



# Cities and Communities

Get to know visitors and residents, drive community initiatives, and analyze traffic flow and trends.

## Marketing4WiFi™

- ▶ Collect powerful usage data and use that to stimulate economic development
- ▶ Survey visitors and aggregate data with existing databases
- ▶ Control usage with content filtering, unique access levels and session limits

## Analytics4WiFi™

- ▶ Access daily, monthly, and yearly traffic flow data within cities and communities
- ▶ Monitor and enforce social distancing protocols with real-time density alerts
- ▶ Communicate with visitors and residents based on dwell time and location

## Ads4WiFi™

- ▶ Provide a new digital billboard without the visual clutter; create new revenue opportunities
- ▶ Share sponsor attribution with detailed impression metrics
- ▶ Promote community initiatives on a fully customizable landing page

**READY TO GET STARTED?**

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# Why are cities and communities choosing GoZone?

## Keep it simple.

WiFi passwords are a thing of the past. Provide residents and visitors a simple, seamless, and branded login experience.

## Gain deep insight.

Collect detailed city-wide demographics, analyze heat maps, and monitor traffic flow and trends.

## Control usage.

Increase security, isolate guest devices, limit usage times, and block unwanted users - all from a centralized dashboard.

## Boost economic development.

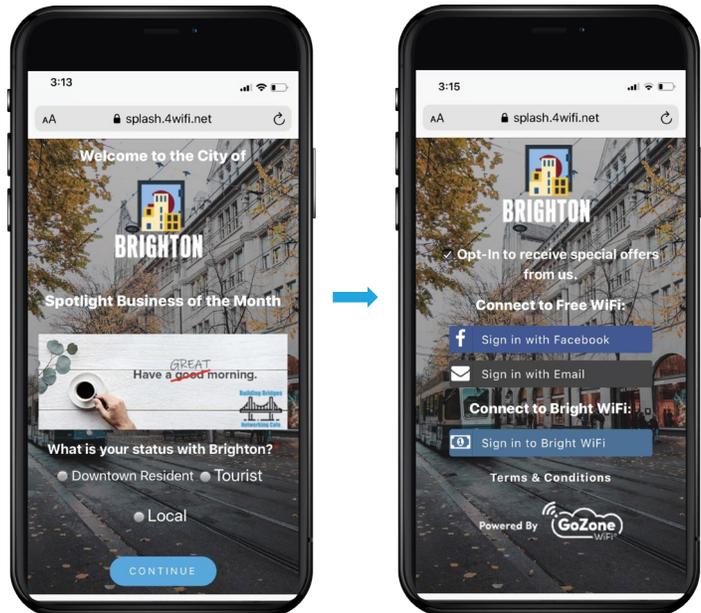
Use branded content to market local business, drive app downloads, and communicate city initiatives.

## Increase return visits.

Promote upcoming events and engage with visitors using campaigns based on customer behavior.

## Share sponsored content.

Monetize infrastructure investments and advertise to a highly engaged mobile audience.



Transform your guest WiFi network into a marketing machine through customer insights, targeted marketing and social engagement.

- ▶ Send automated SMS, email, and social campaigns
- ▶ Collect customer demographics and build guest list
- ▶ Customize WiFi login and landing pages
- ▶ Increase security, limit bandwidth, and filter content
- ▶ Create, track and redeem coupons
- ▶ Build on in-house systems through API integrations
- ▶ Offer WiFi access through payments or vouchers
- ▶ Collect guest insights with surveys and forms

