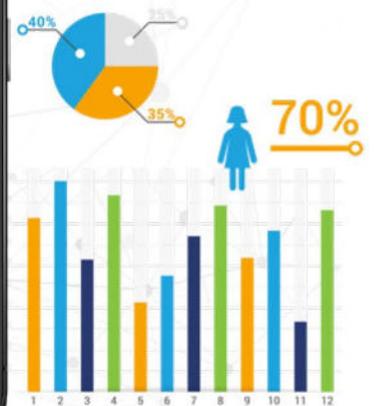# Marketing4WiFi™

Marketing4WiFi gives venues the power to gather customer insights through guest WiFi, then deliver targeted and timely messages to build lasting customer relationships.

Customer insights and marketing automation powered by guest WiFi.

▶ **Gain Customer Insight**
Analyze identity data in real-time to better understand customer demographics, behavior, and traffic patterns

▶ **Improve Marketing Efforts**
Manage contacts, schedule email campaigns, and review performance to improve communication and increase sales

▶ **Reinforce Branding**
Personalize the WiFi customer journey from start to finish with feature-rich tools to showcase brand assets, voice, and tone

▶ **Build Customer Loyalty**
Data collected can be used to grow business through loyalty programs, brand awareness, advertisements, and promotions

▶ **Drive Immediate Revenue**
Collect payments for premium WiFi access using built-in integrations and drive direct revenue through guest WiFi

▶ **Enhance User Experience**
Offer a seamless connectivity experience for customers with a simple login process; allow unique access levels to members or VIPs with vouchers

▶ **Increase Network Security**
Protect back-of-house systems with a separate guest WiFi network, add a layer of network security for yourself and your guests

QUICK LOOK

- Easy-to-use WiFi marketing
- Robust CRM module and email marketing platform
- Detailed guest analytics
- Powerful remarketing tools
- Venue branding opportunities
- Hardware neutral integrations
- Payment and voucher modules

WELCOME

Connect with Facebook
Connect with Instagram
Connect with Twitter
Connect with LinkedIn
Connect with Email
Connect with SMS

Powered by GoZone

40%
35%
70%

1 2 3 4 5 6 7 8 9 10 11 12

Marketing4WiFi Features Overview*

Client-Level Features

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

WiFi Login Methods
Access Code
Ad-Based (Ads4WiFi)
Payment
Voucher
Custom Form
Facebook
LinkedIn
X (Formerly Twitter)
Google
Email
Advanced Email (First Name, Last Name, Gender, Birthday)
Email Verification
SMS Text Verification
Opt-Out (MAC address only)
Double Opt-In

Hardware Integrations
Mikrotik (With Remote Management Module)
Open Mesh/Datto (with Live Monitoring)
Ruckus SmartZone
Ruckus ZoneDirector
Ruckus Cloud
Ruckus Unleashed
Ubiquity UniFi
Cisco Meraki
Cisco Enterprise
Cambium
Extreme CloudIQ
Extreme Campus Controller
MIST
Adtran Bluesocket
Xirrus Lite
Xirrus Enterprise
ArubaOS
Aruba Instant
Aruba Instant On
Samsung Enterprise
Cradlepoint
Generic Coova
Everest
IgniteNet
WatchGuard
Fortinet Fortigate
Nomadix

Other Integrations
Zapier - Operator Data
Zapier - Client Guest Data
Operator API
Client API
Facebook
Twitter
LinkedIn
Constant Contact
MailChimp
Fishbowl
Robly
Twilio
Telnyx
Ads4WiFi
Analytics4WiFi

Support & Training
Operator Support Knowledgebase
Client Support Knowledgebase
Support Videos
Email Ticket Support
Operator Telephone Support
Self-Training
Live Training Webinars
One-on-One
Customized Training

Vouchers
Guest Plan Voucher
Value Voucher

Guest Insights
Guest Profiles with Social Links
Top Guests
Guest Visit
Analysis
Demographics-Gender
Demographics-Age Groups

Campaign Insights
Smart Email Counts
Smart Email Campaign Read Rates
Coupon Redemption ROI Value
Coupon Statistics

Reports
Revenue Report
Export Revenue Report
Gateway Monitoring
Mikrotik Remote Management
Mikrotik Monitoring and Alerting
Guest Connection Report Generator
Export to Excel/CSV
Operator-Client Summary
Hotspot Summary
Connection Summary
Guest Summary
SMS Counts
Weekly Client Usage Reports
Export New/Returning Guest Lists (Excel/CSV)
Export Connections (Excel/CSV)

Client Level Branding
Custom Dashboard Logo
Custom Splash Headers
Custom Terms and Conditions
Custom Facebook API
Facebook User Birthday Support
Custom Twitter API
Custom LinkedIn API
Custom Twilio SMS API

Client Permissions
Reseller/Sub Account
User Permission Control
Hide Menus
Location-Level Access
Gateway Management

