

## ASX Announcement

3 February 2015

### **Invigor Insights now delivering integrated consumer analytics**

Invigor Group Limited (ASX: IVO) ("Invigor") advises that it has released its innovative suite of mobile analytics solutions providing deep, real-time insights into consumer behaviour. Insights Visitor analytics and Insights 360 are cloud based solutions which provide a fully integrated analysis of consumer behaviour including demographic, psychographic, sociographic and geographic information to give a holistic view of consumer profiles, preferences and trends.

These detailed consumer insights based around public and retail precincts allow venues and retailers to better understand who their target consumer is, where they are and what they are doing across multiple sites. This allows them to provide more compelling product and service offerings and better target relevant and meaningful marketing messages.

The Insights Network analytics platform has been designed for mobile telecommunications and network operators to identify all smart device traffic to better understand their users together with their impact on their network. In doing so, network operators are able to better manage their infrastructure requirements and improve the overall user experience. .

"The expanded Insights solutions enable us to integrate bricks and mortar with the online world providing a unique insight into consumer behaviour. We have been working with a range of public sector organisations, network operators and retail groups to showcase the platform with great success. As retailers become aware of the value of data and embrace the use of data to make more and more business decisions, the ability to do that across consumer touch points and information systems is becoming more important. Invigor now has a uniquely placed product that will help businesses change the way they make decisions and interact with consumers." says Daniel Sekers, Group Director.

This consumer analytics suite complements Invigor's successful Insights Retail Analytics solutions to provide integrated information to businesses on both competitive landscape and consumer demand.

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### **About Invigor Group Limited**

Invigor Group is a leading information technology and digital solutions company. It specialises in innovative business intelligence, big data solutions for businesses and consumers which are supported by strategic consulting, development and marketing services. Invigor delivers its cloud based solutions to a broad range of clients including: retailers, brands, mobile network providers, local and state governments, advertising and media agencies.