

TRANSFORM YOUR CUSTOMERS' IN-STORE EXPERIENCE

*In-store shoppers are
now using Wi-Fi*



In-store shoppers are increasingly using their devices to get online and search for their favorite purchases, check item specifications, compare prices and read reviews. Many shoppers also want to share their in-store experiences with family and friends by sending status updates and photos while shopping.

Engage this captive audience by creating an optimal Wi-Fi environment with Cloud4Wi to directly interact with your customers while they are onsite.

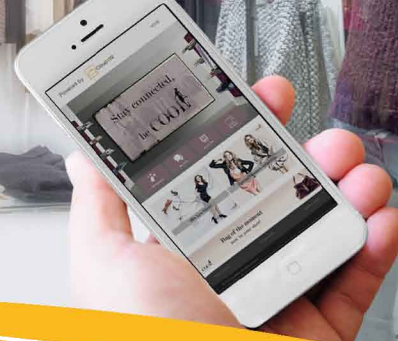
Easy to deploy and simple to manage, Cloud4Wi is a cloud platform that allows you to make the most out of any in-store experience by leveraging the Cloud4Wi Wi-Fi market place. The first marketplace of its kind in the industry, Cloud4Wi is designed to improve the end user experience while providing you with the analytics you need to increase customer engagement.

The marketplace offers you MULTIPLE BENEFITS:

- ✓ Promote special offers to customers via a branded splash portal
- ✓ Spread brand awareness thanks to social Wi-Fi
- ✓ Improve customer loyalty through coupons and online contests
- ✓ Capture and analyze your customer data
- ✓ Organize marketing campaigns, and increase profit by providing promotional spaces to third parties

Cloud4Wi

BENEFITS FOR RETAILS



STREAMLINE YOUR ONLINE AND IN-STORE EXPERIENCE



Create your own splash portal in a few clicks to offer a branded and cohesive online and in-store experience. The splash portal's look, feel and location-based content can be easily customized.



BOOST YOUR STORE'S PROFIT AND PERFORMANCE

Learn more about your customers. By collecting and analyzing information about customer behavior, you can improve your services and increase your revenues. Access their social network profiles to gauge their behavior and learn about their preferences.

MARKET YOUR PROMOTIONS



Drive revenues through your branded splash portal by promoting your products, services and special offers. Learn from your customers' responses to your promotions, and leverage those insights in subsequent campaigns.



PERFORM EFFECTIVE MARKETING CAMPAIGNS

Increase your revenues by providing third-party advertisers with promotional spaces in your splash portal, including rotating banners, splash advertising pages and direct links to external web pages.

EXPAND YOUR PRESENCE ON SOCIAL MEDIA



Spread your brand's news and presence on social media channels through social Wi-Fi. Ask customers to "like" your Facebook page and share your Facebook feed on their timeline, plus tweet your update on their Twitter account.



PROFIT FROM THIRD-PARTY ADVERTISING

Create effective marketing campaigns leveraging key analytics collected from Cloud4Wi. Continually improve campaign performance by analyzing metrics to optimize results.

IMPROVE YOUR CUSTOMER LOYALTY



Transform one-time buyers into repeat, loyal customers by creating couponing campaigns and organizing online contests. The splash portal is your window to display current coupons and available awards.



MAKE THE IN-STORE EXPERIENCE AMAZING

Enhance your customers' experiences while they are in the store by delivering applications designed for maximum engagement. For example, enable your customers to chat amongst themselves or leave messages on your store's virtual bulletin board.



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