BrandPortWifi
Connecting Brands to Consumers
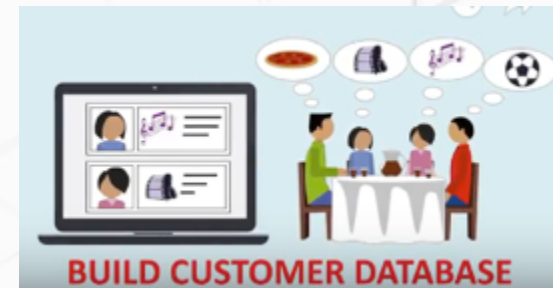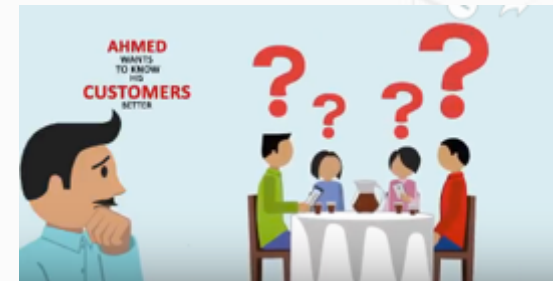
Make Guest Wi-Fi your Best Marketing Tool

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Visit Our Website

BrandPortWiFi.com

Watch the video on
Our YouTube Page

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- **Get to Know Your Customers**
  - Build database with Customer Contact Information and Social Media Profiles
  - Live Online Data Analytics

- **Secure Your Network**
  - Track and Control Guest and Staff Usage

- **Customize Marketing Campaigns**
  - Improve Guest Experience
  - Create and Manage email and SMS campaigns

Key Benefits

- **Get to Know Your Customers**
  - Build database with Customer Contact Information and Social Media Profiles
  - Live Online Data Analytics

- **Secure Your Network**
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Get to "Know Your Customers" like never before

Who are they?
Where are they from?
Contact information – Email, Mobile?
Age, gender, social interests?
How often they visit you?

All your marketing campaigns will be much more targeted and much more effective with all this data?

No Passwords / No Chits of Paper

Customers can log in directly through "Social Media login" or by "SMS authentication"

You can control access levels – time , bandwidth, (paid or unpaid)

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STEP 1
CONNECT

STEP 2
LOGIN

STEP 3
ENGAGE

STEP 4
ENJOY

Once a user has logged in through a social media profile such as
Facebook or any other Social network, you'll unleash all the demographic information on their
public profile such as gender, age and current city.
You'll also have visibility on the first and the last time they visited the venue.
With our innovative, built in marketing tools you'll be able to use this
valuable information to send beautifully designed eShots and SMS that are highly targeted and
relevant.

Ideally Suited for

- Restaurants and Cafés
- Night Clubs
- Coffee Shops
- Sheesha parlours
- Hotels
- Amusement Centers
- Schools
- Medical Centers

- Retail Outlets
- Malls / Food Courts
- Movie Theaters
- Event & Conference Venues
- Trade Shows & Exhibition Centers

What BrandPortWiFi Can Deliver

Dramatically Improve Online and Offline Marketing

Create customer segments and make your marketing and communications more relevant. Know your customer profiles and pick online platforms they are most engaged with. Target relevant communication to select subsets of customers armed with the customer insights you have. Make wiser choices for your offline campaigns once you know their demographics and preferences

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Secure your Network

BrandPortWifi sets up a secure guest Wi-Fi network that is completely separate from your main Wireless LAN. Having guests and other 'unknown' individuals on your network can be a security nightmare. Create custom SSID's and control traffic through a range of access levels without compromising sensitive data.

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Improve Social Media Visibility

Venues can request patrons and customers for "Likes' and 'Follows' on their preferred Social media accounts. Visibility on the Social Media network of customers is one of the best free publicity available online. Increase Brand awareness, Top Of Mind recall and Loyalty. Become a part of your guests social networks

SMS Authentication for Mobile Numbers

We know how important Mobile numbers can be for a customer database. Just like "One Time Passwords" sent out by banks our platform offers and added feature of sending login passwords by SMS to guests when they attempt to login. This authenticates the mobile numbers collected and ensures that future marketing communications reach intended recipients.

