

Leaders in location aware mobile marketing technology

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 **HomeTourGuide** by Spectre. **HTG** 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 **HTG** is a tool which interacts directly with your clients, providing a platform to share information about your showhome and its features with the ability to tailor the researching and buying experience of a customer. It is an effective way of communicating with your potential customer while collecting data on purchasing behaviors and overall point of sale experiences.

HomeTourGuide

by Spectre

HOW DOES HTG WORK?

Spectre uses existing Wi-Fi networks and installs low energy Bluetooth devices (Beacons) in different indoor environments.

HTG by Spectre uses these solutions to allow for Passive and Active consumer interactions with end users and their mobile devices.



WHAT ARE THE BENEFITS OF USING HTG?

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

The **HomeTourGuide** 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 we will be happy to answer any questions you may have. Book an appointment today!

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

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- 1 HTG is a tool which data collection can be obtained on customer pathing and time spent engaging with displays/or features of the home and sales centre.
- 2 It can be used for gathering relevant and actionable survey data through 'hot-spots' within the home or sales area.
- 3 Provides instant feedback from consumers to sales teams or other relevant departments via a customized dashboard.
- 4 Real time interaction delivering messaging to the consumer about specific products or aspects of a home or service.
- 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.