WIACOM

WiFi Analitycs. Proximity and direct communication

ABOUT THE COMPANY

Wiacom is a WiFi analytics and communications platform that helps marketing teams digitize their visitors & clients presence. Wiacom helps to identify who clients are, analyze their behavior, reach out and engage with them, all this using WiFi technology combined with AI & marketing automation.

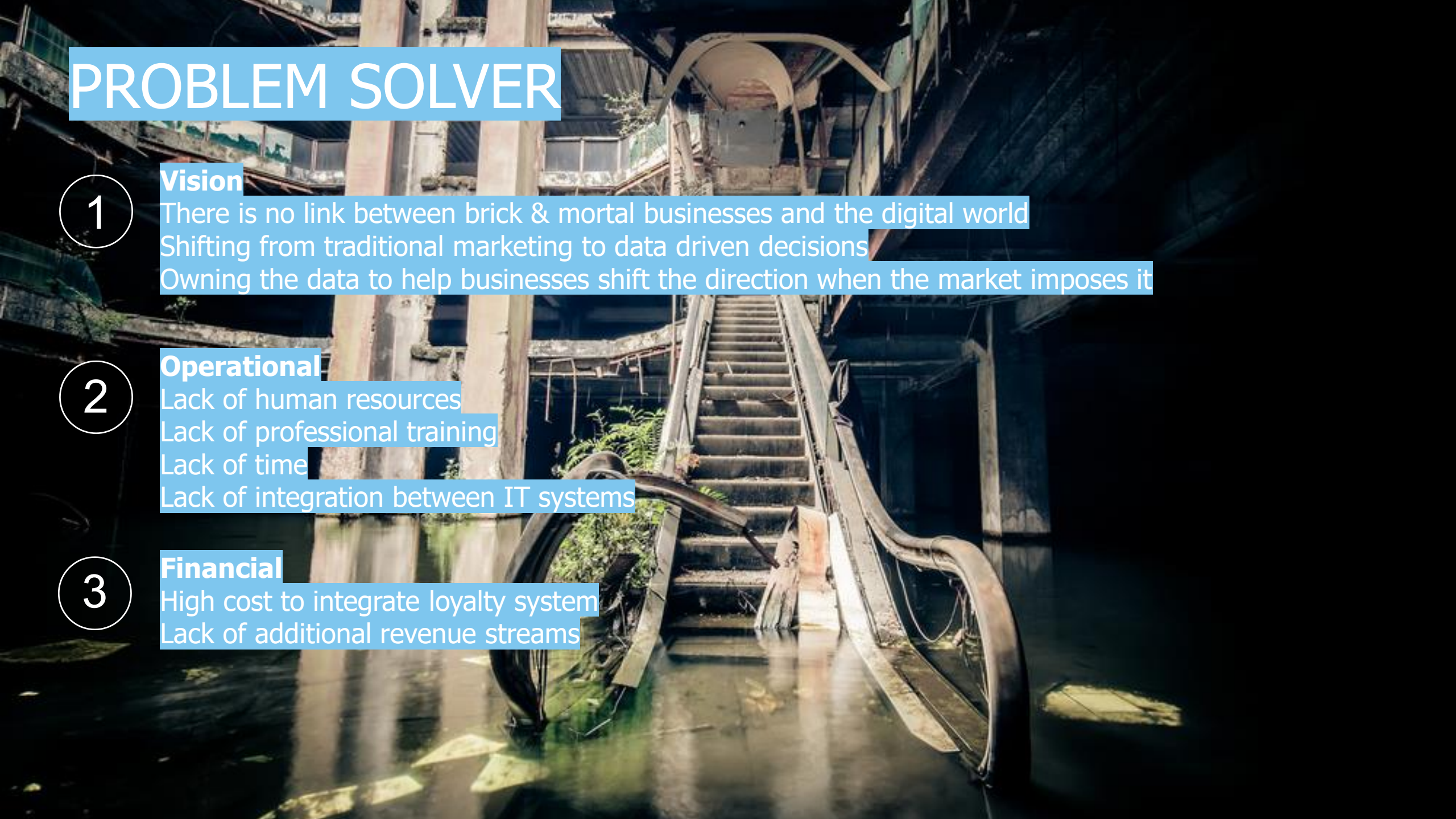
We are offering an industry unique approach combining technology with marketing services for a new coming digital world.

