# Café Bar

**Intelligent Marketing Wi-Fi System For Display of Video Ads on the Customer Mobile device**

Wi Fi

**EaseConnect**
High Speed Internet Access

# WiFi SYSTEM

EaseConnect Cloud Wi–Fi transforms Wi-Fi network into an intelligent marketing system which enables a display of video advertisements on mobile phones, tablets or laptops of customers.

Having seen the video advertisement, the customers are delivered targeted video advertisements and special offers to maximize the effectiveness.

A customer can give consent to receive intermittently emails containing discounts, coupons and the offers of your partners for advertising purposes.

The system gathers data and surveys with feedback on customer satisfaction, complaints and comments that may be answered personally.

# HOW DOES THE SYSTEM WORK?

Wi-Fi is a marketing channel which can be used to display video ads.

A customer needs to watch a video ad on his/her device to get Wi-Fi access.

In order to display the most appropriate video advertisement, the system can be adjusted so that a customer logs in via his/her social network account or creates a personal account, whereas the available information on sex, date of birth have been taken into consideration.

Having seen the video advertisement, a customer is offered to connect to the Internet and visit the web page with a special offer.

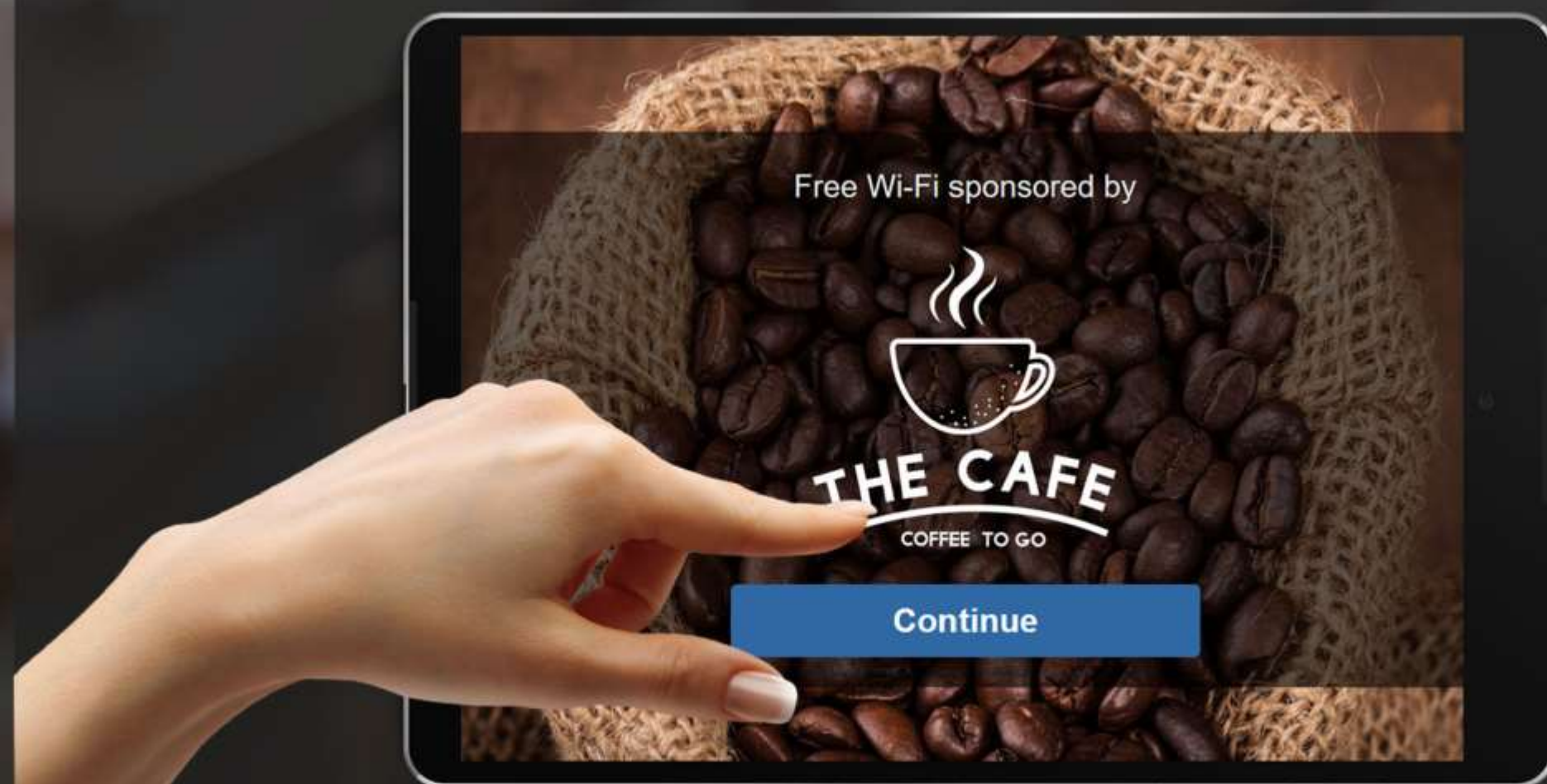Thus you boost customer engagement to maximize the effectiveness (of advertising).

