



Superior WiFi analytics and engagement.

Overview

The WiFi Engagement & Analytics Enterprise Bundle is the all-encompassing analytics and engagement solution used by the world's largest brands to optimize their physical spaces and drive revenue. We enable enterprise businesses to meet their ever-evolving appetite to optimize their guest WiFi.

WiFi Engagement & Analytics Enterprise is easily scalable, with many successful roll-outs across businesses featuring 1000's of locations and access points on a global scale.

The Enterprise Bundle offers fast online access for end-users with login via several social media platforms. In return, enterprises benefit from a unified experience via customizable HTML splash pages and custom access journeys and a constant feed of data-privacy-compliant customer data.

Through the combined reporting modules of Marketing and Network, enterprises are able to uncover the insights to make business decisions.

Our built-in marketing automation tool allows our customers to create hyper-personalized engagements with their end-users through several channels including splash pages, emails, SMS and surveys.



Modules: Captive Portal, Network Analytics, Marketing Analytics, Engagement & Connectors + API

Features

Captive Portal

- Splash page designer
- Custom offline splash pages
- Custom online splash pages
- Custom HTML splash pages
- Custom SSID
- Multimedia content
- Multilingual support
- Interstitial video
- Custom access journeys
- Custom URL redirects
- Custom terms and conditions

Onboarding

- Custom registration forms
- OneClick
- Social Login via Facebook, Twitter, Instagram, LinkedIn, Wechat
- Custom fields
- Seamless login for returning users
- Email and SMS verification

Analytics

Reports

- **Behavior**
 - Visitor interaction
 - Conversion
 - Frequency
 - Bounce
 - News vs repeat
 - Engagement
 - Dwell
 - Hour of day
 - Day of week
- **Network**
 - Network usage
 - Network duration
 - Web filtering
- **Technology**
 - Connection method
 - Device type
 - Browser
 - Platform
 - Operating system
- **Users**
 - Location
 - User count
 - Gender
 - Age
 - Language
- **Visits**
 - Visist count
 - Age
 - Gender
 - Cumulative
- **Report Filters**
 - Gender
 - Connection method
 - Location
 - Age range
 - New/repeat
 - Language
 - Operating system
 - Platform
 - Browser
 - Device type
 - Manufacturer
 - Venues
 - Country
 - Tags
 - Sector
 - Sector Categories
 - SSID
 - Hardware AP
 - Bounce
 - Engagement
 - Conversion

Analytics features

- Dimensions
- Date picker
- Scopes
- Graph types
- Graph routing
- Filter options
- Table filters
- Download via PDF and CSV
- Schedule reports

Integrations

- API
- Webhooks
- Salesforce
- Mailchimp
- dotigital
- Airship
- Microsoft Dynamics
- Exponea
- TripAdvisor
- Trustpilot
- Twilio

Management

- Create new users
- Permissions
- Venue management
- Link social accounts

Marketing

- CRM
- Microsurveys
- NPS Surveys
- Email and SMS
- LogicFlow