

# SMART WIRELESS

**Smart Choice** provides solutions that allow you to manage your wireless networks efficiently. We strategically plan out your network and utilize access points to maximize connectivity and accuracy of data. Our highly sophisticated analytics tools are designed to provide you with the answers needed to effectively run your business.

## BENEFITS

### Location Analytics

We offer solutions that display real-time location statistics designed to drive customer engagement and loyalty across locations. Designated access points collect information from nearby smart devices, enabling location-based analytics. Via the dashboard you can view location-based performance indicators including capture rate, median visit length, repeat visit rate, total number of visitors, and total visits for a given location. You can also view simplified or detailed graphs of recorded data (split by day, week, or month) for a user-specified date range.

### Monitor Traffic

Track and monitor traffic and foot patterns (contingent upon access point placement, density and design). You can utilize traffic patterns to better engage customers, increase retail store traffic and drive revenue.

### API

Our Smart Wireless solution provides an API with a back-end CRM so retailers can drive in-store customer engagement by notifying staff or delivering targeted customer offers. The API uses Smart Access Points to deliver real-time location analytics data directly to customers, allowing integration with 3rd-party retail analytics applications, CRM, and custom-built applications.

### Splash Pages

Wireless clients can be directed to a Splash Page, requiring them to agree to terms, log in, or provide billing information before allowed to proceed. Splash pages can be customized via the dashboard or be redirected to an existing custom splash page. You can advertise marketing campaigns on retail guest splash pages to further drive customer engagement.

### Social Media Integration

With social media integration, you can increase traffic on your Facebook page by sharing offers and announcements, while making it easier for your customers to check-in and like your business. With our social media analytics, you can determine demographics data from check-ins and reach customers who check-in with Facebook ads.