

# hownd<sup>®</sup>

For Retail Communities!

## Drive new and repeat consumer traffic for your shopping districts!

Consumers have lots of choices about where to spend their money on entertainment, dining, and other experiences. They make decisions seeking both enjoyment and value – what they want, when they want it, where they want it.

As a stakeholder in the success of your local merchants, you want to create a critical mass of sustainable foot traffic that drives a virtuous cycle of investment and growth – the lifeblood of your community.

You also need an easy and affordable way to help local businesses attract new customers and keep them coming back because what's good for them is good for you. You also want a smart solution that leverages synergies between your merchants to provide a compelling, repeatable and relevant value proposition to their current and future customers.

Hownd for Retail Communities provides store owners/operators, mall management firms, marketing agencies, and other stakeholders with a proven, high-ROI solution that drives more consumer foot traffic.

By leveraging the unique mix of merchants in your retail districts, Hownd can reliably increase foot traffic and consumer buying activity at a wide variety of establishments, including downtown districts, shopping centers, malls, restaurants, bars, entertainment centers, recreation facilities, theaters, stadiums, airports, and more!

Hownd Merchants Enjoy Up to  
**\$100,000 in New Annual Revenue**



## Attract Them with Promotions - Retain Them with Nearby Offers

Everyone loves a deal! The Hownd foot-traffic-generation platform connects merchants with nearby consumers and increases revenue through right-timed, relevant promotional coupons and 'Buy Now' offers. Then, once a consumer is in the area, Hownd provides them with complementary offers from other local merchants personalized to their specific interests.

For example, an afternoon of roller skating could become a fun-filled family day complete with meals, ice cream, and a late movie.

## Events Can Be the Catalyst

Your community can become the center of local activity. Featured events, such as musical concerts, sidewalk sales, car meetups, and art exhibits, can draw in visitors from far and wide. After registering their interest, consumers can then plan their visit in MyHownd, helping ensure they visit the full range of merchants at your location.

## Proven Across Industries

Hownd for Retail Communities is designed for merchants across a wide range of businesses, including entertainment centers (skating, laser tag, etc.), restaurants, bars, hair salons, spas, and more. Since it works for so many types of businesses, Hownd can create compelling consumer experiences that drive new and repeat business to merchants.

## Leverage a Wider Consumer Network

While merchants initially benefit by deploying marketing best practices to their existing customers, Hownd provides valuable exposure to a wider base of consumers via complementary companion offers. It's all about building the sales momentum so important to the health of small stores.

## Learn More

Unlike old marketing tools that can generate swarms of profitless visitors that bleed merchants dry, Hownd for Retail Communities adds long-term value, reduces costs, and increases real revenue in your local shopping districts. **Please contact us to find out more!**

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