



How WiFi Engagement & Analytics helps you engage visitors

WiFi Engagement & Analytics is a cloud-based software that sits over existing WiFi networks to collect, analyze, and action insights about your visitors and how they behave throughout your venue.

Social WiFi enables customers to access WiFi via their social channels, or via a short form, and unlocks previously inaccessible information. The WiFi and location analytics and automated marketing tools then action this data with hyper-targeted campaigns before, during, and after their visit, accessible and reported on through the WiFi Engagement & Analytics Portal.

Create a rich, accurate CRM of customer profiles

When a visitor connects to WiFi, leisure park operators have an opportunity to collect accurate information of people they know are onsite and create in-depth customer segments. WiFi Engagement & Analytics' seamless login feature also means the system remembers their details for the next time they visit for a superior experience.

It's all in the data

WiFi Engagement & Analytics analyzed 50 million unique individuals who had logged into WiFi across 300 million visits and 34,000 venues. We also took a look at the 1.2 billion anonymous visits across those same venues to draw conclusions on customer behavior.

Here is what we found:

1

When visitors login to WiFi the number of return visits increases by 9%

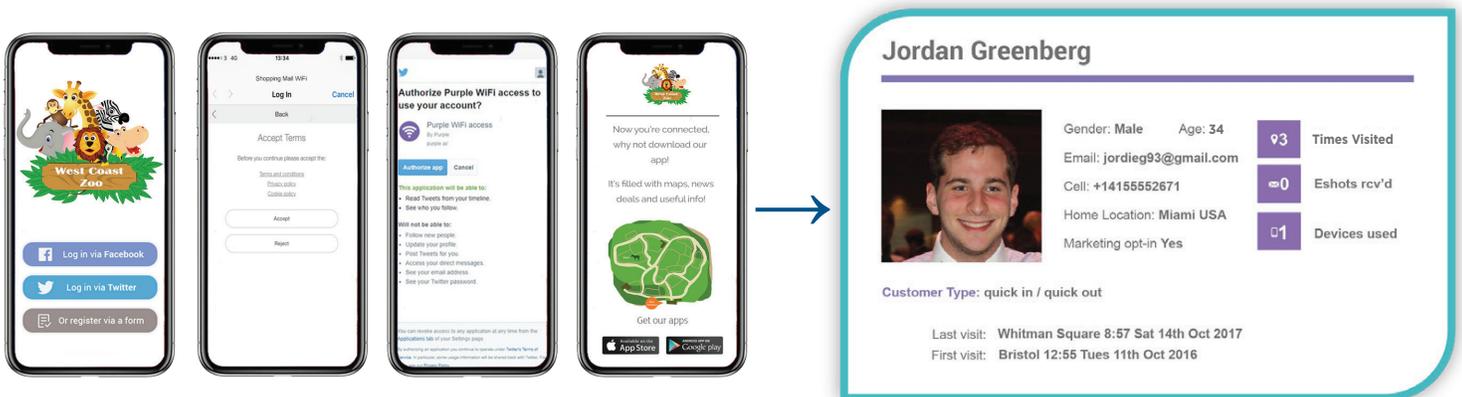
2

When visitors are sent Campaigns the number of return visits jumps by 24%





This information can be used to increase dwell times, design engaging content based on visitor interests, operational efficiencies and spend, to increase return visits and design a truly personalized experience. The WiFi and location analytics software provides leisure park operators with the platform to engage visitors and monetize the data being captured through WiFi.



Use Case Examples

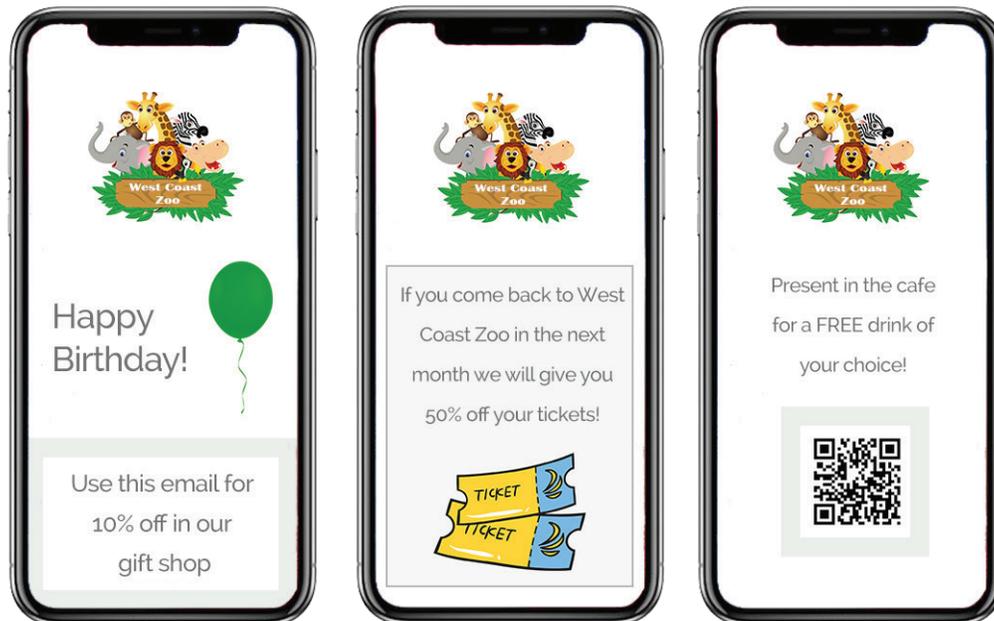
- 1

Use Social WiFi logins via Facebook, Twitter, Instagram and more to capture accurate details on who is in your space.
- 2

Use offline and online splash pages to promote offers and events across individual or group of locations.
- 3

Promote new lines and initiatives or the latest Summer trends and track voucher code authentications.
- 4

Greet customers by their first name and in their own native language for a truly personalised experience.



