



Customer movement intelligence.

Overview

WiFi Engagement & Analytics Location is integrated over your WiFi network and uses de-identified MAC address 'signals' to understand how visitors move around your venue. We use geo-fencing technology to create zones for specific areas, such as a new clothing range or food stall, to establish footfall journeys and identify the hotspots within your store for different customer segments.

All this data is then fed into the Analytics Portal where you can optimize your venue based on real-time information and what purchases customers are considering. Finally, you can action this data with proximity marketing by driving campaigns that are triggered by a WiFi user's location, behavior or demographic.

Key features

- Track your customers' movements around your venue
- Identify visitor journeys and paths
- Footfall and heat mapping
- Ability to create floor plans and add your hardware
- Zone creation and management
- Real-time reports on journey management
- Sensor management