REFERENCES & TARGETED DOMAIN

Telco

Shopping Malls & Transportation

Hospitality & LPV



PROBLEM SOLVER

1

Vision

There is no link between brick & mortal businesses and the digital world
Shifting from traditional marketing to data driven decisions
Owning the data to help businesses shift the direction when the market imposes it

2

Operational

Lack of human resources
Lack of professional training
Lack of time
Lack of integration between IT systems

3

Financial

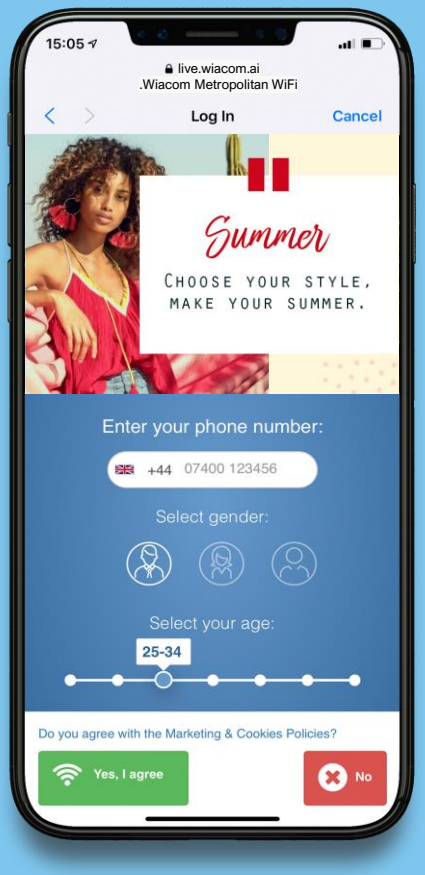
High cost to integrate loyalty system
Lack of additional revenue streams

WIACOM
WiFi & Communication

Wiacom WiFi. Authentication using a mobile number

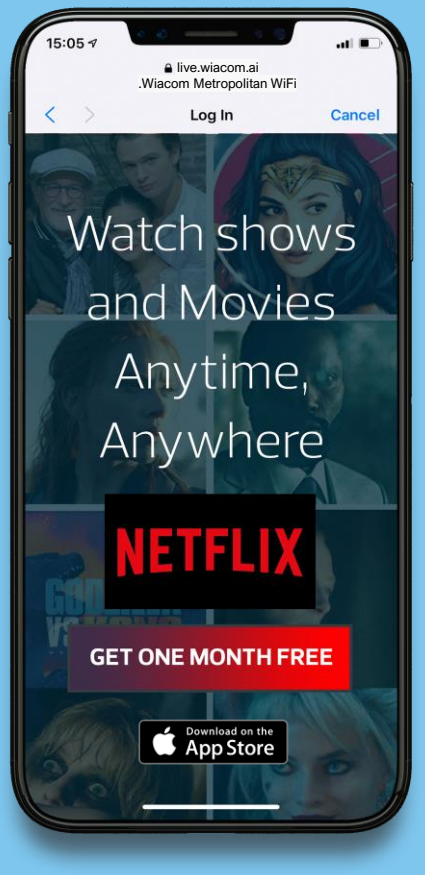
1. Splash page

- Video/Image Ad
- SM engagement
- SALE offers
- App Download



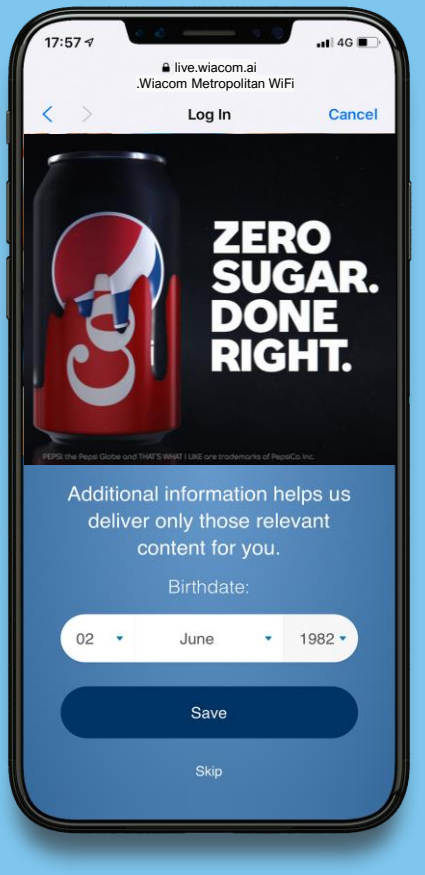
2. Authentication

Using mobile number with 2FA (plus gender age criteria)
**Accelerated personal data collection with marketing consent according GDPR*



3. Redirect

User is redirected to a predefined URL, a landing page, survey form or app download store.



