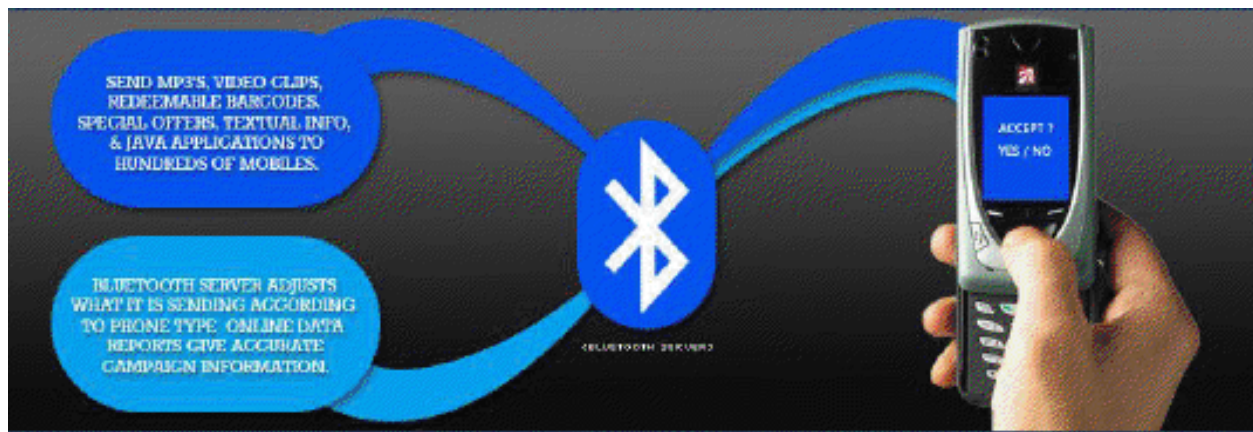


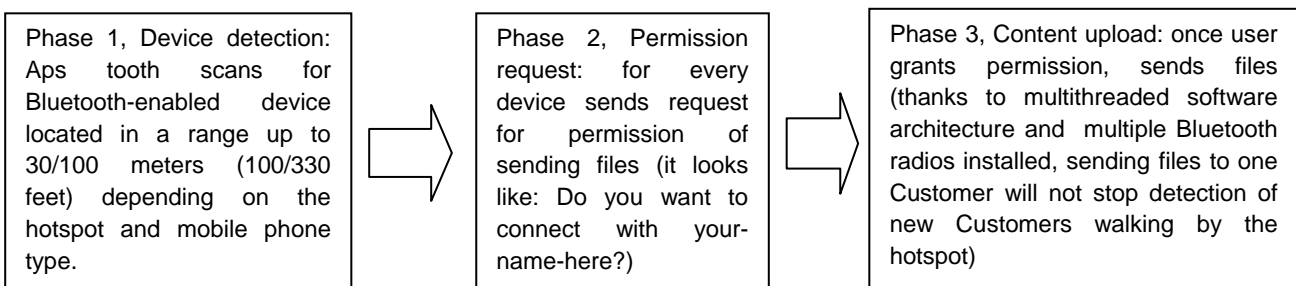


Aps Tooth is the next generation Bluetooth® marketing system (Proximity Marketing System). With this piece of software, you can advertise your business and take it to a new level that you couldn't imagine that it's possible **Aps Tooth** can be used to promote and advertise your products, services and your organization. With **Aps Tooth** you can send text, picture and multimedia messages over Bluetooth technology to mobile and handheld devices.



How Aps Tooth works?

Proximity hotspots are constantly sending marketing content via Bluetooth to mobile phones of your Customers. The transmission is totally free and requires no technical knowledge from your Customers. The only requirement is Bluetooth-enabled mobile phone of the Customer.





What could you do in a Aps Tooth?

Bluetooth Hotspots send content which has to be accepted by the customer? All stats are sent to the central server. Thus you know exactly how many people intentionally downloaded your content. This makes a huge difference comparing to other forms of marketing. Why?



Let's face it. Printed ads, flyers, or SMS campaigns give you poor indications about how many people actually read about benefits of your new product, or a service. You may spend thousands, but you will be always asking the question: does it really work?

The problem of measurability doesn't exist in Bluetooth campaigns. And what's even more exciting, the content you push to your customers can be much more interesting than just a message. Apps, presentations, music, movies, all this is a great added value for people. By sending free interactive content you have a chance of building nice relationships between them and the brand you're working for.

It is very simple and exiting from customer side, just switch on the Bluetooth on your phones and you could receive various offers. You could also receive movie trailers of the latest movies in town. Special offers from retailers nearby could also be received. It provides many entertainment solutions to enjoy every moment. It contains the latest Collections of Ringtones and Wallpapers, ready to be downloaded via Bluetooth, when you sip your coffee.



Where it works?

Commercial Centers



Commercial Centers/Shopping Malls are probably one of the best locations for Bluetooth marketing promotions.

- Reach your customers at the Point of sale, where no other Electronic form of marketing can reach them! Inform them About actual best bargains, Special offers, happy hours.
- Offer your customers added-Value content like map of the Mall with the list of stores.



In-store promotions

Place a sticker saying "Turn Bluetooth on!" on the front glass, and send your customers valuable content.

- Bonus Offers.
- Auto-generated track able Discount Coupons.
- Coupons for Free Gifts.
- Product Advertisements (Pictures, animated GIFs).
- Brand Awareness Building Content (videos, ringtones).



Event



Events/Exhibitions/Fairs

Events usually encourage people to try new things, and mobile content may be one of them. Here are some proven concepts for Bluetooth campaigns in such places:

- Event Agenda/Guide with a Map.
- Products Catalogue/Brochure.
- Sample Music (at Concerts).
- RSS-actualized scores, results (e.g. football matches).
- Mobile Wallpapers.

Everywhere



Your imagination is the limit

- Public Transport: Airports, Railway Stations, Bus Stops.
- Restaurants, Bars, Cafes, Night Clubs.
- Hotels, Casinos.
- Stadiums.
- Cinemas, Theatres, Operas.
- Schools, Universities.
- High-traffic Pedestrian Areas.



Why Bluetooth Marketing?

It's simple. At least 75% of your customers may be reached via Bluetooth.

- At their permission,
- With full measurability,
- At zero cost per customer!

Ok, where's the catch?

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Let's summarize benefits:

Measurability: You receive very good indication of how many customers received your message. This it makes it extremely powerful marketing tool.

Uniqueness: It's different from other forms of marketing. It's unusual, exciting.

Permission-based: Customers decide if they need your content (and this gives you great chance to optimize your campaigns).

No costs per: 1-time payment for the device, small yearly payment for web platform.



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