



# Connect with your customers via your Guest WiFi

Personalize your WiFi, get to know your customers better and offer targeted marketing promotions.

AmpleSpot is a cloud-based WiFi management platform. We transform your WiFi into marketing, communication, analytics and security tool. Customers login to Guest WiFi with their social account, email or phone number. You can see who they are and instantly send greetings, coupons and ads based on their profiles and visits.

We know relationships start on premise, let us help you build them.

# Turing WiFi into a marketing channel

Facilities such as hotels, retail stores, restaurants and business centers can hugely benefit from the use of Guest WiFi and Analytics. By learning and using insights such as who the customer are, how long they stay and how they move around an area, these facilities can open new revenue streams, enhance operational efficiency and improve the user experience.

Amplespot can provide valuable data on every single customer connected to your WiFi. We offer a simple solution for your customers to access Guest WiFi, giving you a great way of collecting data and setting your business up to target your customers with powerful marketing tools.

*“Amplespot can provide valuable data on every single customer connected to your WiFi.”*

The gathered data converted into easy to use reports and can be synchronized with a variety of CRM tools. Demographic information provided includes age, gender, location, interests and social media details. Behavioral data includes customers log on location and time, how long they stayed and what device they used.

AmpleSpot is a full  
stack cloud-managed  
WiFi platform.

We transform WiFi  
into a marketing  
& analytics tool

# Digital Marketing for physical spaces

Marketing tools available with Amplespot WiFi provide comprehensive ways to monitor and actively promote your business. You can customize your WiFi login pages with branding and advertising of your choice and automatically send targeted messages to your customers via email, SMS, and social media.

## Understanding your customers better

Amplespot provides a wealth of information collected via your WiFi. Our analytics platform includes real-time customer data and insight. User demographics and other information such as age, gender, origins, location, length of stay, and total number of visits are just some of the statistics we collect.

This information enables venues to deploy personalized marketing messages to the right people at the right time encouraging higher spend and enhancing customer experience.

## Increase brand recognition

Using personalized landing pages, you can manage every step of the customer's journey, from the first time you meet to the most recent. Different content can be served based on venue, regularity, occasion or location.

Our Splash Designer lets you completely control the presentation of your brand. Upload your logo and other images, customize the color theme, insert welcome messages and you are ready to go. It's really that simple.

## Promote products via personalized Ads and Coupons

**Personal, well-timed Advertising:** You can reach your customers at the right time and place by sending emails, texts and coupons straight to their mobile devices. Interactions can be driven by connection profile, location, occasions or visit patterns and can happen on schedule or in real time. Our Portal enables you to create bespoke multichannel marketing campaigns individual to your audience.

**Time Limited Ads and Coupons:** Amplespot Coupons provide a comprehensive set of tools to create and manage multiple coupon (voucher) campaigns at the same time.

**Prize Draws:** You can also create coupon (prize) draws when, for example, every 50<sup>th</sup> customer receives a coupon with a unique or common code which they can claim over the counter.

# Key Business Benefits

## Embolden your brand

AmpleSpot offers fully customizable Welcome Portals, emails, and other messages so that look and feel of customer communications are in line with your brand.

## Increase conversions

Reach your customers at the right time and place via splash messages, emails, texts, and coupons delivered straight to their devices while they are in-store.

## Offer Coupons and Rewards

Run coupon campaigns and prize draws to encourage more customers into your venues and give them an extra reason to make a purchase.

## Simple and Compliant WiFi solution

Provide customers with quick, seamless and compliant login process. Login options include email, social profiles, SMS, vouchers and paid access.

## Enrich Customer Profiles

AmpleSpot automatically enriches data your visitors provide when they connect with information from 3<sup>rd</sup> party data sources such as Google, Facebook, LinkedIn, Instagram and other online services.

## Speak Customer's Language

All our products support language customization of all customer-facing messages and pages.

## Security and Compliance

As a WiFi provider, you are responsible for what people do on your network. We help you identify each and every user and offer tools such as identity verification, physical security alerts, and data retention.

## WiFi as Service

The strength of AmpleSpot WiFi comes from its advanced and flexible cloud platform. You can start using AmpleSpot with little investment and grow gradually, as and when you need.

# How to start

Amplespot comprised of online Management Portal and firmware for WiFi Access Points. Our firmware transforms regular Access Points into intelligent devices controlled from the cloud. Amplespot works seamlessly on various WiFi hardware bringing advanced features to otherwise basic devices. Devices from different vendors can be mixed in the centrally managed, distributed WiFi network.

All you need to start using Amplespot is an account in Management Portal and a compatible Access Point. Our firmware is free and can run on a variety of devices from Ubiquiti, TP-Link, Meraki and Asus. Support for OpenMesh, EnGenius and Compex is coming this fall.

If you don't have a compatible Access Point or not technical enough to install our firmware get in touch with our team. We will either help directly or, if we are not present in your region yet, put you in touch with one of our Certified Partners who will help to get and set up equipment as well as provide assistance along the way.

Amplespot WiFi designed to fulfill requirements for any business, from independent coffee shop to hotel chain, airport or cruise ship.

To learn more about how your business can benefit from adoption of our WiFi solutions visit [www.amplespot.com](http://www.amplespot.com)

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