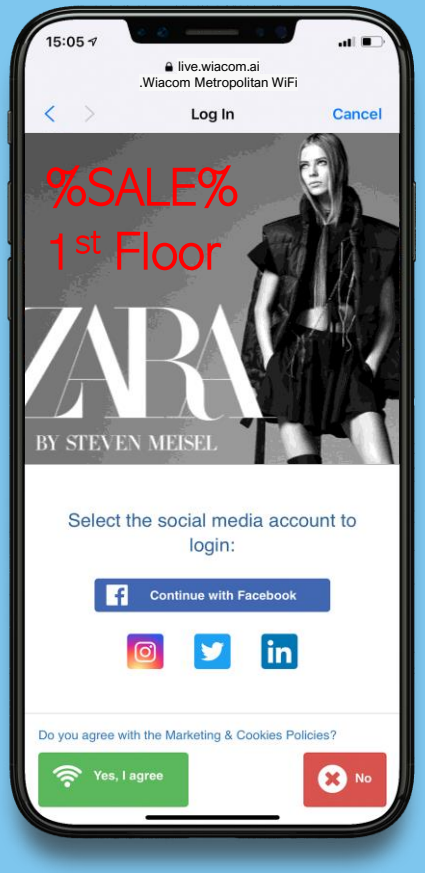
4. Welcome back

- Video/Image Ad
- Additional personal data collection

Wiacom WiFi. Authentication using a social media account

1. Splash page

- Video/Image Ad
- SM engagement
- SALE offers
- App Download



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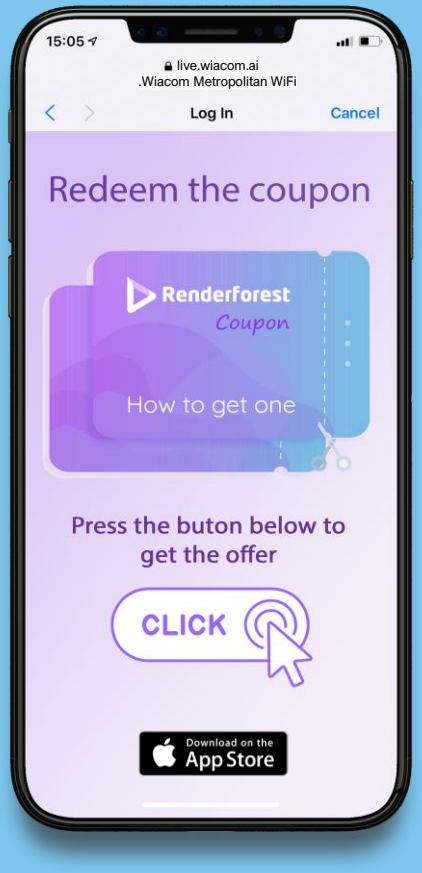

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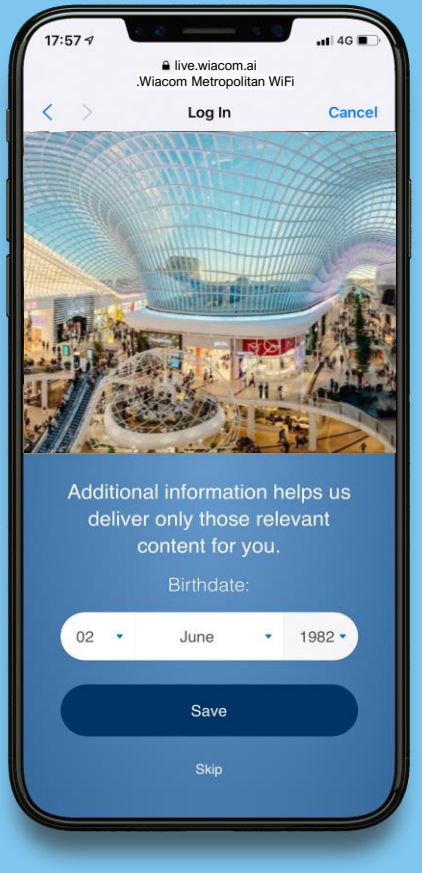
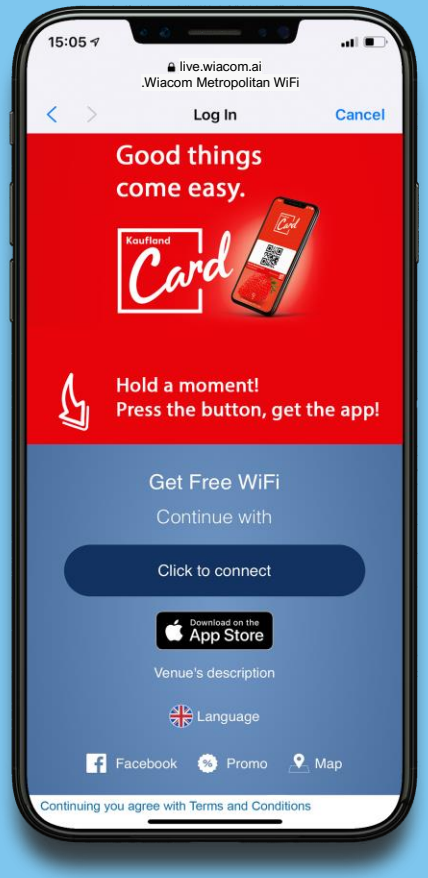


