

Zonetail Partners With Bluedot to Deliver the Most Powerful Technology in Location-Based Geofencing

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Toronto, Ontario--(Newsfile Corp. - March 25, 2019) - Zonetail (TSXV: ZONE) is pleased to announce its partnership with Bluedot, a leading provider of first-person location data, to improve personalized customer engagement through Zonetail's hotel and condo mobile platforms.

The Zonetail mobile platform provides hotel guests and condo residents access and interaction with building amenities and services. It also connects guests and residents with neighboring restaurants, stores, services, and attractions through the apps' innovative 'Explore' section.

Bluedot's proprietary technology will provide real-time, physical context along with a richer understanding of customer intent to the Zonetail platform. It will also add to Zonetail's analytics suite, tracking attribution, ROI, and customer behaviors with contextual data.

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

"Bluedot is a great complement to Zonetail's platform, helping to uncover the right moments and context to deliver valuable information to users," said Emil Davityan, CEO and Co-founder at Bluedot. "This integration enables travel and hospitality companies to not only provide a better customer experience, but also develop a deeper interaction with their guests. We're excited to help Zonetail deliver the type of personalized engagement and data that builds brand loyalty and long-term customer relationships."

Zonetail will begin deploying the integrated Bluedot solution immediately and as part of its ongoing rollout to 25,000 hotels and 2000 condo buildings throughout North America.