Analytics4WiFi™

Analytics4WiFi captures and analyzes where your customers are, and how they move through and interact with your physical location.

Powerful location analytics powered by WiFi.

▶ **Visualize Traffic Patterns**
Heatmapping technology visualizes how traffic moves through a physical area

▶ **Respond to Traffic Alerts**
Custom triggers let you know when traffic patterns change; deploy resources as necessary to direct crowds and promote purchasing behavior

▶ **Track Growth and Trends**
Record new and returning visitors, crowd size, busy days and times, and historical traffic data

▶ **Zero-in on Opportunity**
Isolate specific geographic areas within a venue to target messaging to the right visitors at the right time

▶ **Aggregate Data Collection**
Integrate collected entity data with existing datasets to seamlessly inform operations from one centralized dashboard; view data through single pane of glass

▶ **Feed Operational Strategy**
Strategically position merchandise, signage and advertisements based on traffic flow data; measure ROI and inform visual merchandising strategy

QUICK LOOK

- Consistent presence analytics independent of architecture
- Easy-to-use WiFi analytics software
- Trigger-based traffic notifications and alerts
- Real-time footfall insights
- Visual heatmaps
- Actionable insights for physical spaces

Analytics4WiFi Features Overview*

General
Multitenant Dashboard
Client Permissions
Billing and Upgrades
Geographically Dispersed
Customizable Domain and
Dashboard

Insights
Presence Report
Traffic Graph
Busy Days and Times
Devices Seen (MACs)
Passers By
Visitors
Connected
Proximity
Dwell Time
Loyalty

Heatmaps
Footfall Report
Heatmap Report
Google Maps Integration

MAC Address Lookup
Filter by Signal Strength

Triggered Alerts
Email Alerts
SMS Alerts
Device Count
Time Threshold
Filter by Nodes
Custom Message Content

Hotspot Settings
Import Nodes
Add and Place New Nodes
Latitude/Longitude Fields for Nodes

Integrations
OpenMesh/Datto
Cisco Meraki
MIST
Cambium
Aerohive
Ruckus
SMTP
Twilio
REST API (coming soon)

Operator Settings
Client Email Templates
Client and Client User Permissions
Client Audit Log
Operator Customization

Support & Training
Operator Support Knowledebase
Client Support Knowledgebase
Support Videos
Email ticket support
Operator telephone support
Self-training
Live training webinars
One-on-one customized training

Engineering Specs
99.99% Uptime
Horizontally Scalable Architecture
Redundancies

*As of June 2019. GoZone WiFi is constantly adding new features, with custom development available to partners and clients.