

# YOU WORK HARD TO CREATE A MEMORABLE IN-STORE EXPERIENCE.

MUSIC PLAYS A HUGE PART.



About **70% of retailers** agreed that in-store music increases their sales.<sup>1</sup>

In-Store Music and Messages enhance your customer experience, boost productivity, and increase sales. Professionally licensed playlists reinforce your brand and protect you from copyright violations.



People perceive a **shorter wait time** when they hear music that they like.<sup>2</sup>

See How In-Store Music and Messages Can:

- Influence shopper buying behavior
- Introduce new services and add-ons
- Create memorable (and repeat!) shopping events



**40% of in-store customers** report impulse shopping, versus only 25% of online shoppers.<sup>3</sup>

Hear What Our Customers Are Saying:

"[Spectrio] did a great job for us...a cost-effective, high quality way to have licensed music in our office and on the phones...the installation was quick and painless and the quality of the music is superb..."

*Lisa Mcallion, Mcallion Staffing*

***Spectrio gives your customers the right experience  
at the right time with the right sound.***

<sup>1</sup> - Journal of Retailing  
<sup>2</sup> - Journal of Perceptual  
and Motor Skills  
<sup>3</sup> - A.T. Kearney



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In-Store Music