



Deliver relevant and valuable mobile engagement with Captivate.

### **Valuable Engagement**

Engage your mobile customers at the right time and place.

### **Targeted Promotions**

Use mobile triggers such as location, proximity, frequency and app usage to target engagement.

### **Dynamic Architecture**

Customize, evolve and expand your mobile strategy with flexible plug-in framework.

### **Easy Integration**

Add Captivate to your mobile app in a matter of hours.



### **Actionable Big Data**

Collect and act on device-based data in real-time.

### **Unique Insights**

Identify purchase intent and points-of-interest based on mobile actions.

### **Business Intelligence**

Optimize in-store customer experience, retail layout and location planning with mobile business intelligence.

### **Silent App Updates**

Manage device-based rules over-the-air with no user interaction or app update required.

# **Intelligent Mobile Engagement**

**MEANINGFUL. RELEVANT. TARGETED.**

**REDEFINE YOUR MOBILE STRATEGY WITH CAPTIVATE.**



# Captivate™

Captivate is a big data and engagement engine that collects actionable data and enables meaningful mobile interactions with end users in real time. Available for Android and iOS.



The Captivate software development kit (SDK) is the on-device component that integrates with an existing mobile application. The SDK controls on-device engagement, analytics collection and device notifications and is fully configurable over-the-air.

The back-end Captivate server handles analytics processing, rules management, and integration with 3rd party systems such as data warehouses, visualization engines and data management platforms. Access to the back-end server is provided through a web-based management console. Analytics reporting is available as an add-on service.

## Captivate Value:

### Relevant Mobile Interaction

- \* Deliver real-time, contextual mobile engagement

### Big Data You Can Use

- \* Analytics framework provides actionable reports based on individual consumer actions

### Boost Customer Interactions

- \* Enable proactive customer service/feedback with event-based engagement

### Mobile Measurement

- \* Detailed campaign reporting provides insight into the effectiveness and results of specific engagement scenarios

### Enhanced Segmentation

- \* Improve demographic profiles and personalize mobile advertising with device-based intelligence

For more information, visit [www.smithmicro.com/captivate](http://www.smithmicro.com/captivate)