Real Time Marketing

Engage your guests and shoppers in real time by sending messages and e-mails based on demographic and segmentation data – age, gender, number of return visits, location and dwell time. Get them to act while they are still at your venue. Make them feel special and make them feel you know and care for them

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Customized Communication And Promotions

Send Custom offers and promotions, Birthday and special occasion greetings. Loyalty coupons and announcements. All customized to their preference and behavior.
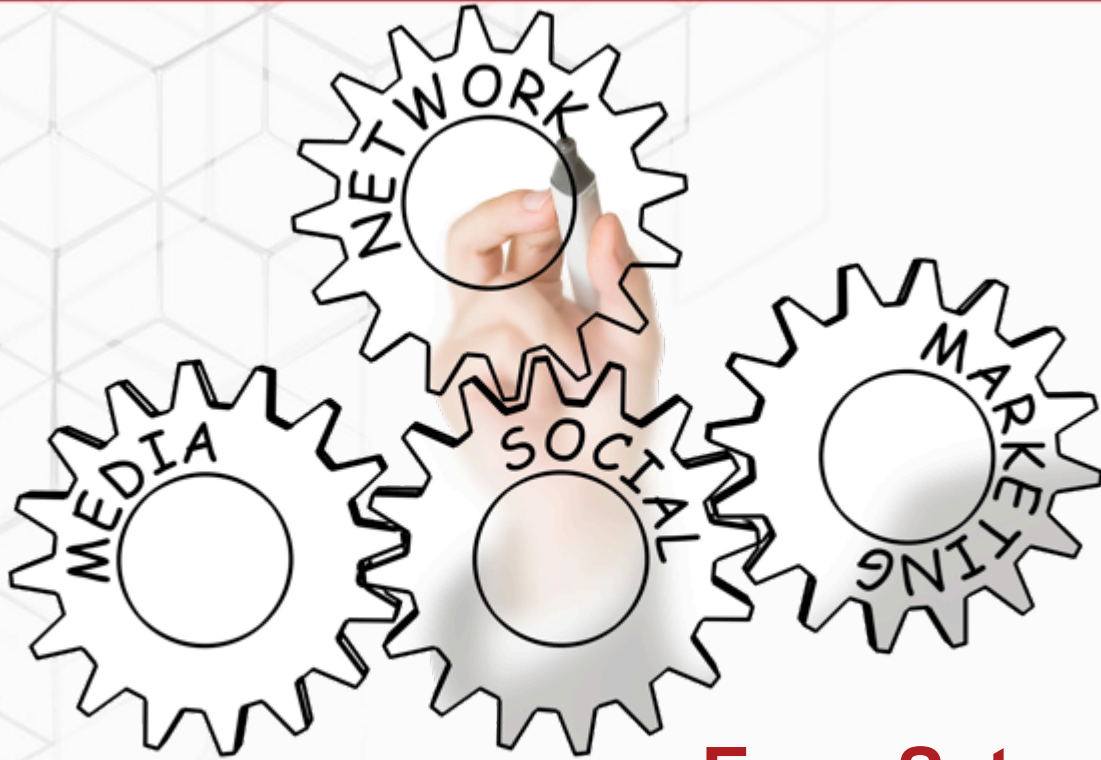
Improve Customer Experience

No more chits and giving out passwords everyday. Guests can sign in on their own in seconds. Convenience of logging in through Social Media accounts. Customers can see customized landing pages with messages and offers especially targeted to them. Automatic login for returning customers at any of your locations across the city or across the globe.

Monetize your Free Wi-FI

Make Free WiFi you best Digital Marketing Tool which gives the highest returns on investment. Turn data gathered into a potential revenue stream.
Add sponsored content on Landing pages. Do barter deals and gain visibility on networks of complementary businesses that serve similar customers.
You also have the ability to make it a tiered connection by charging for Wifi access or limit free access to a specific period or lower speed connection.

Easy Setup

Integration into Existing WiFi Network or into new networks
Easy setup process can have individual venues and running in less than 30 minutes
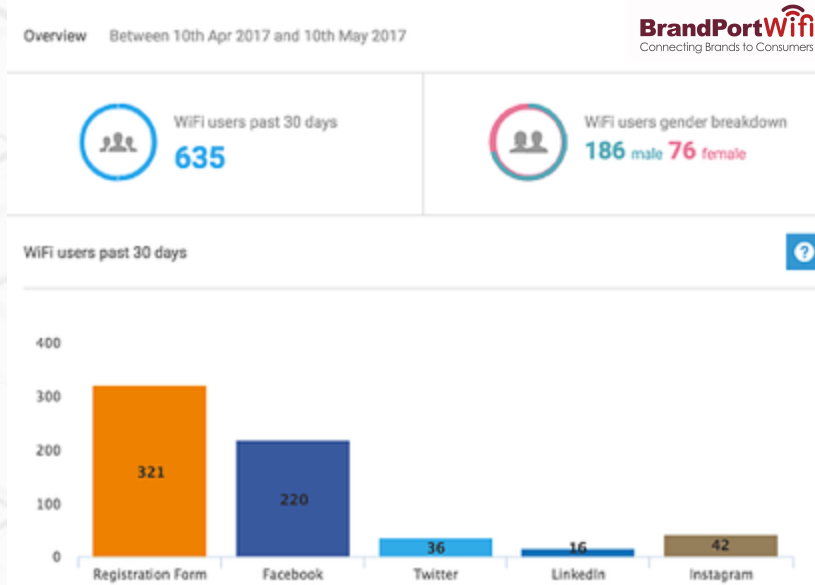
Cloud Control

Full access and control of User Experience and Analytics through a cloud based platform. Manage your network across multiple locations from any

Wi Fi Based Location Tracking

For larger venues, talk to us to understand how BrandPortWiFi can help you track customer movements across you venues and dwell times in each location. Access heat maps and customer journeys to better plan store layouts, plan promotion placements, identify traffic choke points and energise dead corners. Review layout effectiveness with data with including gender and age information.