# WiFi MARKETING

Wi-Fi is an ideal marketing channel because it enables you to display video advertisements before a guest is connected to the internet.

EaseConnect Cloud Wi-Fi system enables you to set one or multiple video advertisements which can be rotated each time the guest is connected.

For each marketing campaign you will get analytics which includes the number of displayed video advertisements, click-through rates, how successful the campaign is, with PDF reports for store manager.

Free Wi-Fi sponsored by

THE CAFE
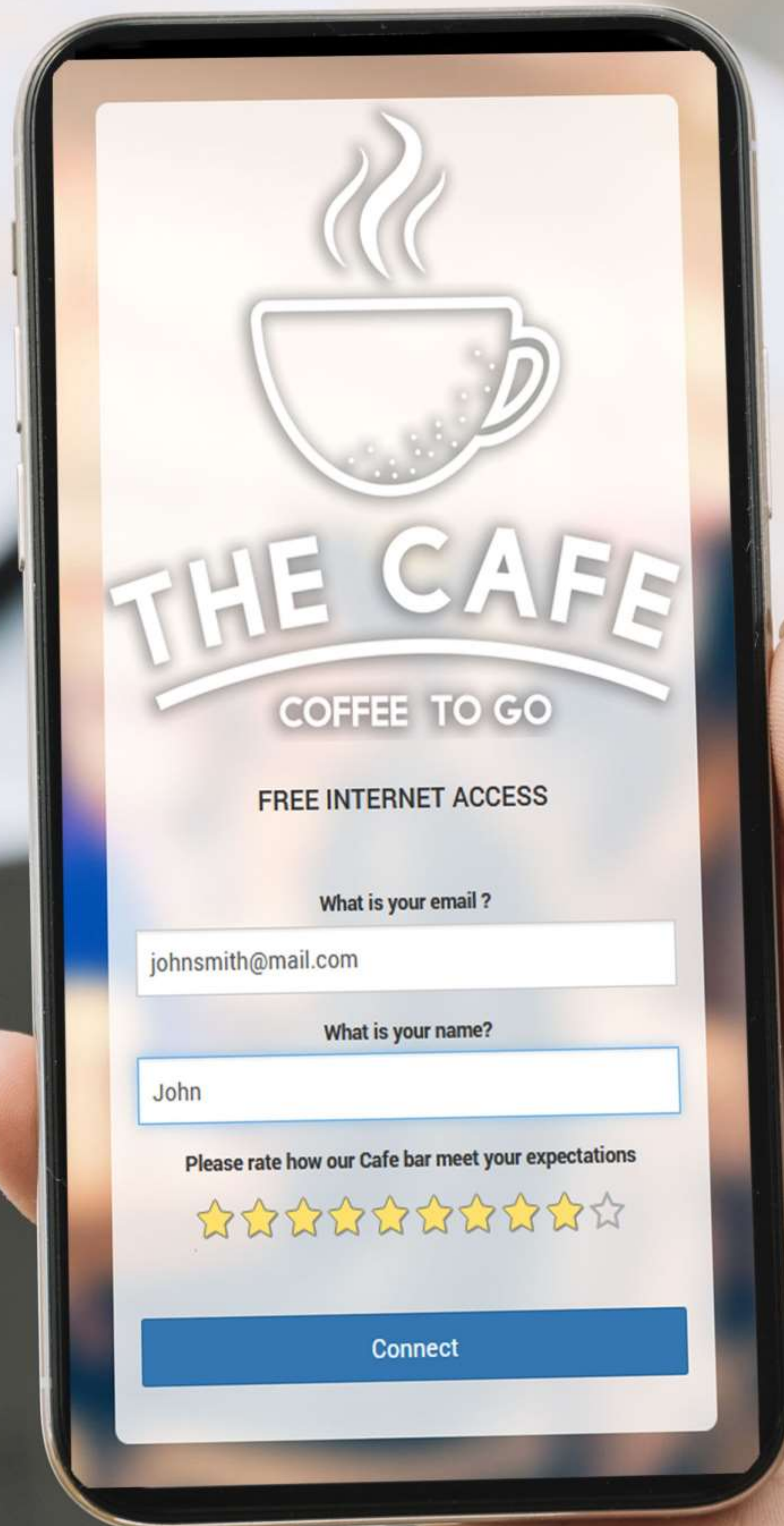
COFFEE TO GO

Continue

# WiFi SURVEYS

Your Wi-Fi network is a perfect channel to gather the opinions of your customers and visitors.

Gather valuable information about your customers, which can used for marketing purposes and to improve the quality of your services.

Resolve complaints about your services or the staff, which you would not have been informed about otherwise. Surveys can be displayed on the initial login page, or sent in an email after a defined time interval.