4. Welcome back

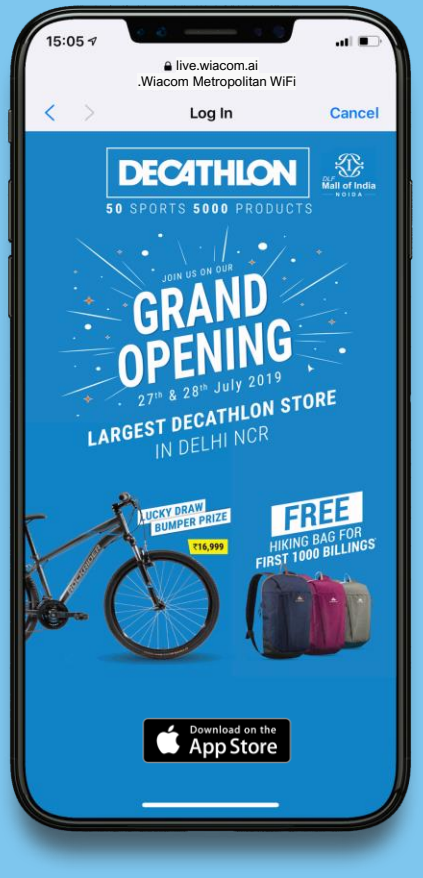
- Video/Image Ad
- Additional personal data collection

Wiacom WiFi. Click-trough Authentication



1. Splash page

- Video/Image Ad
- SM engagement
- SALE offers
- App Download



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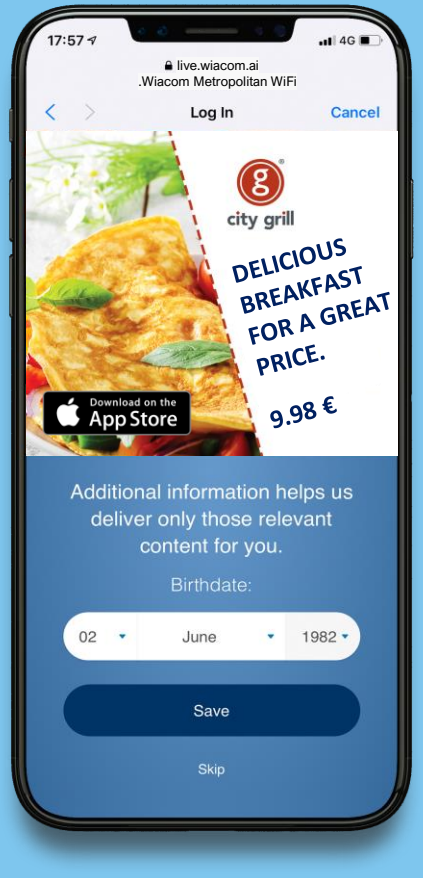


4. Welcome back

- Video/Image Ad
- Additional personal data collection

TECHNICAL DESCRIPTION

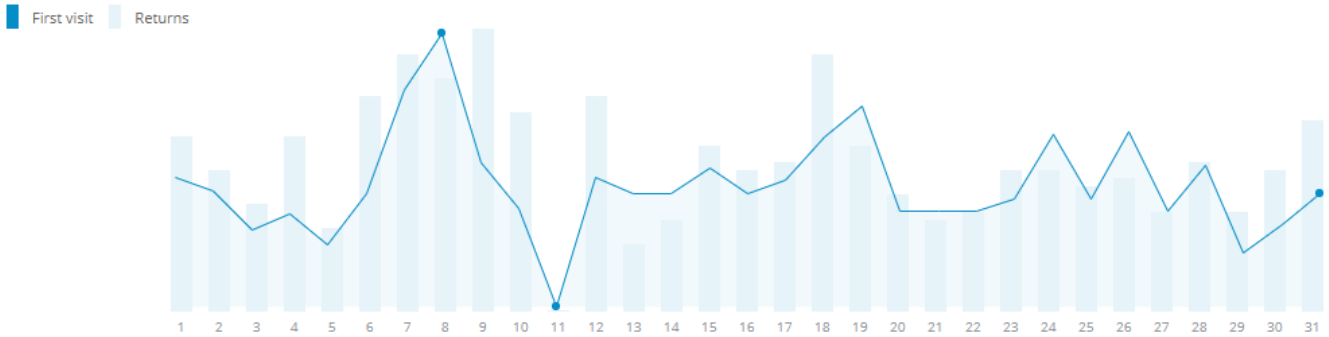
The Wiacom platform is GDPR compliant and databases are stored in a cloud-based infrastructure hosted in accordance with all the safety and security conditions delivered by Microsoft Azure

The access to the database is made through the on-line platform using a secure communication channel with the servers.

The router is preconfigured according Client’s need and works plug & play. Our system is compatible with a wide range of vendors: Xirrus, Ruckus, Cisco, Aruba, Aerohive, Mikrotik, a.o. vendors who support captive portal. Choosing a suitable technical solution takes into account several aspects, the most important being: the network topology, number of devices serviced simultaneously and onsite conditions(surface, walls types, indoor/outdoor).

REPORTS

Associated users over past 30 days. New vs. Returning.



