

Zonetail Spikes on Bluedot Connection

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The mobile phone company known as Zonetail (TSX-Venture:ZONE) saw its shares pointed north, on partnering with Bluedot, a leading provider of first-person location data. The hookup is meant to improve personalized customer engagement through Zonetail's hotel and condo mobile platforms.

The Zonetail mobile platform provides hotel guests and condo residents with access and interaction with building amenities and services. The news release issued early Monday also says it also connects guests and residents with neighboring restaurants, stores, services, and attractions through the apps' innovative 'Explore' section.

Zonetail CEO Mark Holmes exults, "Bluedot gives us the ability to capture behavior-based user data with pin-point accuracy down to five metres.

"In practice, it means we can precision target users with offers at the time and place they're most likely to respond. That's a huge plus. For hotels, it also means we can help them improve their online reputations and scores."

The Toronto-based Zonetail will begin deploying the integrated Bluedot solution immediately and as part of its ongoing rollout to 25,000 hotels and 2,000 condo buildings throughout North America.

Shares in ZONE gained half a cent, or 9.1%, to six cents early Monday afternoon, based on volume surpassing 185,000 shares.