

Target buys Pittsburgh shopping technology firm

November 13 2014

Target Corp. has acquired a Pittsburgh company that says its software platform brings "an Amazon-like shopping experience" to in-store customers.

Powered Analytics co-founder Collin Otis and a spokesman for Minneapolis, Minnesota-based Target confirmed the deal Wednesday. Terms were not disclosed.

Otis says the firm, founded in 2012, will remain headquartered in Pittsburgh.

Powered Analytics' Fabric product uses [mobile technology](#), location data and machine learning to connect a retailer's app to the in-store shopping experience.

The system uses the store's layout and product locations to deliver customized recommendations and messaging to customers.

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