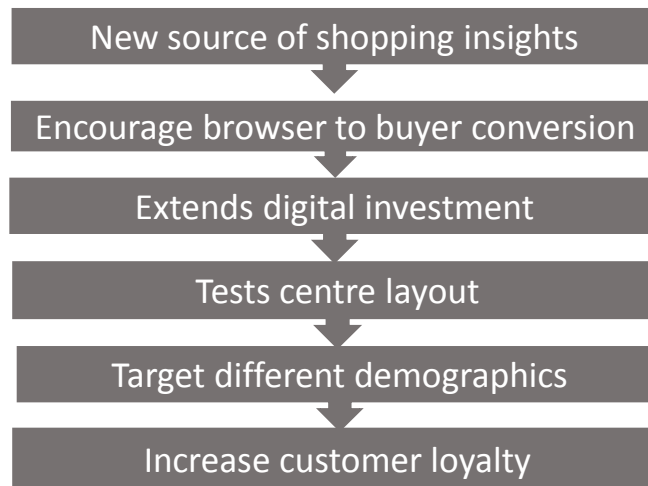


Guest WiFi Analytics Reporting

Guest Wi Fi not only enhances customer engagement and improves the shoppers experience but allows centre owners and management to take advantage of invaluable data.

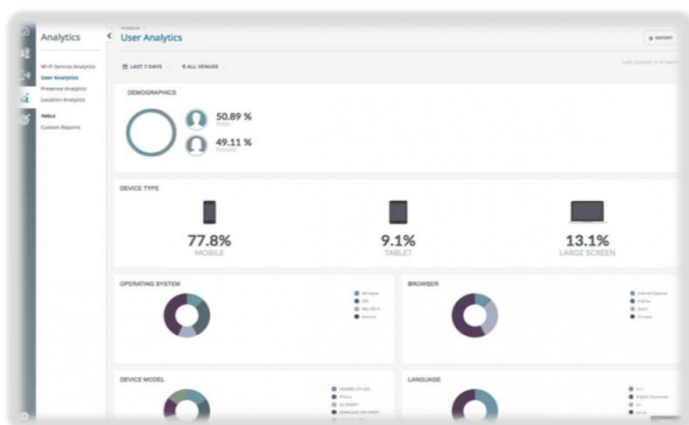
Guest Wi Fi Analytics give an in-depth insight into who shoppers are, how they behave, move around and spend their time whilst in the centre.

Benefits of Guest Wi Fi Analytics



Wi Fi Analytics

- Number of customers using guest Wi Fi
- How long they stay connected?
- Which login option they prefer?
- New v returning Wi Fi users
- Which stores have the most/least connections
- How Wi Fi is used across different stores
- Total traffic and what days and times see the most traffic



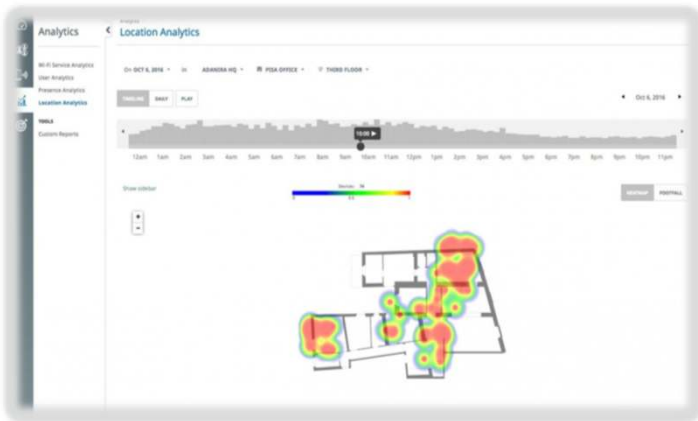
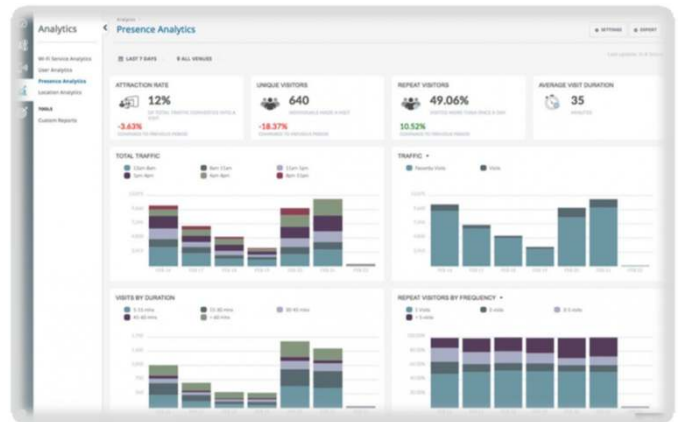
User Analytics

- Who are your customers?
- What are their demographics? (gender, age, language etc)
- Where have the customers travelled from?
- Gather information on customers personal preferences.
- What are the most popular functions?
- What types of devices are customers using to connect ?

Guest WiFi Analytics Reporting

Store Analytics

- How many passers by and how many actual visits?
- What percentage of potential visits become actual visits?
- How many people (unique visitors) visited my store?
- Number of missed visits
- How long do visitors stay inside my store?
- In one day, how many repeat visits?

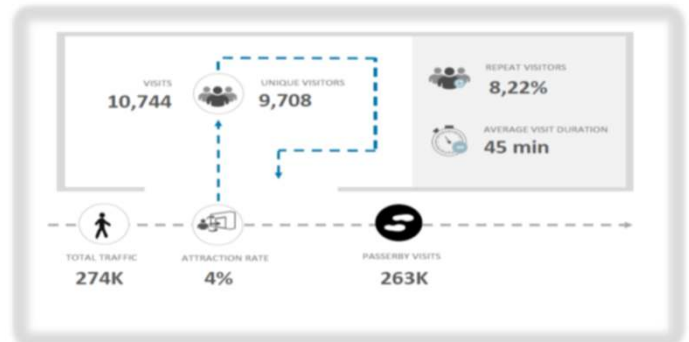


Location Analytics

- Where do customers gather and spend most of their time?
- Where are the best spots for merchandise and displays?
- Where are points of friction?
- What are the most popular times for customer visits?
- How age and gender demographics influence what areas customers visit

Custom Reporting

- Dashboard for key information
- Select daily, weekly or monthly reports
- Single or multiple location reporting
- Download raw data
- Real time reporting



Wi Fi usage shows that enhance analytics can lead to

126% profit improvement

21 x more likely to migrate customers to profitable segments

23 x more likely to outperform competitors in new customer acquisitions