Overview   Between 10th Apr 2017 and 10th May 2017

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WiFi users past 30 days
635

WiFi users gender breakdown
186 male **76** female

WiFi users past 30 days

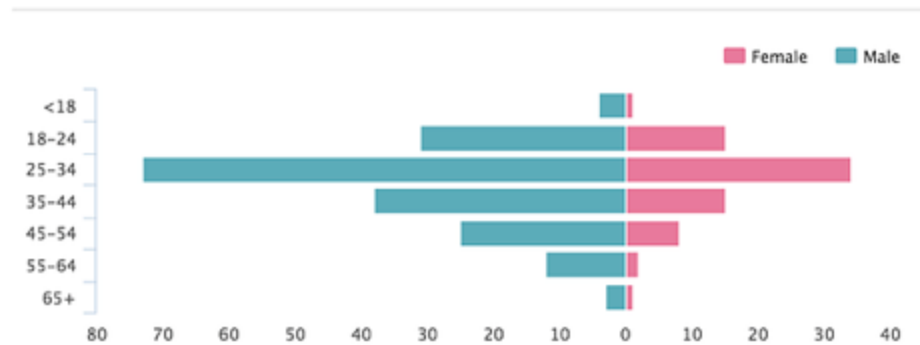| Registration Form | Facebook | Twitter | LinkedIn | Instagram |
| 321 | 220 | 36 | 16 | 42 |

Wi Fi Users Past 30 Days

This graph shows the number of UNIQUE users that have visited the venue in the past 30 days, broken down by gender information (where available) the sign in method used. The totals in this graph DO NOT show the same user multiple times.
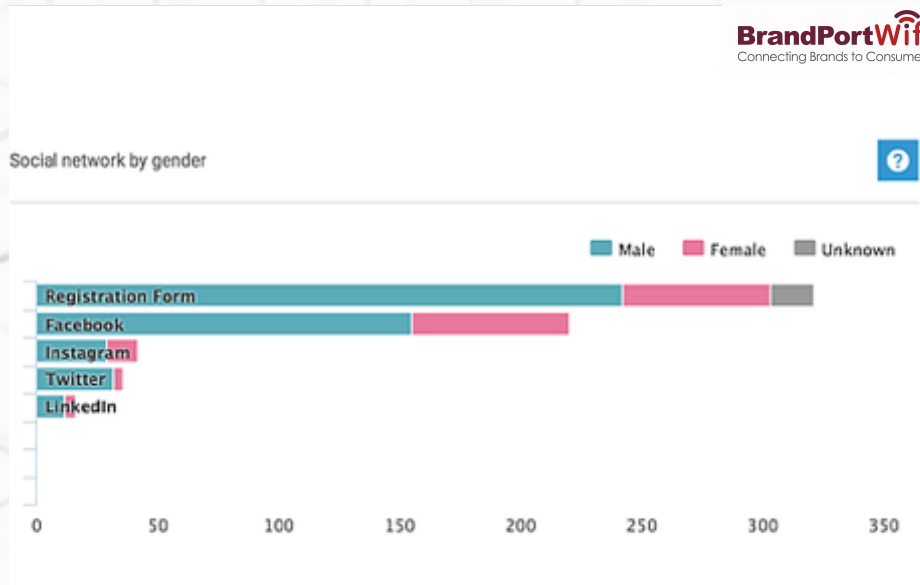
Repeat Vs. New Wi-Fi users

