

MAXIMIZING PROFITS: Unlocking the Value of Field Cameras



Leveraging Field Cameras: Smarter Pest and Wildlife Control

In the evolving landscape of pest and wildlife control, Pest Management Professionals are under growing pressure to deliver results faster, smarter, and more cost-effectively. Whether responding to rodent infestations, nuisance wildlife complaints, or hard-to-reach inspection sites, many professionals are turning to cellular field cameras as a scalable solution that supports both operational excellence and business growth.

These motion-activated, cellular-enabled monitoring devices provide real-time visibility into activity at residential and commercial properties—without requiring a technician to be physically present. Cameras can be deployed in crawl spaces, attics, warehouses, utility rooms, or outdoor environments to monitor traps, detect movement, and verify infestations. The data captured—typically HD images or video—can be instantly accessed through a mobile app or web platform, giving teams immediate insights into what's happening on-site.



This technology offers tangible profitability advantages for PMPs. It helps reduce the number of unnecessary return visits, shortens diagnostic time, and ensures technicians are better prepared when they do arrive—cutting down labor hours and fuel costs. Technicians can service more accounts with the same workload by eliminating guesswork and reducing the number of callbacks.

Beyond route efficiency, field cameras also enhance service value and customer satisfaction. Clients appreciate the transparency that comes with photographic or video verification, and they're more likely to trust professionals who can show what's happening and explain why a specific treatment or intervention is necessary. Many PMPs package camera use into premium monitoring tiers, generating recurring revenue through monthly or seasonal subscription models.



MAXIMIZING PROFITS: With Tactacam Cellular Monitoring Cameras



Built for Business

Now introducing the Reveal 3.0! Built for year-round performance, it features a rugged pre-installed antenna, integrated GPS, and extended battery life. The REVEAL X 3.0 delivers HD photos and videos straight to your phone via a powerful, easy-to-use app packed with tools like deer analytics, mapping, and real-time weather. Its virtually undetectable Low-Glo IR flash and lightning-fast trigger speed capture clear images of passing game. Compatible with multiple cellular carriers, this trail camera keeps you connected wherever you are.

Cost-Effective & Scalable

- Retail Pricing: Typically \$110–\$120 per unit.
- Annual Operating Cost: Roughly \$55–\$120/year per camera, depending on data usage and account size.
- Long Lifespan: With proper use, each unit lasts over 5 years.
- Volume Discounts Available through select distributors.

Recurring Revenue & Route Efficiency

- Typical usage: 4–6 cameras per account, placed strategically at high-activity zones or remote sites.
- Designed to work when needed, based on photo motion detection and seasonal triggers.
- Perfect for integrating into monthly or quarterly programs, enabling premium service tiers or remote-monitoring add-ons.
- Reduces unnecessary return trips and boosts technician efficiency—freeing up capacity for more accounts.

Offering Guarantees

Do not guarantee any treatment as 100% effective. No treatment is completely foolproof.

Timing

Early deployment of the Cellular Monitoring Camera can greatly enhance pest and wildlife monitoring as seasonal activity begins to rise. While the camera can be used year-round, it's especially valuable in early spring through late fall, when animal movement increases and proactive monitoring becomes essential.

Usage timelines may vary depending on regional pest pressures and property types. In warmer climates, the camera may be deployed earlier and remain active later into the year.

Regular check-ins through the mobile app and camera battery maintenance (every 2–3 months on average) are recommended to ensure uninterrupted performance and accurate data collection.

Marketing Materials

Marketing materials should focus on educating customers about the value of real-time monitoring and the risks of unchecked pest and wildlife activity. Highlight how remote monitoring supports safer, more responsive, and cost-effective pest management. Use trusted resources to back up your messaging, such as:

- NPMA (National Pest Management Association): npmapestworld.org
- CDC: Rodents & Wildlife Control: cdc.gov/rodents

Provide your customers with helpful tips to prevent future issues, such as:

- Keeping food and trash sealed to avoid attracting wildlife
- Securing entry points like vents, eaves, and crawl spaces
- Trimming vegetation around structures to limit animal cover
- Monitoring high-risk zones such as attics, sheds, and utility areas

Educating your customers about how and why remote monitoring works not only improves their outcomes—it also builds trust and reinforces the value of your professional services.

Your Target Sales Rep is ready to help you deploy your Tactacam camera effectively—offering product expertise, training, and best practices for your team.



Empowering You to
Grow Your Business™

*No recommendation has been made concerning the use of the product(s) in this communication. Information was provided and/or obtained from communications produced by the product manufacturer. Always read and follow label directions. Not all products are registered in all states and/or all countries. State and federal licensing requirements may apply. Specifications, terms and pricing are subject to change without notice. All product brand names are trademarks and/or registered trademarks of their respective companies. Target Specialty Products disclaims any and all rights in these marks.



Target-specialty.com



Info@target-specialty.com

TACTACAM™