Average return rate

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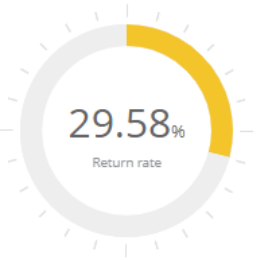

% users who have returned over the past 30 days compared to total users

Gender

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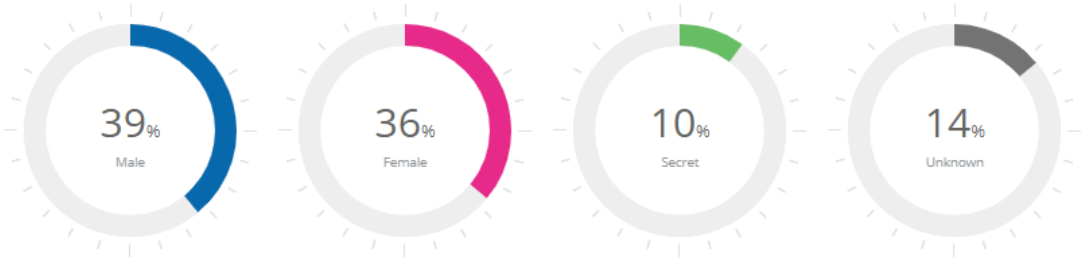

Age report

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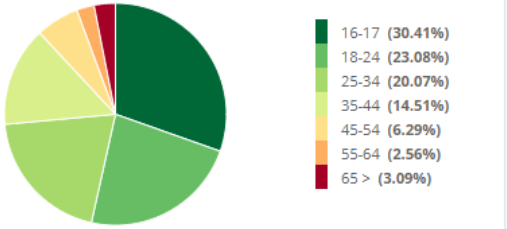

Spoken languages

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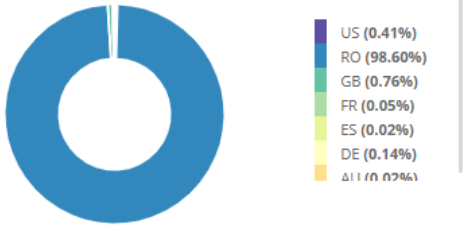

Devices. Browser & OS. Brands.

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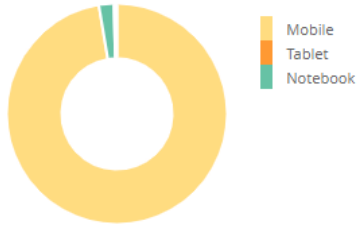

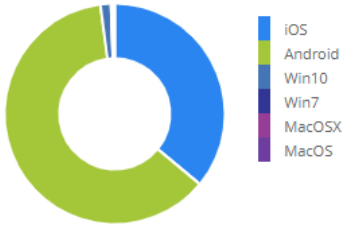

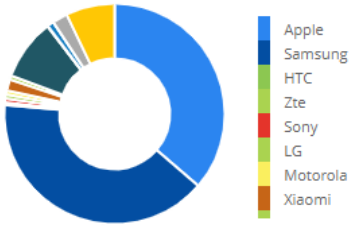

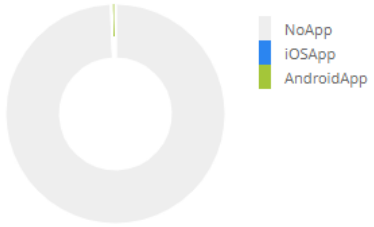

Authentication methods

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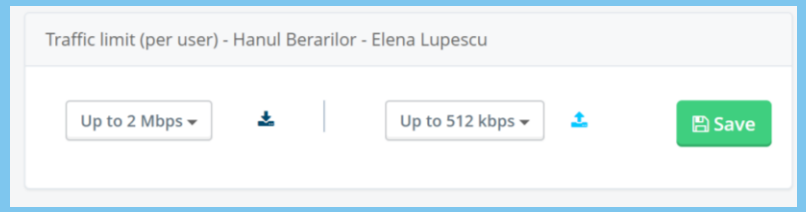
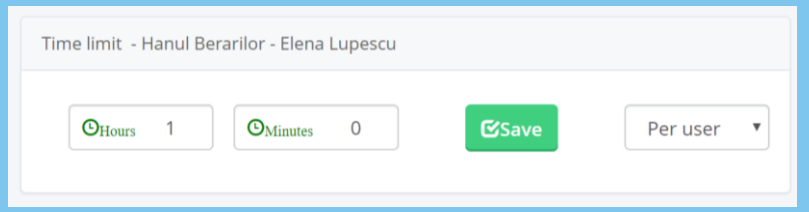
WiFi Settings

