

# FetchRev Announces New Name, Logo and Capabilities for Merchants and Consumers

(Tempe, Arizona) FetchRev, an automated marketing platform that generates foot traffic for local businesses by delivering targeted promotions to consumers, has announced a new brand name, logo, and imminent launch of an entirely new platform with capabilities for merchants and their existing and future customers.



FetchRev will become Hownd™ when it officially sunsets its brand later this year. The rebrand is far more than just a name change though.

For merchants, Hownd will soon include a robust set of features that empowers them to quantifiably find and retrieve Effortless Foot Traffic™ from existing and new customers at times when they're most likely to convert, all via a zero-risk Pay Per Visit™ pricing model. The result for merchants can be more customer visits, more profitable revenue, and an increase in average spending from each customer visit.

For consumers, they'll soon have a convenient mobile app called MyHownd™ that delivers enticing 'buy now' and coupon promotions for a variety of nearby individual and family leisure, dining, and health & beauty experiences.



"We're unleashing the power of the next evolution in tech-enabled retail impulse marketing that, for the first time, effectively serves the needs of both retail merchants and consumers," says Brandon Willey, founder and CEO of FetchRev. "With the launch of our new Hownd brand, logo, MyHownd app, and an easy risk-free option for merchants, we're doubling down on an opportunity that has eluded both merchants and consumers for far too long. Hownd is directly in line with the company's long-standing mission to support the dream of business ownership."

"Running a retail business, especially those in the family entertainment, food & beverage, and health & beauty markets, is hard and too many struggle or fail unnecessarily," says Willey. "The marketing tools these owners and operators have been using require way too much of their time, effort and money, and are focused on generating marketing activity, not on delivering the bottom-line results merchants need to survive and grow."

He references Groupon® as a perfect example of a tool used by merchants that sub-optimizes their revenue, doesn't attract profitable customers, and also puts too high of a burden on consumers to find merchants they're interested in.

With the MyHownd app, the solution will have much greater visibility with consumers as the company leverages a massive collection of more than 35 million people in the Hownd Consumer Community™ from customers in the U.S., Canada, and beyond.

"We're changing the game," says Willey, who has taken the now-international company through several successful iterations over the past few years while refining its value proposition and growing its base of merchants, consumers and partners.

For more information and a demo, merchants and partners can visit [www.whatishownd.com](http://www.whatishownd.com).

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