Leaders in location aware mobile marketing technology

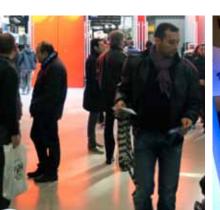**SPECTRE**

MARKETING TECHNOLOGY SOLUTIONS

WHO WE ARE

Spectre Marketing Technology Solutions (Spectre) was founded in 2013 with a strong comprehension in conference and retail environments. Our company is able to develop a marketing road map utilizing revolutionary technologies that lead to enriched consumer data collection and provides insight into customer behaviors. Our objective is to improve your client marketing by providing tools to reach out to customers in a way not traditional and grow your return on investment.

Introducing the **ConferenceGuide** by Spectre. **CG** blends technology in the field of mobility, geo-fencing, apps, and cloud architecture. This is a vision of real time interaction between consumers and clients businesses in their venues of operation.

Operated through a hand-held device (ie: mobile phone or tablet device) the **CG** is a tool which interacts directly with your clients, providing a platform to obtain and share information about your conference, schedule, map and options; with the ability to obtain information from conference exhibitors and participants. It is an effective way of communicating and understanding your conference and exhibitors participants through collecting data on their behavioural patterns, interaction with exhibitors and conference events and movement patterns.

ConferenceGuide
by Spectre

HOW DOES CG WORK?

Spectre uses existing Wi-Fi networks and installs low energy Bluetooth devices (Beacons) in different indoor environments. **CG** by Spectre uses these solutions to allow for Passive and Active consumer interactions with end users and their mobile devices.
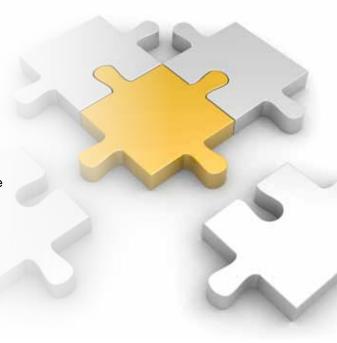
The **ConferenceGuide** by Spectre is a tool with many features to help enhance your sales and marketing initiatives. To find out more about our product and services, please contact your sales representative as will be happy to answer any questions you may have. Book an appointment

HOW DO WE DO THIS?
CALL US AND WE WILL LET YOU KNOW

Allan Toy
CO-CEO
Spectre Marketing Solutions
atoy@spectremts.com
(403) 620 - 2288

WHAT IS ARE THE BENEFITS OF USING CG?

The **ConferenceGuide** by Spectre allows for many marketing and data collection features to augment your conference team. Here are just a few benefits:

1 CG is a tool which can be used to collect data on customer pathing and time spent engaging exhibitors and conference options such as break out sessions.

2 It can be used for gathering relevant and actionable survey data through 'hot-spots' within the conference area.

3 Provides instant feedback from consumers to exhibitors or conference organizer via a customized dashboard.

4 Real time interaction delivering messaging to the customer about specific aspects of the conference, exhibits, conference schedules, etc.

5 Engaging customers with targeted video and animated messaging vs traditional printed collateral.

6 Web-based and local data storage options for remote access and control.

7 Provides an opportunity to continue to engage customer through email or online chats with your in-house experts.