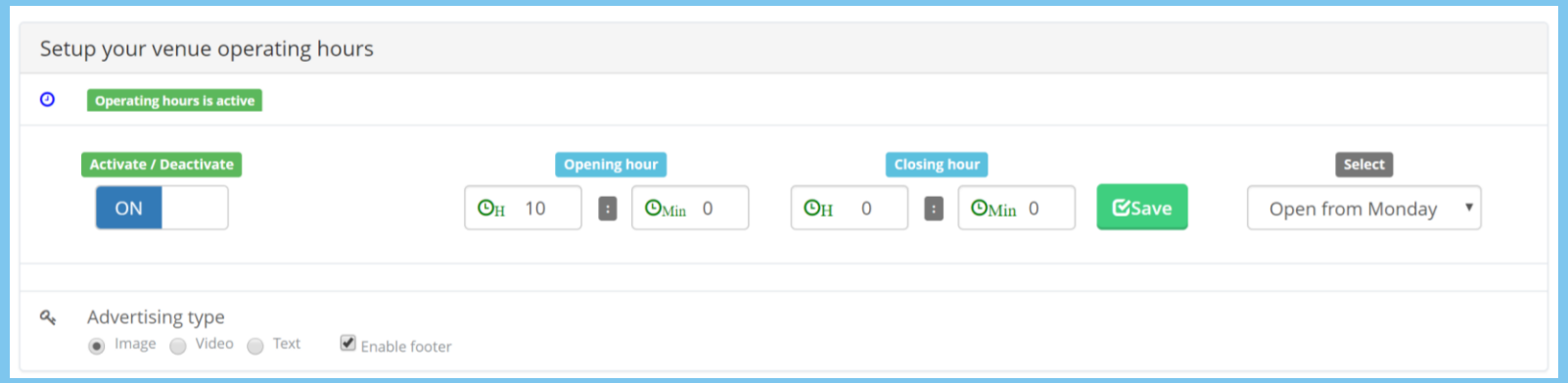
Traffic control
Decide the speed limit per user to optimize the bandwidth and usage



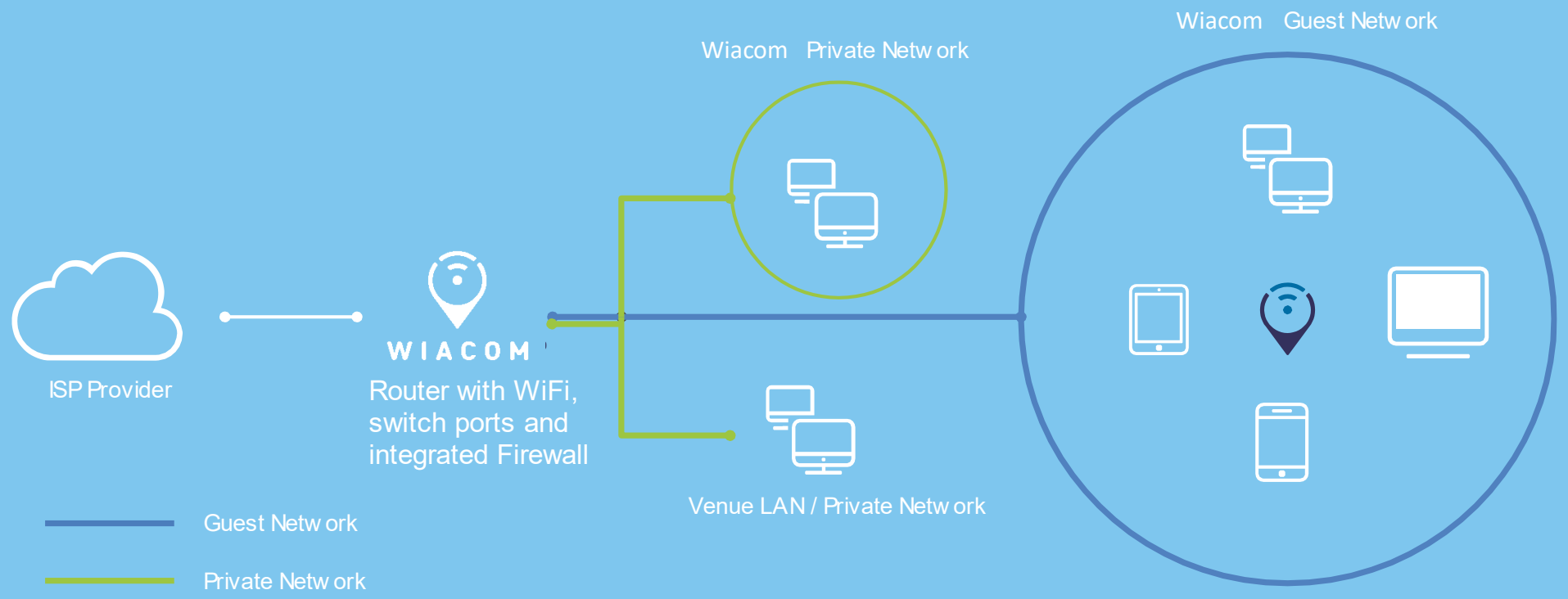
Time limit
Decide the connection time per device or per user.



