

Music-On-Hold,  
Background Music  
and Overhead Paging  
for Single or Multi-Site  
Locations!



## Communicate Marketing Campaigns and Increase Sales!

Are you looking for a creative and cost-effective way to deliver your marketing message to on-hold callers and in-store patrons? Do you want to reinforce your corporate brand and leverage your limited time with potential customers, reaching them at the exact time and place they are most likely to buy? If so, the iProMOH is just what you need.

**The Interalia iProMOH will help you leverage the limited time you have with pre-qualified on-hold and in-store patrons. It is an affordable, network-based, easy-to-use system that was specifically designed to provide music-on-hold, background music and overhead paging. The iProMOH facilitates delivery of your marketing message, reinforces existing marketing campaigns and delivers messages to your specific target audiences at the exact time they are most likely to buy your products and services.**

### Unlike Other Solutions:

- Unlike conventional audio devices such as CD or MP3 players, the iProMOH provides both on-hold messaging as well as background music and messaging for in-store applications.
- Unlike single-site announcers, the iProMOH's central administration software makes it convenient and easy to update single or multiple locations to ensure corporate marketing messages are consistent across all locations.
- Unlike hosted solutions, the iProMOH has no recurring fees.



### A Powerful Marketing Tool!

Interalia's iProMOH is excellent for businesses that wish to promote products and services to on-hold and in-store customers. It can turn your on-hold messages and public address system into powerful marketing tools by playing messages and music to entertain and inform shoppers and/or workers.

### Why Choose The iProMOH:

#### 1. Increase Sales:

Independent research has proven that 61%\* of purchasing decisions are made while customers are in the store. The iProMOH impacts store sales by playing targeted messages that increase the amount of impulse purchases shoppers make. For example, you can target promotions for baby food to mothers shopping during the day, then promote deli food in the evening to hungry after-work shoppers. \* Source: [www.telehold.com](http://www.telehold.com)

#### 2. Communicate Marketing Campaigns:

Statistics show that 70%\* of people calling a business are put on-hold, and of these callers 60% will hang up if they don't feel they are being looked after. The iProMOH is an excellent way to leverage the limited time you have with this pre-qualified and captive audience. If you use it wisely you can communicate your marketing campaigns, and entertain callers at the same time, so they actually enjoy waiting on-hold. \* Source: [www.OHMA.org](http://www.OHMA.org)

#### 3. Reinforce Corporate Branding:

One of the difficulties with corporate branding is ensuring a message is communicated consistently at all your locations. The iProMOH eliminates this problem because the same message can be downloaded into one or more locations at the same time, ensuring all locations only play messages in-line with corporate marketing programs.

#### 4. Coordinate With Other Marketing:

With the iProMOH you can coordinate on-hold and in-store messages to play at the same time as your other marketing programs, thereby reinforcing your marketing message through different mediums. You can even download the messages days, weeks or months in advance then have the iProMOH automatically start the promotions at the exact date and time your campaign begins, and end it when the campaign is over.



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