



Loyalize Drives Audience Participation During Any Broadcast or Live Event: Sports, TV, Concerts, Politics...

Reach Consumers on Every Device for Any Event

Ad:Tech, San Francisco, CA (PRWEB) April 12, 2011: [Loyalize](#), an audience participation company, today launched its real-time participation and rewards platform to give brands and content providers a smart, fun way to drive audience, engagement and loyalty.

Loyalize reaches consumers on the phones and tablets they're already using, during the shows and events they are already watching and talking about. With Loyalize, consumers socialize, compete, share, shop, and discover, all while winning badges and points they can redeem for real rewards. Its platform is designed for interaction across a mass audience in real time, with analytics and tools for identifying and rewarding the most valuable consumers.

The [SocialTV Companion Service](#) from [Motorola Mobility Inc](#) (NYSE:MMI) utilizes component modules from Loyalize, including real-time social experiences and our real-time participation platform, analytics, and rewards administration components, as referenced in their April 7th announcement.

"Today, people are constantly tweeting, chatting, posting, and surfing while they watch TV, when they attend a sporting event, or see a performance. Until now, those side conversations came at the cost of losing the audience's full attention," said Todd Greene, CEO of Loyalize. "Now with Loyalize, the audience becomes part of the show. People get rewarded for participation, opening up a new channel for brands to reach the audience."

With Loyalize, consumers participate together in real-time with unique mass-audience experiences and group games designed for national TV broadcasts and during large live events. Social Games like "SmackTalk" give sports fans the spotlight to speak their mind about the opposing team while the audience judges their wit. Live Experiences like "Mood-o-Meter" drive audience members to share their emotions about the content, as it happens – an astounding tool for insights for brands, celebrities and content providers. "Debate Tracker" measures audience sentiment on a nationwide scale during a political speech or debate.

Rich analytics give brands and content providers key insights into how audience members are sharing, participating, and reacting, while flexible campaign tools let partners continually enhance the experience by adding new consumer challenges and rewards.

The Companion Device

Loyalize's products are designed to work on any "companion device" – specifically, all Android and iOS devices, tablets and phones. Loyalize makes heavy use of standards like HTML5 and CSS3 to ensure easy configurability, cross-device compatibility, yet offering a native-app experience. The proven Loyalize cloud-hosted technology platform is in use today with over 21M page views/month serving consumers in 50 languages around the world.

More details on Loyalize can easily be found on its [web site](#).

About Loyalize

Loyalize is an audience participation company. Our platform drives audience participation on the screens consumers already use (phones, tablets, laptops), during the live events and broadcasts they're already commenting on. Loyalize's white-label experiences, games, polls, and more give consumers a fun way to share, shop, discover and play with others in real-time, while winning loyalty points redeemable for real rewards. With Loyalize, brands drive the social conversation and find out what resonates with their audiences. The privately-held company has 22 employees and offices in San Francisco and Los Angeles, CA. For press inquiries, please visit: <http://www.loyalize.com/press>

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