This graph shows number of users currently online and the number of unique users that have visited the venue over the last 30 days, broken down by whether they have visited before or not. New users are users who have never visited the venue before. Repeat users are the ones who have. If a user has visited the venue more than once in the last 30 days, he is only counted once.
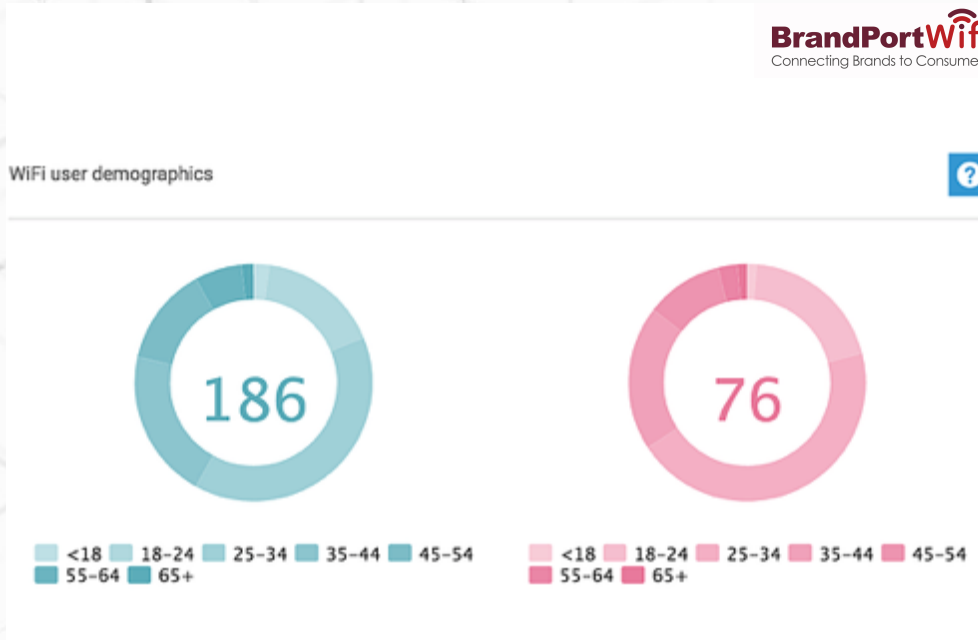
Wi-Fi Users Age Breakdown

A bar chart depicting the age range of your venue's user over the past 30 days broken down by gender. The bar at the top of the report shows the overall percentage breakdown of males and females whilst the bar chart itself shows the count of male and female in each age range. Clicking on a section in the bar chart will take you to a drilldown of the user details.
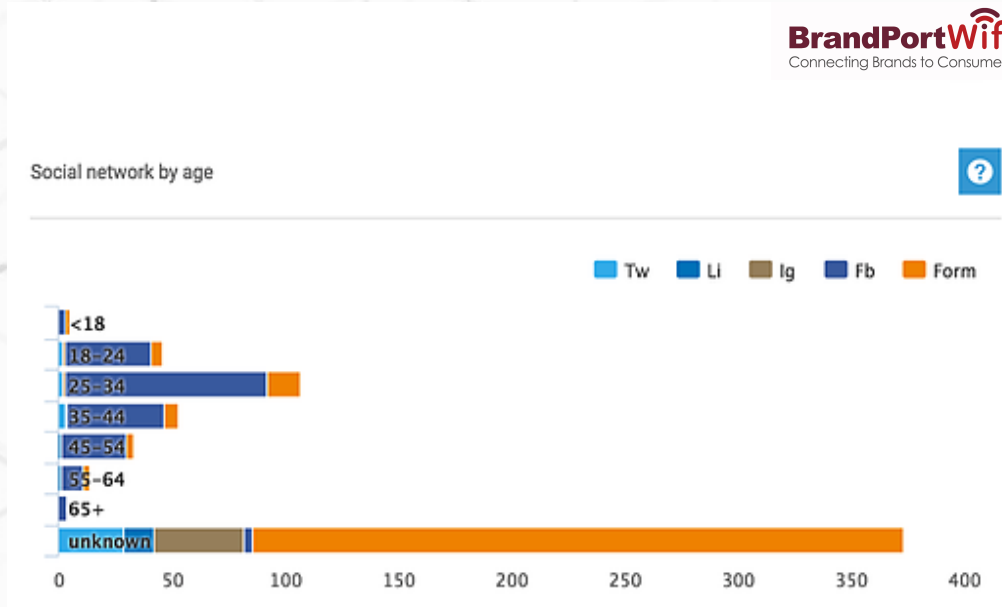
Social Network By Gender

This chart shows a gender breakdown against all the available social logins over the past 30 days. Clicking on a segment of the chart will take you to a drilldown of the user details.

Wi-Fi User Demographics

Two pie charts that show the breakdown of user ages split by gender. Each pie chart is split into age segments showing, at a glance, the percentage age breakdown. Segments can be toggled on and off by clicking on the key. The count in the middle of the chart shows the number of users that fit into the enabled age ranges. Clicking on a segment in the pie chart will take you to a drilldown of user details that fit the specified criteria.

Social Network By Age

The graph shows the user grouped by age and a breakdown of the preferred logon method within the age group. Hovering over the age group shows the specific numbers of user

Get the most out of your Guest Wi Fi Investment.

Feel free to contact us for Additional Information

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www.BrandPortWiFi.com