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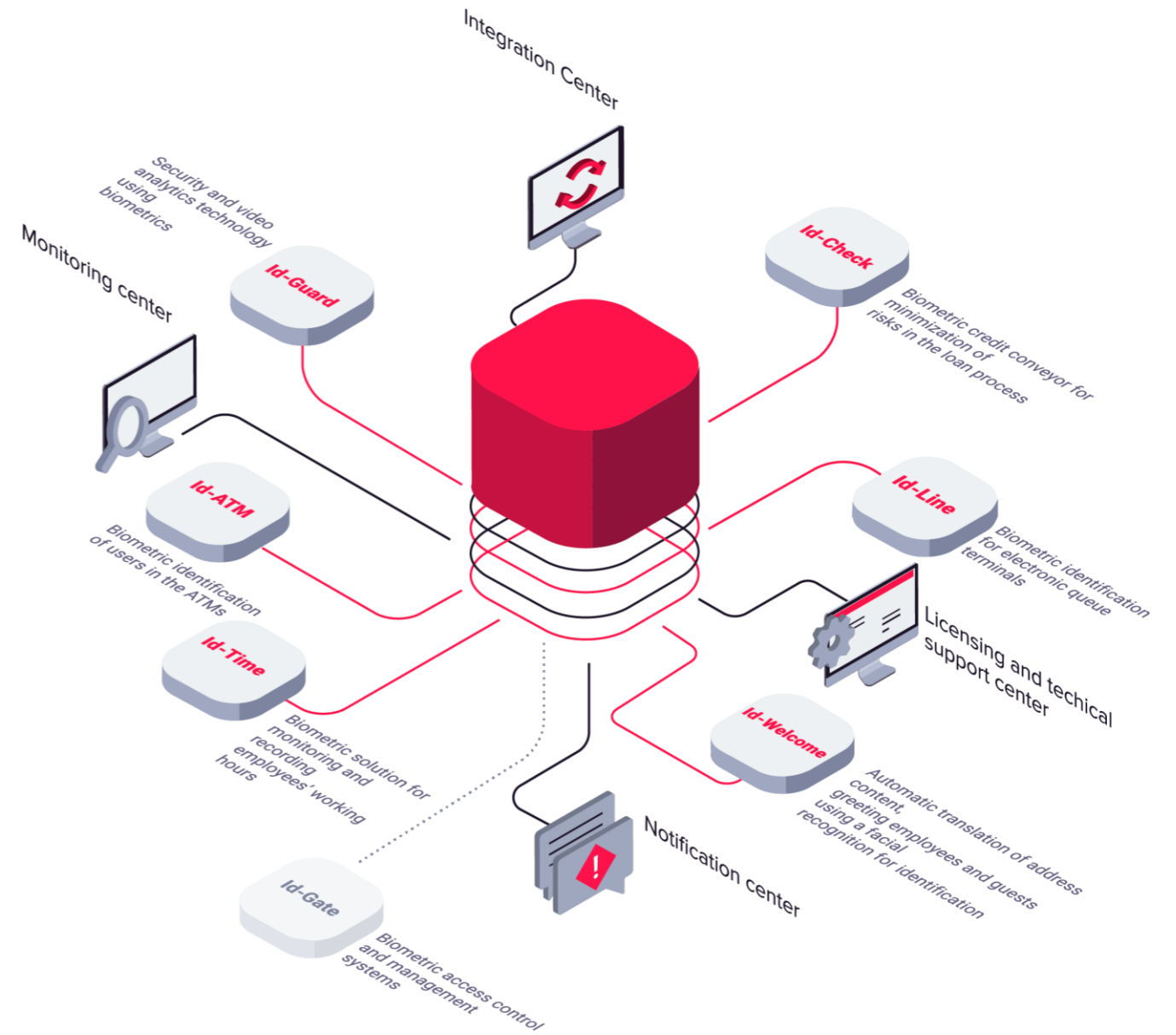
Id-Target –
SOFTWARE PRODUCT FOR
CLIENT IDENTIFICATION

Specific biometric products for each business task

Id-Target is a product designed to identify retail customers by face to implement loyalty programs, boost the quality of interactions and raise the average check.