All the data are instantly available being gathered into legible analitycs, without any paperwork.
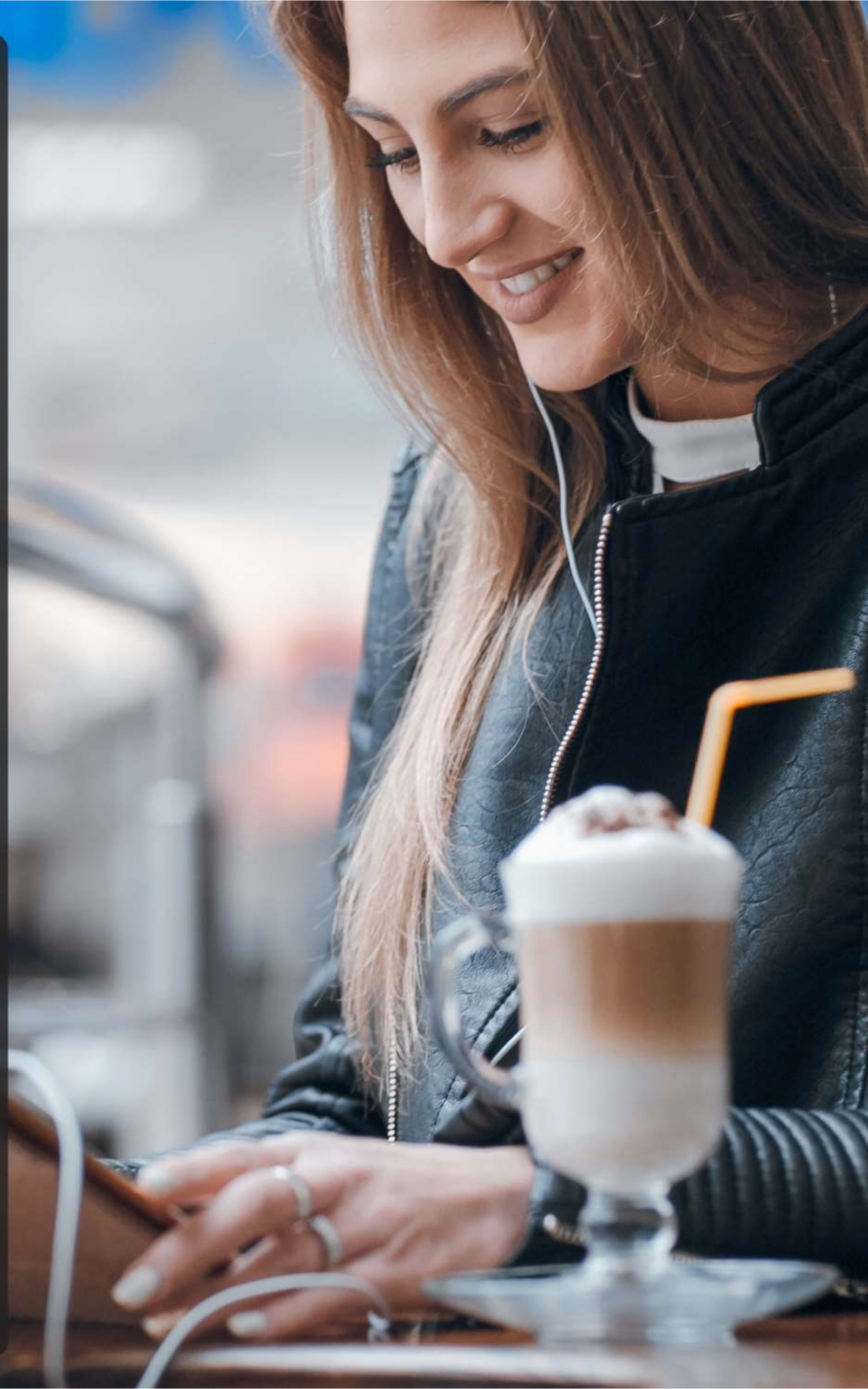
# SOCIAL WiFi

Social Login is a favourite Wi-Fi access method for most customers since it enables them to log in to the Internet in just a few clicks, without any personal data required/ without entering any data.

Social Wi-Fi is a powerful tool by means of which you can offer free Wi-Fi to your guests, and gather customers personal data that you can later use for marketing purposes.

When a guest logs in to the system, there might be a message made public to your friends and followers on a social network, thus enabling you to reach new potential customers.

# INTERNET CONTROL

Starthotspot Cloud Wi-Fi system precisely controls the Internet access speed, data transfer and a number of devices which a guest can connect to Wi-Fi.

Since streaming services, like YouTube becoming more popular, it is very important to limit access speeds, so your customers could get great Wi-Fi.

The guest is allowed to use multiple devices (1, 3 or more) per account, and for each device there is a customer device usage statistics.

When a guest connects to an access point, he will be logged in automatically.

