Grocery and Retail

96% of consumers prefer to shop at stores that offer free WiFi. Bridging the gap between online and offline behavior is the key to customer loyalty and increased spending.

Marketing4WiFi™

▶ Engage with shoppers using meaningful data including online shopping behavior

▶ Integrate with existing rewards programs for WiFi access

▶ Send promotions and coupons in real-time

Analytics4WiFi™

▶ Monitor and enforce social distancing protocols with real-time density alerts

▶ Communicate with customers based on dwell time and physical location

▶ Analyze traffic flows to improve operational efficiency

Ads4WiFi™

▶ Promote third-party sponsors with rotating, interactive ads

▶ Provide sponsor attribution with detailed impression metrics

▶ Increase app downloads with app store redirect based on device type

READY TO GET STARTED?

sales@gozonewifi.com | 727.314.6910

How is Smart WiFi being used in grocery and retail?

Create new co-op opportunities.

Give brands one-on-one shopper visibility with trackable WiFi advertising campaigns and digital placements.

Aggregate customer insight.

Bridge the online gap to personalize communications. Aggregate customer data using built-in integrations.

Monitor traffic density.

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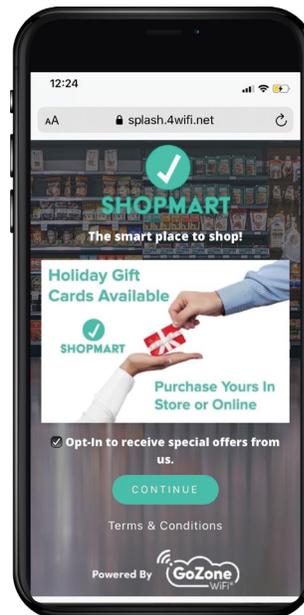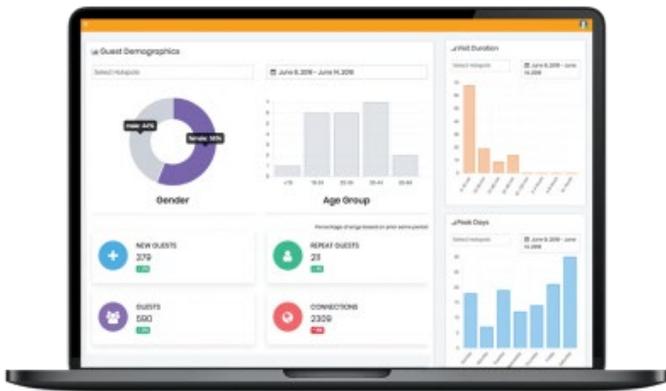
Inform store layout.

Collect and analyze detailed traffic and customer behavior analytics to inform a smarter, more strategic layout.

Send targeted promotions.

Use aggregated data to send targeted and timely promotions. Drive purchasing behavior with a data-driven approach.

Personalize the login experience.

Allow unique access levels for rewards members or guests. Display promotions for loyal customers and encourage app downloads.

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

▶ Send automated SMS, email, and social campaigns
▶ Customize WiFi login and landing pages
▶ Create, track and redeem coupons
▶ Offer WiFi access through payments or vouchers

▶ Collect customer demographics and build guest list
▶ Increase security, limit bandwidth, and filter content
▶ Build on in-house systems through API integrations
▶ Collect guest insights with surveys and forms