Id-Target is part of the RecFaces product line of ready-to-use biometric software products that allows you to implement the necessary identification processes to automate, enhance efficiency and launch new and innovative services for businesses.

You can add the necessary solutions in order to solve the issue

Integration Center

Security and video analytics technology using biometrics

Monitoring center

Id-Guard

Id-Check

Biometric credit conveyor for minimization of risks in the loan process

Id-ATM

Biometric identification of users in the ATMs

Id-Line

Biometric identification for electronic queue terminals

Id-Time

Biometric solution for monitoring and recording employees' working hours

Licensing and techical support center

Id-Welcome

Automatic translation of address content, greeting employees and guests using a facial recognition for identification

Id-Gate

Biometric access control and management systems

Notification center

Lack of customer information

Traditional research does not reach all clients; it takes **weeks** or even **months** to conduct and process the results.

Low efficiency of many loyalty programs

Loyalty cards are **inconvenient** to use — they are often **lost** and **forgotten**

High competition in advertising channels

To preserve the effectiveness of advertising, you need **more and more data** and increasingly **complex client analytics**

Over **76 billion USD.**

Each year companies the world spend on marketing research

Over **12million USD.**

Expenses of a large retailers for printing loyalty cards only
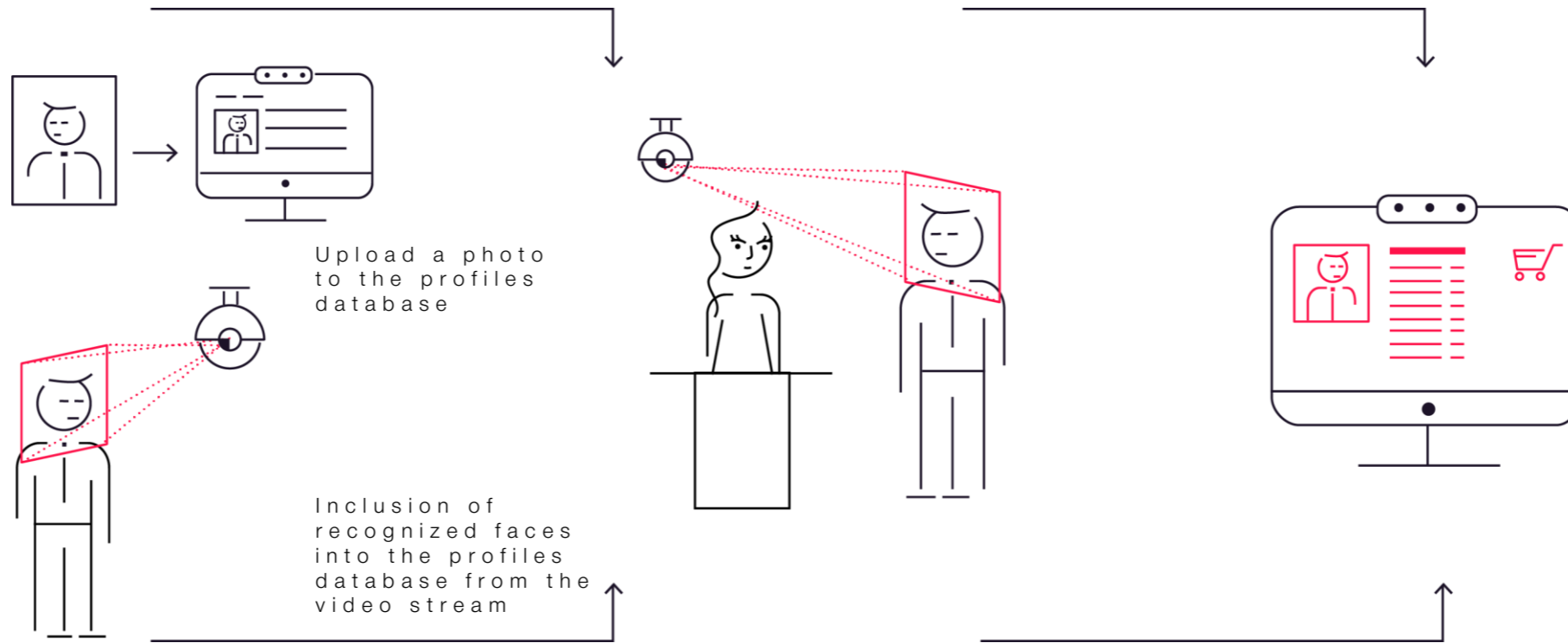
Over **3million USD.**