**Download** Mbps

.1 .2 .5 1 2 3 4 5 6 7 **8** 10 15 20 30 50

◯ Unlimited bandwidth

Quota          Units

2          GB

🔵 Autologin device

🔵 Multi device

4          Devices

**Upload** Mbps

.1 .2 .5 1 2 3 **4** 5 6 7 8 10 15 20 30 50
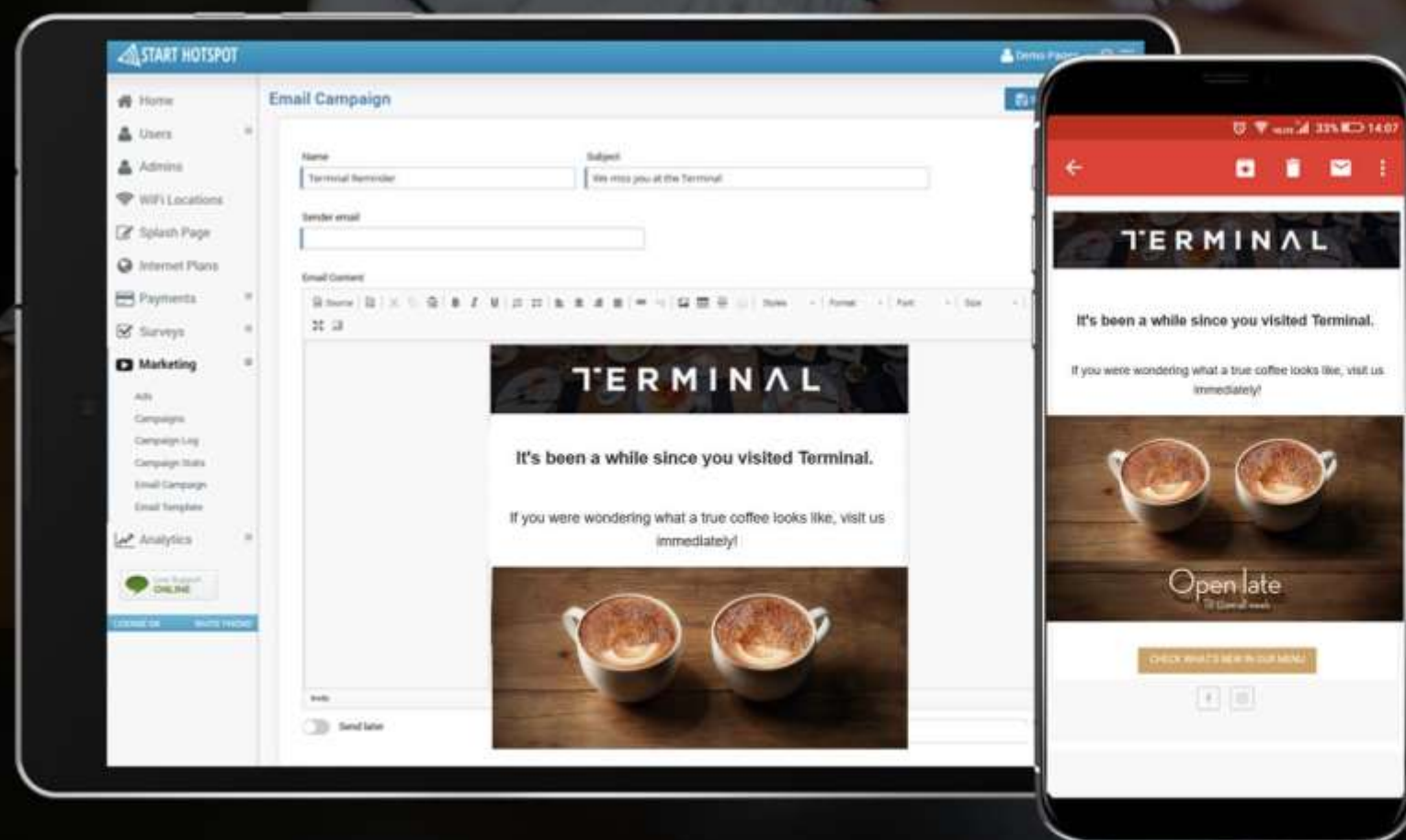
🔵 Unlimited time

# EMAIL MARKETING

Email marketing campaigns enable you to send information and promotional emails to your customers.

Those campaigns can be sent when necessary, if you want to inform your guests about the novelties, or automatically according to a previously defined schedule which includes initial connection, inactivity or on a guest's day of birth.

The integrated editor, which enables you to insert images, text, links and other features, helps you prepare the emails. The campaigns can be sent to your target guests immediately, or at a specified delivery time.

# AUTOMATION

When a guest connects to Wi-Fi network for the first time and enters personal data, he will receive an email with a welcome message and a coupon that can be used immediately in the store.

