For Retail & Malls

1 How can GOCloudWIFI work for retailers?

John takes his wife Helen shopping, but quickly grows bored whilst she browses the ladies clothing department. He decides to check the football scores using the free WiFi provided by the store. When John logs on, he uses his Facebook account to authenticate, allowing the retailer to gather valuable information such as his gender and age. This technology even pinpoints his exact location in the store and can trigger a personalised offer which will be sent directly to his phone. John is then satisfied because he's still been able to check the football scores and he's also got himself a great deal on a gift for Helen too!

2 What is GOCloudWIFI?

- Secure, legal, family friendly, in store WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 What does GOCloudWIFI do?

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations

Right: Branded splash pages for both full sized browsers, tablets and mobile devices

4 How can retailers monetise it?

Personalised offers - Access to real-time marketing information means that retailers can personalise the offers and vouchers sent out to customers in store. Offers can be sent out in real time (as the customer is physically browsing in store) or used as a way to incentivise the customer to return. For example, a clothing retailer could offer a discount on purchases made during a subsequent visit.

Actionable insight - Our reporting engine is like Google Analytics for your stores. Find out who is shopping, how long they stay, and how often they return, and details of their demographics.

Access posts - 50%+ of people choose to automatically post a message about your brand when logging on through their social media accounts. Retailers can customise posts according to the store and current offers. This is a powerful marketing tool, as each person's network of friends will then see the post.

Loyalty card customers - Ask customers to add in their card number for additional offers, allowing you to tie in online data with in store data even further, providing tailored benefits to your customers.

Sponsored WiFi - Brands can offer their partners sponsorship of the WiFi service, and/or advertising space on branded areas, landing pages and in store or subsequent emails.

5 In store people tracking (currently only available with Cisco, Cisco Meraki or Ruckus equipment)

Location based services - We can now include RSSI data to our system, allowing retailers to see the detail of people's pathways through the store, their entry and exit points. The insights gained from presence analytics mean that marketing campaigns can be targeted to your customers. For example, the position of sales displays can be adjusted when a common pathway is identified.

Presence Analytics - This technology allows retailers to gauge footfall by identifying the number of devices in store. It also tells retailers how many times a device (and therefore a customer) has visited the store and their dwell time.

Geo-fencing - By integrating store floor plans to the system, we can heat map people's movement and even draw 'fences' around specific areas, allowing you to trigger marketing messages. For example, geo-fencing would inform the retailer of a person's 'dwell time' in the ladies clothing department. That person could then receive an offer for accessories or be notified about an upcoming sale.

Like to know more?

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