



Gaming

Knowledge is power, and GoZone helps casinos use that power for good. Interested? Take a seat at the table to learn more.

Marketing4WiFi™

- ▶ Utilize existing data points to provide a personalized and engaging guest WiFi experience
- ▶ Allow rewards club players to access VIP WiFi with vouchers
- ▶ Promote onsite amenities and specials, send targeted remarketing campaigns

Analytics4WiFi™

- ▶ Analyze traffic flows to improve casino layout and efficiency
- ▶ Monitor and enforce social distancing protocols with real-time density alerts
- ▶ Communicate with players based on dwell time and terminal location

Ads4WiFi™

- ▶ Promote onsite amenities with rotating, interactive ads on the guest WiFi network
- ▶ Provide attribution with detailed impression metrics
- ▶ Encourage specific visitor behavior with customized landing pages

READY TO GET STARTED?

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How is Smart WiFi being used at casinos?

Improve the gaming experience.

Provide instant access to important resources like floor layout, rewards programs and food and beverage amenities.

Improve relationships.

You likely have a wealth of data on your customers, but struggle applying it while they are onsite. GoZone can help.

Monitor traffic density.

Collect insight on dwell times, traffic flow and density and send real-time triggered alerts to control crowds.

Drive rewards programs.

Encourage new rewards and players club members by offering VIP WiFi access and promoting other benefits over guest WiFi.

Collect unique data points.

Survey players to gain new understanding and customize the guest experience based on their feedback.

Collect payments and vouchers.

Treat your VIPs with unique access codes, or charge for premium WiFi access. Leverage multiple payment integrations.



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