

VueLogic™ Receives National Science Foundation (NSF) Small Business Innovation Research (SBIR) Phase II Funding

Atlanta, GA (PRWEB) 5 Aug 2009 -- Atlanta, GA based, VueLogic, LLC received a SBIR Phase II grant, "Predicting Behavior in Electronic Commerce Environments" from the National Science Foundation (NSF). The funded research is to develop predictive modeling technology that identifies expected consumer behavior during online interaction based on their prior transaction history. This grant represents VueLogic's second NSF award.

The Phase II funding allows VueLogic to build upon the current PowerVUE® suite (www.vuelogic.com/products.html) and bring predictive technology to the customer experience. Unlike existing anonymous behavioral targeting technologies, the SBIR grant research is intended to facilitate the understanding of prior individual consumption behavior and predict what the consumer is most likely to consume and the terms under which they will most likely transact during an internet engagement.

"Today, PowerVUE® solutions offer our clients the ability to leverage predictive analytics, micro targeting and scoring to create more revenue with less cost, at each customer interaction", explained Ron Garmon, CEO. "In this tough economic environment, our low cost easy to implement technology offers expertise and technology typically only available to very large organizations due to the high cost of resources, implementation, licensing and support"

VueLogic's founding team has extraordinary understanding and experience in managing and monetizing consumer data in privacy protected environments. Recognizing that existing behavioral targeting offers insight into only anonymous internet activity, VueLogic is focusing on leveraging customer data to create and deliver unique personalized offers, content and messaging to impact conversion and retention. VueLogic's proprietary technology captures a holistic view of the consumer's behavior across multiple channels and/or web sites, providing Customer Intelligence to their clients allowing them to customize the interactive experience.

About VueLogic:

VueLogic is a premiere, SaaS, revenue generation solution for online retailers, social networks and premium content providers; enabling companies to harness, analyze and trend their customer transactions, (monetary and non-monetary), across domains, in a confidential and secure environment. For the first time, companies can make specific offers to their customers based on actual preferences. With VueLogic's PowerVUE® solutions, companies leverage analytics, micro targeting and scoring and profiling to create more revenue at less cost, at each customer interaction – in this tough economic environment, companies can retain and grow their customer bases with very low upfront cost.

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