In two days' time the system can send a short customer satisfaction survey to be completed asking your customer to rate the customer experience so that you could react to potential customer complaints.

All the steps have been automated, time intervals are adjustable, and they do not require any additional effort.
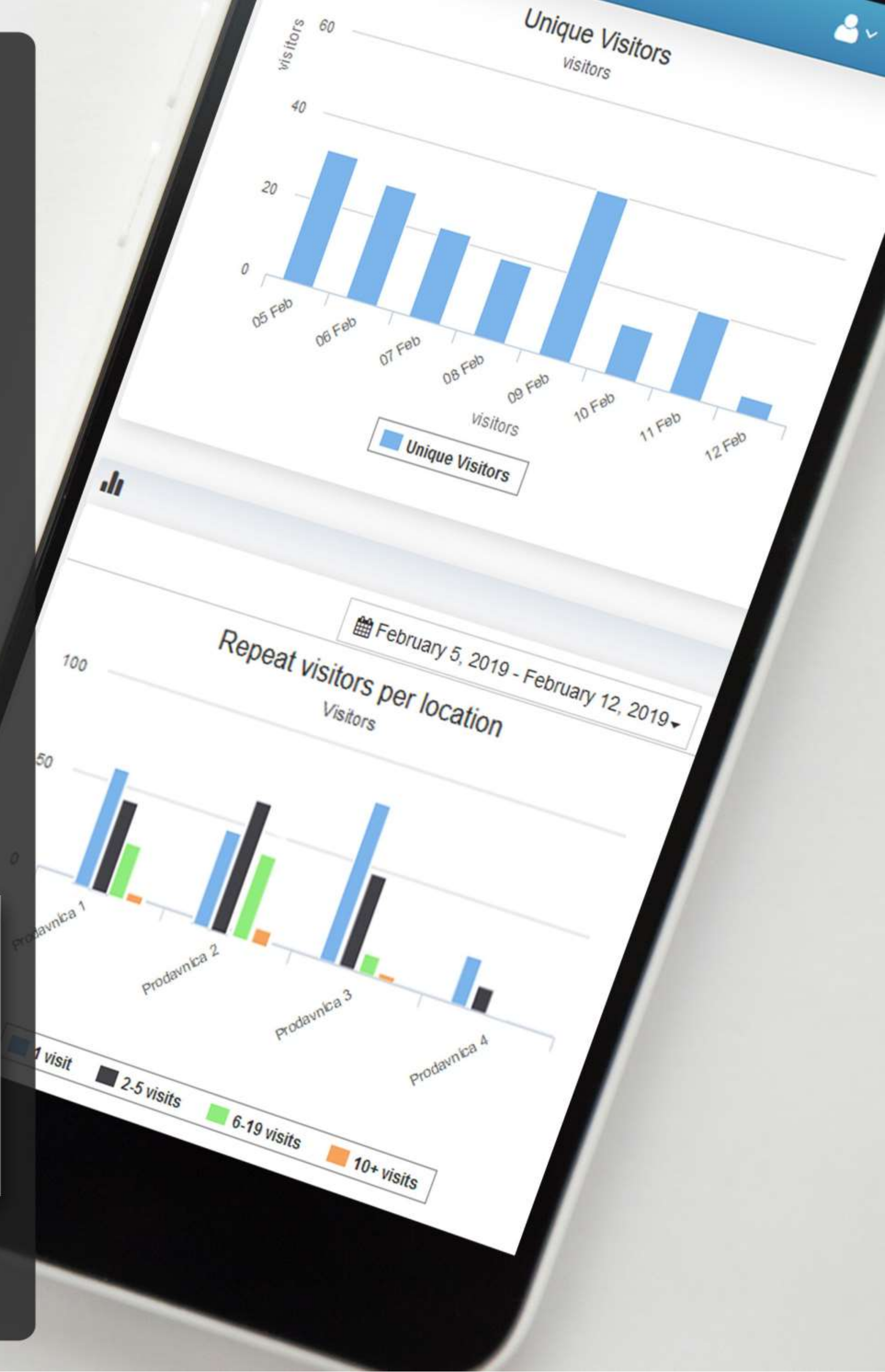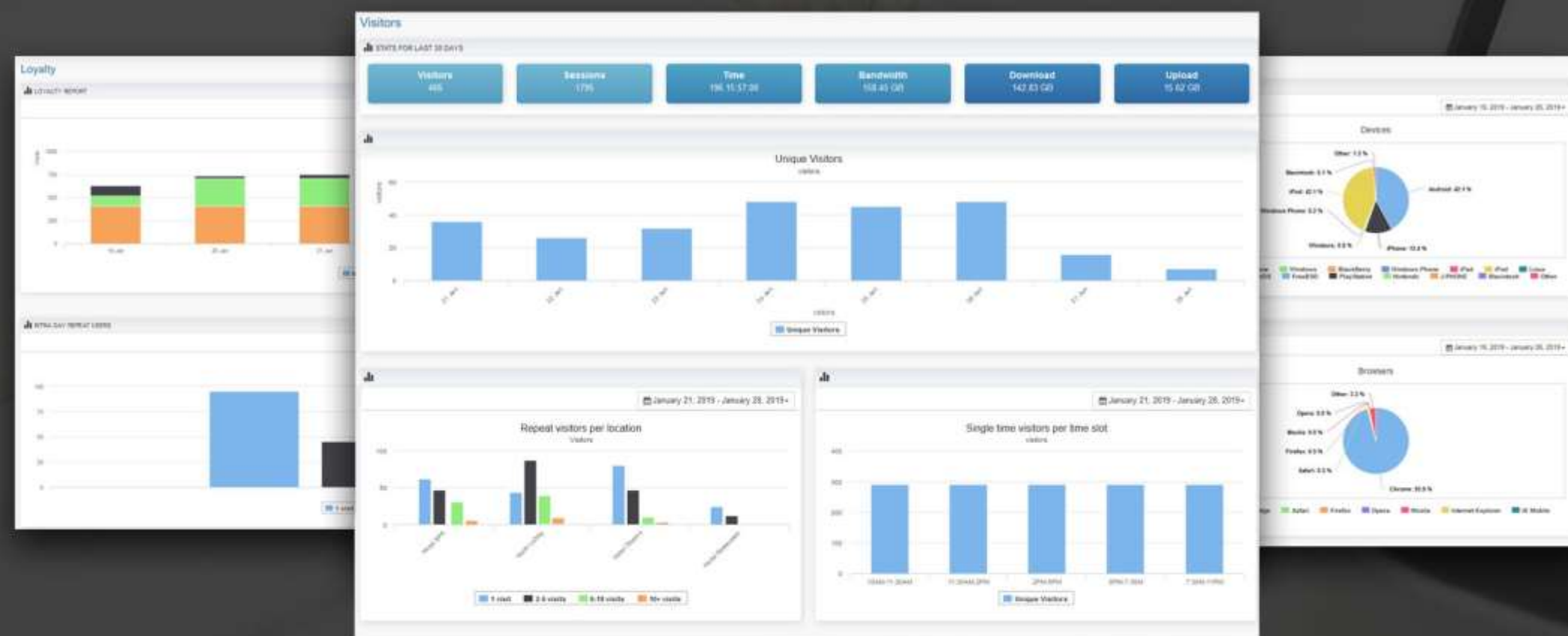
# STATISTICS

Ranking from basic data to advanced analytics, EaseConnect Cloud Wi-Fi system offers a thorough insight into visitors behaviour.

Get to know your visitors, find out what their habits are and prepare effective marketing campaigns.

Track Internet usage, set the limits to Internet plans, or set specific limits to individual users.

Visitors statistics have been divided into multiple reports which include loyalty, top users, time intervals, sex, age, and other demographic data.

# EaseConnect
## High Speed Internet Access
### by 4C Technology Solution

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