Operating hours
Define wether your venue accepts guests 24/7 or during specific hour interval



TECHNICAL OVERVIEW

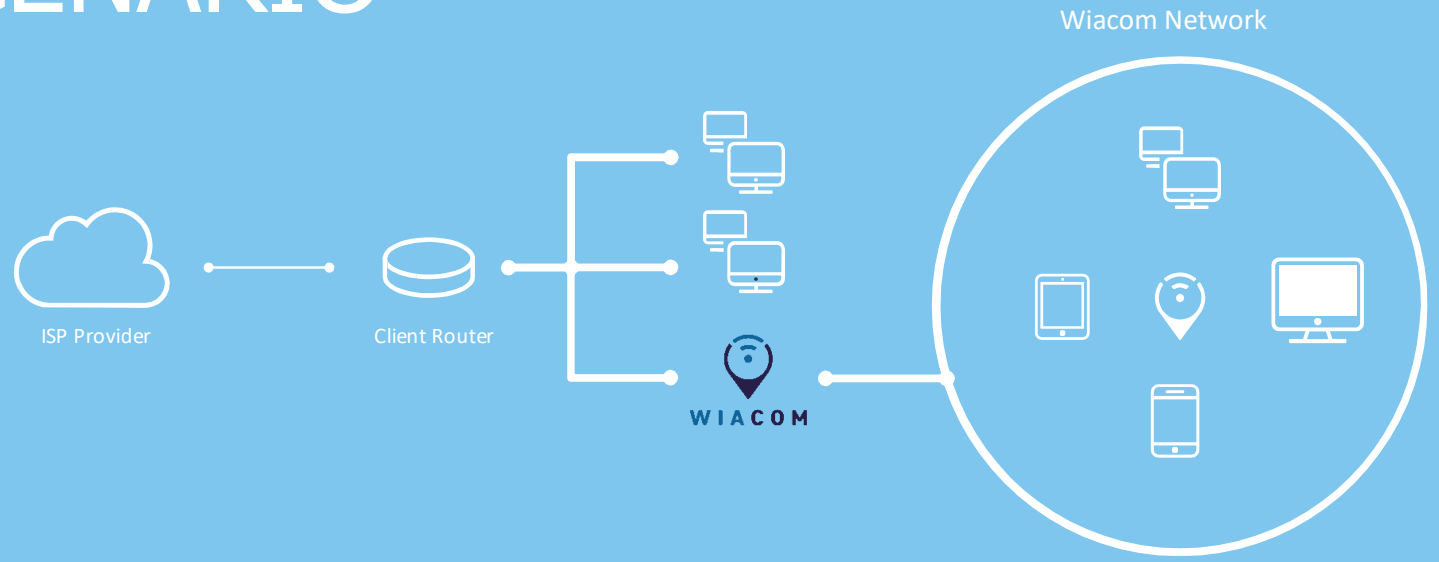


We provide full end-to-end solution including Professional Services like installation and technical support/maintenance

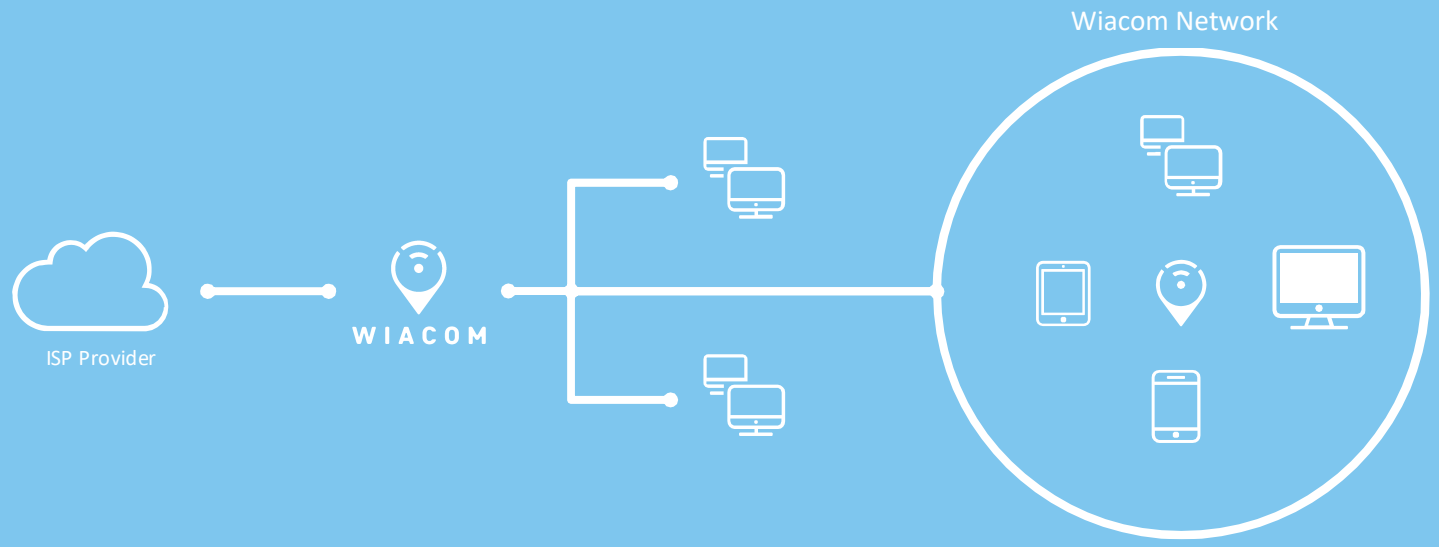
Multivendor native integration and customized firmware.