Splash Pages/Captive Portal
Guest Plan Selection
Custom Captive Portal System
Drag and Drop Editor
Guest Flow with Multi-Layer Splash Page
Survey and Form Builder
Full HTML Editor with Inline CSS
New Guest and Return Guest Pages
Splash Page Templates
Custom Venue Images
Custom Promo Images
Custom Backgrounds
Custom Venue Text
Custom Terms and Conditions
Background Image Uploader
3rd Party Ad Scripts
Social Selection Multi-Lingual (EN,ES,FR,DE,AR,HI)
Custom Guest Data Fields
Integrated Ad Spaces with URL Redirect (Ads4WiFi)

APIs
Guest Profile Information
Guest Plan Information
Guest Connection Information
Provider Information
Client Account Provisioning
Zapier (5,000+ Integrations)

Payments
Payment Integrations
- Authorize.Net
- Stripe
- WePay
- Square
- PayPal
Accepted Payment Methods
- VISA
- MasterCard
- Discover
- American Express
- ACH
- Google Pay
- Apple Pay

Hotspot Insights
Hotspot Usage Analytics
Guest Usage Analytics
Device Usage Analytics
Guest Visit Durations
Peak Days
Peak Hours
Devices Used Chart
Login Method Analytics

Guest Control
Remember Guest by MAC (Entire network)
Custom Session Time Limits (Device-Level)
Custom Session Idle Limits (Device-Level)
Custom Download Speed Limits (Device-Level)
Custom Upload Speed Limits (Device-Level)
Block Guest by MAC-Permanent
Block Guest by MAC-Expiration Date
Email Address Banning
Guest Flagging (Re-Auth)

Hotspot/Venue Control
Guest Plans
- Custom Session Time Limits
- Custom Session Idle Limits
- Custom Download Speed Limits
- Custom Upload Speed Limits
- Custom Pricing
Location Mapping
AP/Gateway Inventory
Connection Method Selection
Custom Redirect URL
Redirect to 3rd Party Advertisements
Custom Redirect on Birthday
Custom Session Time Limits
Custom Session Idle Limits
Custom Download Speed Limits
Custom Upload Speed Limits
Time and Day Scheduler
Splash Page QR Code Generator (For Touchless Menu and Demoing Splash Pages)
WiFi QR Code Generator (For Guest WiFi Login)

Automated Campaigns
Personalized to Guest
Email Campaign Rules
Twitter Campaign Rules
SMS Campaign Rules
Coupon Campaign Rules
Coupon Delivery via Email Campaign Rules (via "Email Builder")
Automated Birthday Campaigns
Loyalty Campaigns
Number of Visits
Bring-Back Campaigns
Instant Email/SMS and Post to Twitter
Presence Campaign Rules (Proximity 'seen' and 'leave')
Smart Campaign Filters

Privacy/Data Ownership
Client or Partner Owns Exclusive Rights to PII Data
GDPR Tools
CCPA Tools
Guest Profile Management

*Certain features are available specifically to certain Marketing4WiFi plans.

Marketing4WiFi Features Overview*

Client-Level Features

Contact Manager
Contact Filters
- Tag
- Gender
- Postal Code
- City
- State/Province
- Country
- Connection/Presence History
Export Contact List
Import Contact List
Add/Edit Contacts
View Contact Profiles
- Activity Log
- Campaign Log
- Coupon Log
- Custom Data
Sync Contact Profile to Guest Profile
Facebook Audience Builder

White-Label Features*

Client Management
De-activate/Activate Client
Client User Management
Client Permission Control
Operator Plans Management
Operator Billing Page
Operator SMTP Server Settings
Operator Users
Hotspot/Venue Management
Gateway/Hardware Management
Splash Page (Captive Portal) Management
Timezone Management

Hardware Integrations (Cont.)
TP-Link
SonicWall
NETGEAR
Open WiFi

Tags
Add Tag
Edit Tag
View Number of Contacts per Tag
Export Tag List

Scheduled Campaigns
Guest Select Contacts via Tags
Schedule Campaign for "Now"
Schedule Campaign for Specific Date and Time
Schedule Campaign for "Yearly"
Schedule Email Campaign
Schedule SMS Campaign
Schedule Twitter Campaign
Email Campaign Template (via "email Builder")
Merge Codes

Campaign Summary
Scheduled Email Counts
Scheduled Email Percentage
Scheduled Email Unsubscribe Number
Scheduled SMS Counts
Scheduled Tweet Counts
Smart Email Counts
Smart Email Open Percentage
Smart Email Unsubscribe Number
Smart SMS Counts
Smart Tweet Counts
Redeemed Coupon Counter

Contact Manager Reports
Contact Summary
Contact Tag Summary

MAC Address Randomization Support
Default Notification Splash Page

*Certain features are available specifically to certain Marketing4WiFi plans.

*As of July 2020. GoZone WiFi is constantly adding new features, with custom development available to partners and clients.