



## Case Study: Channel Intelligence

### Company Information:

Channel Intelligence (CI) is a company that consumers interact with everyday but have rarely heard of. CI is a marketing and services company focused on helping retailers, manufacturers and other advertisers make their products and services easier for consumers to find and buy on the Internet and in local retail stores. The 2011 expansion of CI's "Where-to-Buy" technology allows implementation across various platforms including websites, display ads, Facebook pages, Tweets, QR codes, e-mail and blogs, ensuring companies are able to capitalize on every digital touchpoint for potential consumers. Founded in 1999, CI offers the most complete suite of performance-based, e-commerce services in the industry and helps drive billions of dollars of revenue to its customers. Used by companies worldwide, CI is an integral part of the e-commerce industry.

### Relationship with ASU:

Channel Intelligence came to Scottsdale via an acquisition of Vcommerce, which increased CI's ability to service the ecommerce needs of retailers, manufacturers, and publishers. Now in its third year at SkySong, Channel Intelligence is rapidly growing its western regional office which has expanded to more than 30 people, with further growth expected in 2012 and beyond. Being at SkySong

has afforded CI the ability to work closely with ASU on talent identification and class projects. "Being close to such a dynamic university with a diverse and vibrant talent pool is a tangible asset for CI. In addition, the Scottsdale location and the SkySong environment, provides our employees with a great working atmosphere. We are close to the technology edginess of California without the costs, both to the company and our employees"

### Looking Forward:

Channel Intelligence views the social media arena as its greatest opportunity to increase its services for its customers. Collaboration with ASU will provide a stepping stone to further understanding of consumer purchasing behavior through social media and the potential it holds for CI and its customers.