Action insights with Campaigns in real-time

Design beautiful email, SMS and eShot campaigns with WiFi Engagement & Analytics' built-in campaign builder and LogicFlow tools. Report on and use real-time visitor demographic, social and behavior insights to gain visibility on new product lines and the impact they have on different customer segments.

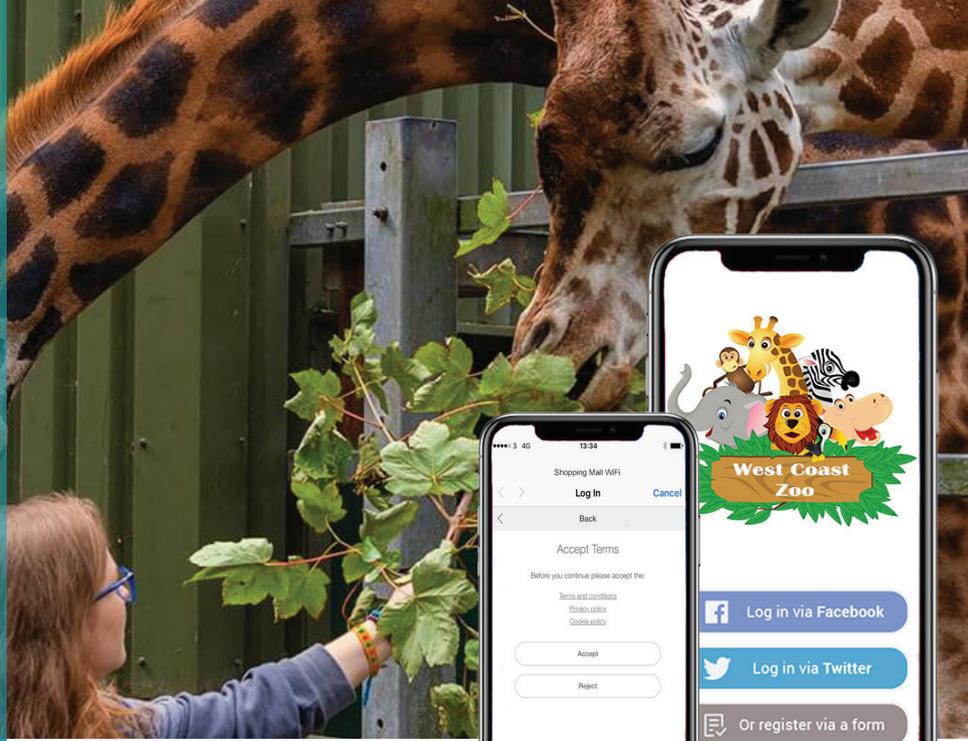
- Export data with WiFi Engagement & Analytics' API to uncover a new depth of customer insights across individual and store levels.
- Use LogicFlow, WiFi Engagement & Analytics' built-in automated marketing tool, to design beautiful campaigns with easy drag-and-drop features.
- Integrate with WiFi Engagement & Analytics' connectors and apps, such as weather, Dotmailer and Salesforce, to send hyper-targeted, relevant marketing campaigns.
- Send timely review prompts on a 24 hour delay after a customer visits your store to generate valuable feedback on their experience.



CASE STUDY

Smart Zoos

WiFi ENGAGEMENT & ANALYTICS



WiFi Engagement & Analytics ROI

17,000 lines of active customer data has been collected

45,000 school children visiting the zoo annually

Content filtering protecting the 40% of user who are under 24 years of age

WiFi Engagement & Analytics' solution was implemented across three sites with immediate results

Overview

A number of zoo venues sought a WiFi platform that would allow them to interact with guests more effectively and equip them with all of the essential data needed to distribute promotional material.

Installation

A marketing manager for one of the zoos said: "We found that WiFi Engagement & Analytics was very easy to work with and the installation was smooth and straightforward. Free reliable WiFi has become a must have for our guests, we want them to be able to easily share the fact that they are having a great time at our zoo and WiFi Engagement & Analytics' robust system copes well with the high amount of guests we have on-site at any one time."

Results

Each visitor attraction is now able to capture the email addresses and demographics of everyone that logs into the WiFi. The demographic information includes their age, gender, interests, location, amount of time they spend at each venue and the frequency of their visits. By having access to this type of information the marketing team can develop communications and offers accordingly. With WiFi Engagement & Analytics, they can even set up automated emails that include coupons and rewards for customers who have visited the site over a certain number of times.