

IntuiLab Brings Enterprise-Class Data Tracking to Analytics for Digital Signage Deployments

The IntuiFace platform solves the challenge of data-driven insight for static signage through information-rich event monitoring of multi-touch content.



BOSTON, USA AND TOULOUSE, FRANCE NOVEMBER 19, 2015

[IntuiLab](#), provider of IntuiFace, the world's premier no-coding interactive experience creation platform, is excited to announce the introduction of [enterprise-class data tracking capability](#). Addressing everything from fully customizable event capture to native integration with 150+ analytics, marketing and data warehousing platforms, IntuiFace now offers the most extensive source of business insight in the digital signage industry. Without any development skills, businesses can capture detailed information about user preferences and characteristics - the #1 determinant of ROI for a DOOH project - for any sized deployment.

A key strength of interactive content is its inherent ability to capture user preferences and characteristics. People touch what interests them. With the addition of sensors for everything from geographic location and weather to gender and age distribution, a comprehensive snapshot can be taken at every signage end point. Collectively, all of this information drives deep insight about users/visitors/shoppers.

With IntuiFace, the interactive experience itself becomes a sensor. It can integrate with any data sources, business logic or connected objects, extract information from those sources in real time, and tie it in with the ongoing actions of users standing at the screen. Designers, in collaboration with the business, use the IntuiFace no-coding editor to create compelling interactive content using their own graphic media and identify the particular events that should be tracked. The resulting content is then deployed to any of IntuiFace's supported platforms: Windows, iPad, Android, Chrome OS, Samsung SMART Signage Platform and LG devices running webOS.

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Each end point automatically collects event data and forwards it to a highly scalable and redundant cloud-based hub hosted by IntuiLab. From this hub, data points are automatically forwarded to the analytics, marketing and/or data warehousing platform preferred by the business. Options include native support for Microsoft Excel, any Internet-accessible SQL or noSQL database, REST-based Web service queries, the Mixpanel analytics platform or any of 150+ platforms made available through the Segment data integration platform. These data points can then be merged by the business with preexisting data collected via the Web and mobile devices, closing a major gap undermining a true omni-channel strategy. The resulting insight can be used for everything from round-trip improvement and update of deployed content to marketing campaign alteration, initiation of A/B testing across deployments and messaging refinement.

“Businesses thrive on insight about their end users. We realized that IntuiFace-based interactive experiences were sitting on a mountain of useful data,” said Vincent Encontre, IntuiLab’s CEO. “By eliminating the need to write code and by automating the export of data to virtually any analytics platform on the market, IntuiFace makes analytics accessible to every business regardless of skill set. That this is achieved through the use of cutting edge interactive content is the cherry on top.”

IntuiFace data tracking is available to all users, even those using the time unlimited free version. A tiered set of priced data tracking plans – starting with a Free plan - give IntuiFace users access to an ever increasing number of data points. All plans include support for Excel, Mixpanel, Segment and custom REST-based Web service queries. IntuiFace data points can be forwarded to a client’s own database or to an IntuiLab-hosted database in higher tier plans. Additional details about IntuiFace data tracking – plus a video – can be found [here](#).

About IntuiLab

IntuiLab makes IntuiFace, the world’s premier platform for creating, deploying, measuring and managing deeply interactive, connected and expressive digital experiences without writing code. It is used by thousands of people in hundreds of companies across 55+ countries to build experiences driven by mobile devices, multi-touch displays, RFID/NFC readers, the Internet of Things and much more. For any industry – including retail, hospitality, real estate, tourism, education – and for any intent – from digital signs to self-service kiosks and assisted selling. More at <http://www.intuilab.com>.