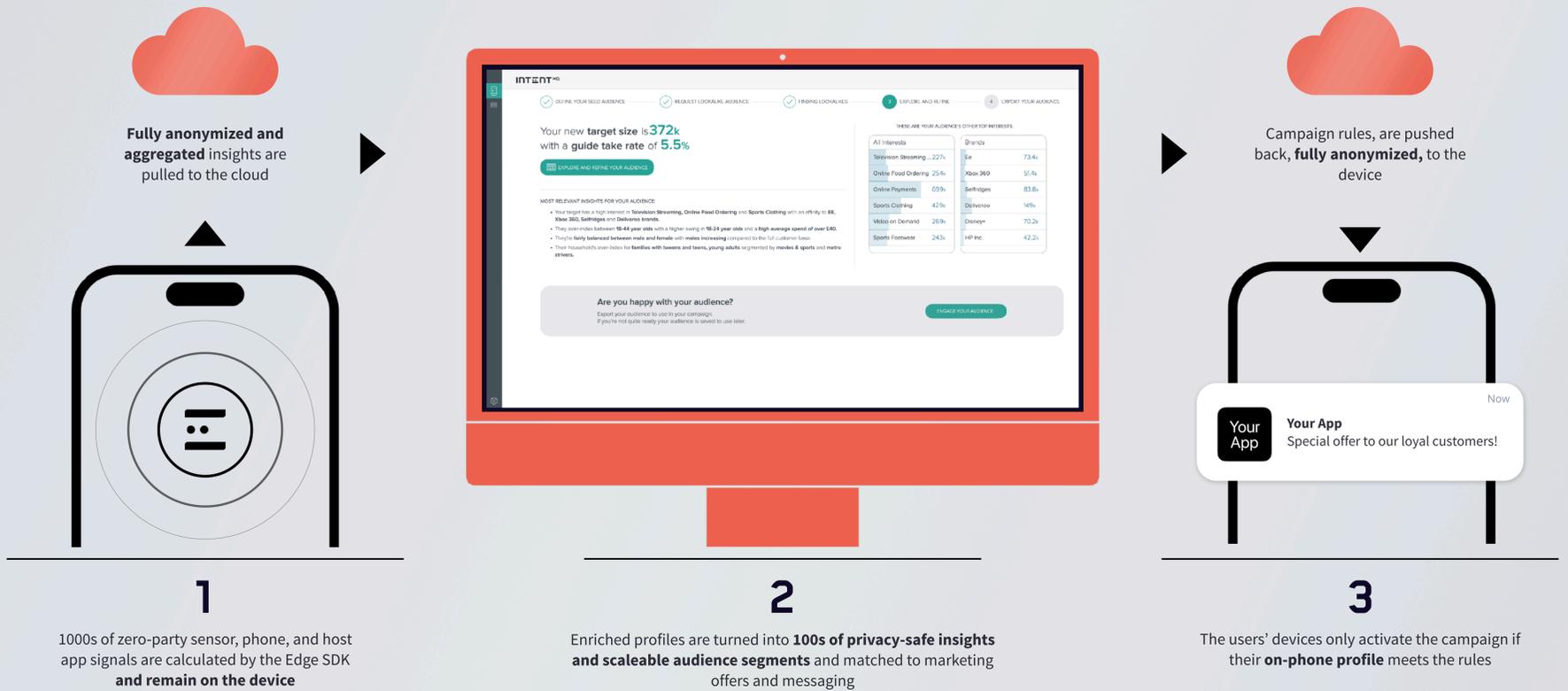


# INTRODUCING INTENT EDGE

True personalization is getting harder in the face of user privacy concerns and regulations. **Intent Edge** helps marketing scientists personalize user experiences and offerings based on real behavioral insights, without personal data ever having to leave a user's device.



### 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.

### GET PERSONAL WITHOUT PII

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 having to leave 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, and access 100s of real-world user characteristics 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](mailto:tellmemore@intenthq.com)

[www.intenthq.com](http://www.intenthq.com)