Annual budget of a large company for marketing and advertising

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Id-Target –

software product that provides a new level of targeted customer interaction through biometric identification

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1 Creation of biometric database of profiles

2 Real-time recognition (detection) of faces in the video stream

3 Receive instant notifications of facial recognition, collect statistics and link the client to the loyalty system

Upload a photo to the profiles database

Inclusion of recognized faces into the profiles database from the video stream

The process of identification using biometrics takes no more than 1.5 seconds

Facial identification of the client through the cameras installed at the counter and the entrance to search for information on him in **CRM**

Implementation of a **card-free loyalty system** by linking the customer's **biometric** profile to the loyalty card

Profile categorization (lists, for example: VIP, scammers, etc.)
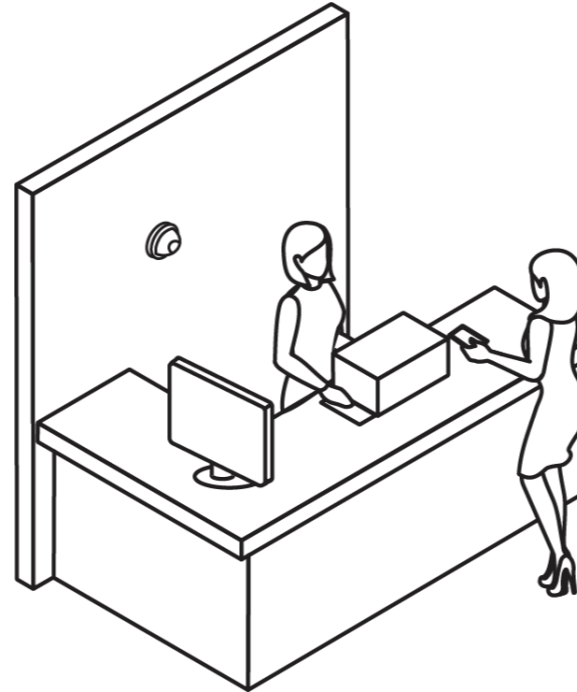
Receive **real-time notifications** on identification of persons assigned to a specialized list

Collection of **statistics on the sex and age** of visitors using surveillance cameras

Appointment of a **personal consultant** for regular customers

Detection and identification through surveillance cameras

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Solvable business tasks

Automated data collection and analysis for targeted customer interaction
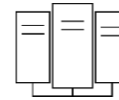
Safety enhancement

No need for loyalty cards
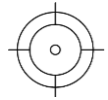
Precision

High identification precision of a person's identity when passing the control point

Centralization

Centralized data collection provides the ability to automate organizations with a geographically distributed branch network
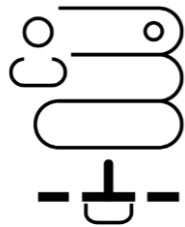
Quickness

