



Powerful footfall analytics.

Overview

WiFi Engagement & Analytics Presence enables businesses to gain a complete snapshot of all authenticated and unauthenticated visitors and devices that come into contact with the venue. The insights produced enable businesses to make smarter decisions within their physical space.

WiFi Engagement & Analytics Presence is integrated over the WiFi network and counts the number of devices seen by an Access Point (AP) based on MAC Address. This data is then stored within databases and queried to form meaningful metrics in the Analytics Portal.

Key features

- Understand true presence with real-time reporting of authenticated and unauthenticated devices
- Measure your venue's bounce and conversion rates
- Advanced reporting including busiest time of day and duration

