

## Intersec is a finalist in the Analytics/Big Data Category at The Media Excellence Awards in Los Angeles

Intersec, leading vendor of real-time streaming analytics software allowing companies to use the data they collect to enhance their services is a finalist in the Analytics/Big Data category in the 10th Annual Media Excellence Awards (MEA) taking place January 18th in Los Angeles.

The Media Excellence Awards is one of the most influential awards shows, honouring innovation and leadership in mixed media, entertainment, mobile and technology from all industry strata, from start-ups to international brands. The MEAs single out companies that excel in consumer services, consumer experience, content creation, marketing tools, revenue generators and more.

**Intersec is competing in the Analytics/Big Data category for its Contextual Marketing Solution.** This software allows companies not only to send messages to their clients, but also to interact with them by automating below the line marketing actions, adapting to the particular needs of clients (taking into account things like the customer profiles and geographical location...), analysing client databases, defining targets, setting interaction rules etc. **Intersec's goal with this solution is to delegate these tasks to autonomous rules and algorithms, with the purpose of augmenting client satisfaction and increasing sales.**

Ultimately, the Contextual Marketing Solution allows marketers to trigger relevant engagement based on their customers' context; seize competitive advantage from deeper insights and finally accelerate their digital transformation.

### Convergence and client consideration

These elements form the foundation of Intersec's Contextual Marketing Solution, while factoring in each's customer's individual profile and service use. Their recent interactions, past technical issues and level of satisfaction are also considered, in order to offer each customer an ultra-personalised experience.

### Making the job easier for businesses

The goal is to simplify the daily job of marketers by automating what would normally be a nightmare to process manually, like enforcing contact policy taking into account segments, offers, channels, etc.

### About Intersec

Intersec designs innovative software enabling companies to leverage their Big Data. Our disruptive technology crunches and consolidates huge amounts of data coming from heterogeneous network equipment and IT, and turns them into actionable insights in real-time. Applications range from Contextual Marketing, mass-scale Location-Based Services, Smart Cities, IoT and Business Analytics.

*Pour en savoir plus : [www.intersec.com](http://www.intersec.com)*

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