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**Taggpoint Launches Connected Experience Enterprise Platform for Mobile Marketing Campaigns and Brand Engagement**

**Enables interaction between mobile devices and Bluetooth Low Energy (BLE) Remotes, Near Field Communication (NFC) tags as well as other connectivity solutions for a complete multi-channel mobile marketing management platform.**

NEW JERSEY – January 27, 2014 – Taggpoint LLC today announced the commercial availability of the Taggpoint Connected Experience Enterprise Platform designed to give marketers enterprise-class tools for understanding the performance of their mobile device marketing campaigns.

**The Customers Are In The Building – Give Them A Connected Experience**

As the digital experience that your customers have with your brand moves increasingly away from the PC or laptop toward mobile devices, the need to know user context increases.  Knowing the location and interests of your customers and tailoring their experience accordingly are critical steps on the road to delivering a Connected Experience.

Taggpoint endpoint management tools allow you to create and manage your mobile device touchpoints with ease in an open and scalable way. Endpoints, such as NFC tags, Bluetooth Low Energy remotes and QR codes, are the “on ramps” into your mobile device campaigns and can be embedded into objects such as print, marketing materials and products. People interact with touchpoints by using their mobile devices, which results in content loading on their device. Taggpoint touchpoints provide tools which allow you to verify, organize and dynamically assign content to your touchpoints in a way that makes sense for your organization.

**Don’t Just Collect Data – Gain Insight**

Advanced reporting tools make it easy to measure, monitor and understand the engagement across your mobile device marketing campaign. Gain insights into how users engage your campaigns, where they navigate to and how to keep them coming back. In addition, you can build custom reports and identify important data to share across your team.

“Retailers, marketers and even enterprises are increasingly moving their brands forward with multi-channel engagement solutions, including strategies that embrace mobile devices,” said David Gross, Taggpoint Product Management. “Taggpoint’s unique solution enables companies to meet the mobility challenge head on in media, retail, information transfer and more, and also gain unique insight into their deployments."

To learn more about Taggpoint’s multi-channel marketing, sales and information transfer solutions view our [product line](http://www.taggpoint.com/products) or visit our [website](http://www.taggpoint.com/).

**About Taggpoint LLC**

Taggpoint powers Connected Experiences between users and brands by connecting the digital world to the real world through new technologies such as Bluetooth Low Energy (BLE), Near Field Communications (NFC) and more.

Taggpoint’s Connected Experience Enterprise Platform is a collection of analytic, optimization and campaign management tools that empower businesses to make informed decisions and ensure the success of their mobile device-focused marketing programs.

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