INTEGRATION SCENARIO

Existing infrastructure



New deployment



WIACOM
Wiacom DMP/DSP

Wiacom DMP/DSP

Target brick & mortar store in digital world

REQUIREMENTS

- User connected to WiFi

SOLUTION

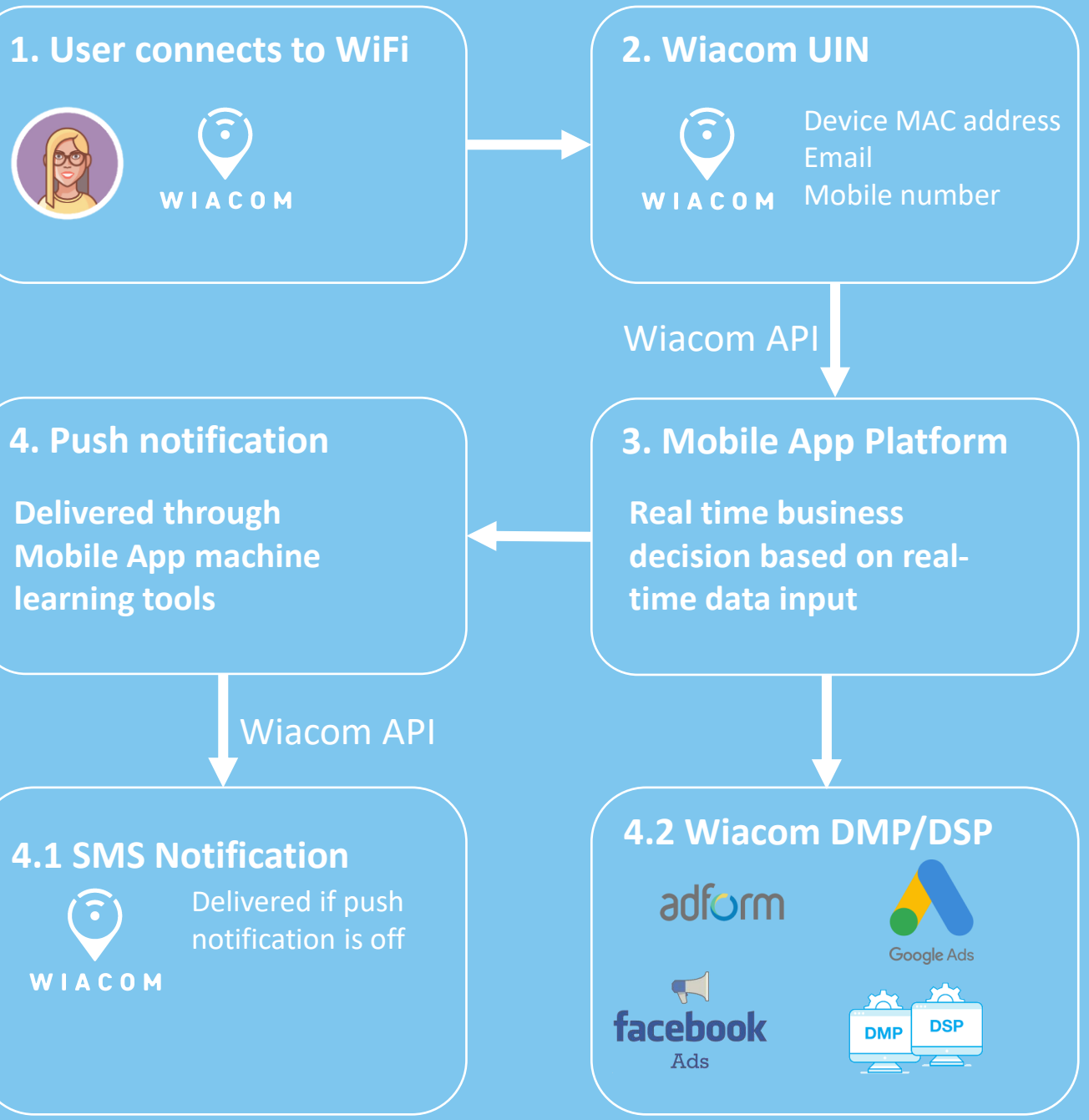
- Wiacom redirects the user to a specific landing page where remarketing cookies are delivered.
- The cookies can be segmented per each venue apart
- The remarketing and/or lookalike audience campaigns can be delivered through Wiacom's AdForm DSP, but also by using the lists in client's DMP

Wiacom DMP/DSP App push

Integrate with Mobile App
Send proximity push notifications and

REQUIREMENTS
- User connected to WiFi

SOLUTION
- Wiacom identifies all users based on MAC address, Email or Mobile number
- The platform automatically communicates with Mobil App through API
- The Mobile platform determines if the WiFi user is also Mobile App user
- The Mobiel App send a push notification based on machine learning
- If push notification is turned off than Wiacom can deliver message through SMS
- The remarketing and/or lookalike audience campaigns can be delivered through Wiacom's AdForm DSP, but also by using the lists in client's DMP



ROADMAP EVOLUTION

Wiacom umbrella platform for Big Data analytics, AI & BI

WIACOM

Thank you!