The speed of biometric identification does not exceed **1.5 seconds**

Open API

Integration with third-party systems through an open **API**

1 **Database of profiles**

2 **Bio patterns reception channels**

3 **Support services**

System core license with profiles database

Video stream license
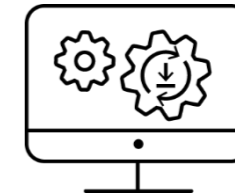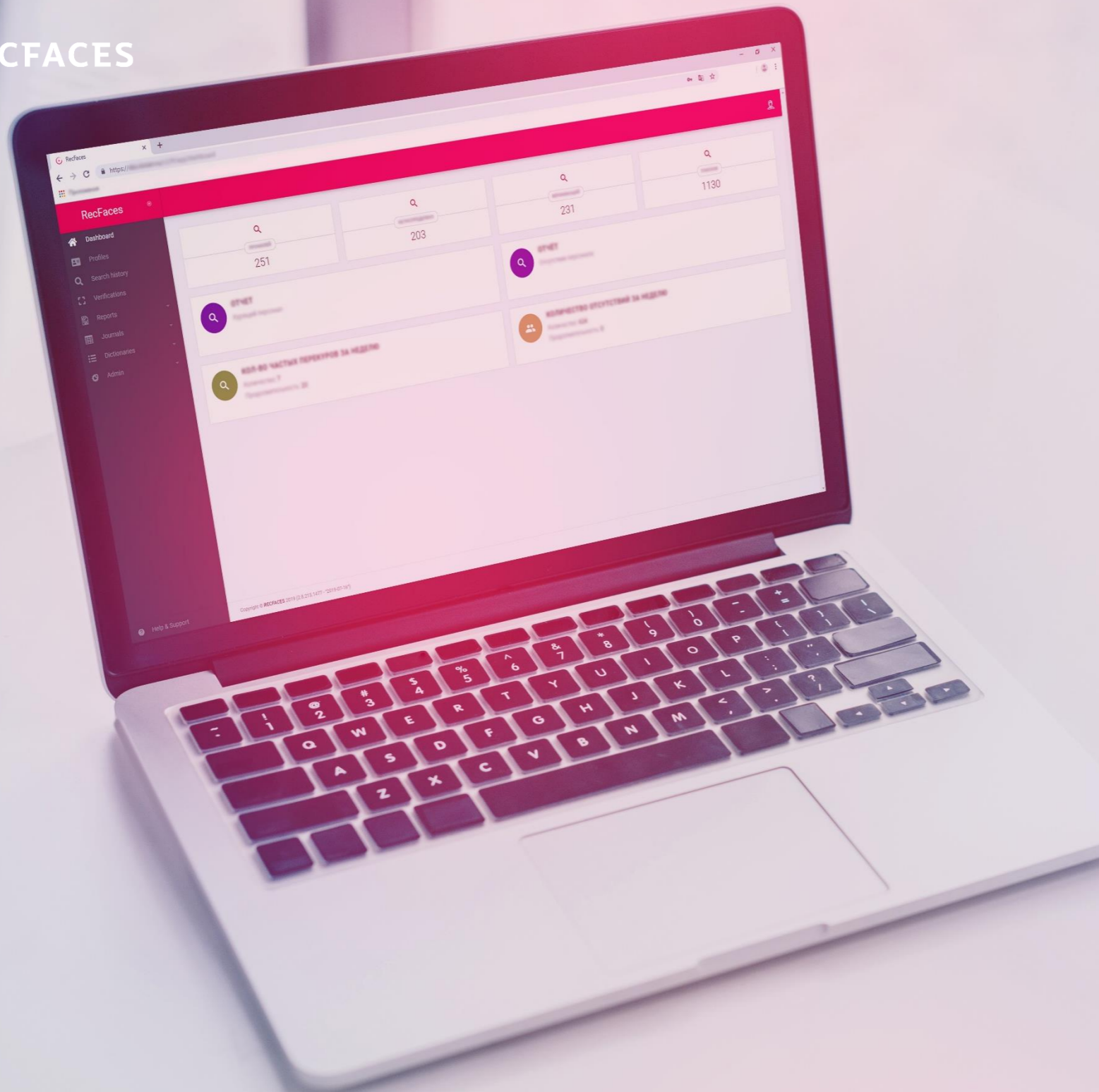
Support

Price list on licenses and support is provided on request

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You can see it for yourself

Simply receive an Id-Target demo!

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