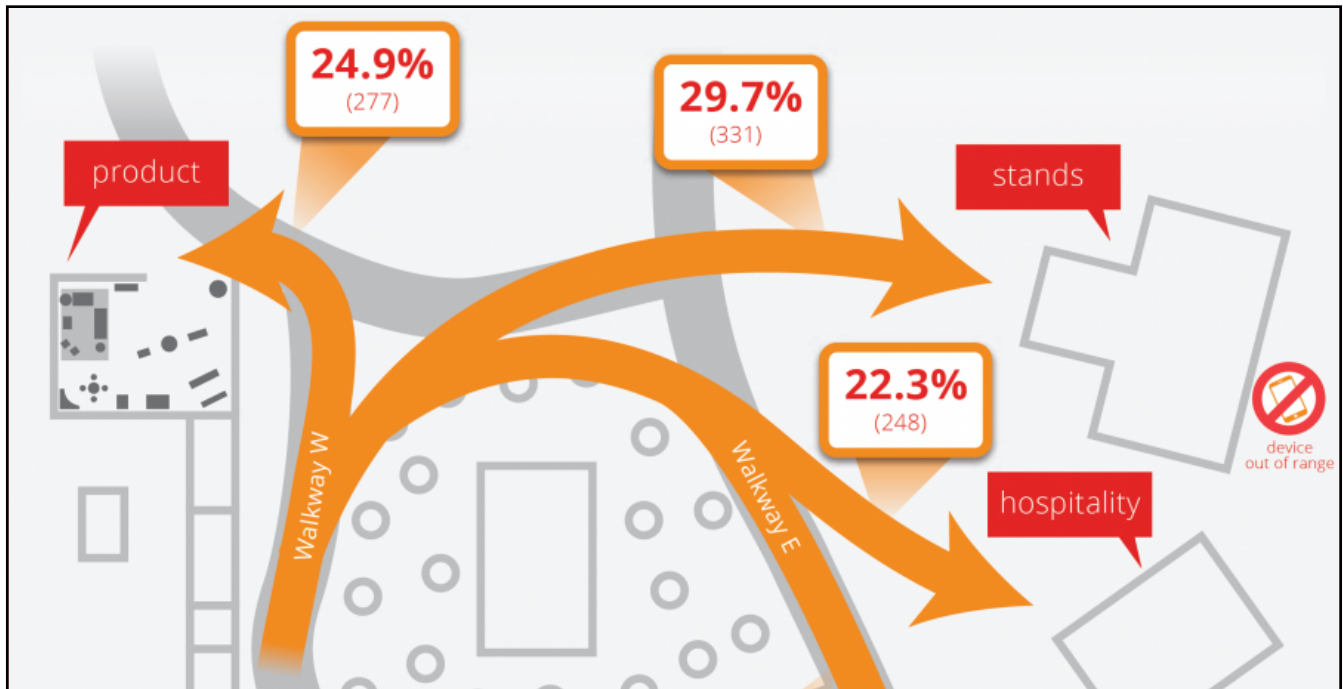




How to Use Proximity Analytics to Gain Customer Insights and Grow Your Revenues



By using the Hotspot Revenue patent-pending technology, you can analyze the behaviors of anyone carrying a smartphone near your location, whether you're a restaurant, a hotel, a retailer or simply managing a trade show booth.

If you're like most businesses, you're constantly looking for deeper insights into your customer's behaviors and preferences. After all, the more you know about your customers, the better able you are to service their needs and desires.

Wouldn't it be great if you could monitor their physical behaviors and preferences as easily as you do their online behaviors? With Hotspot Revenue, you can do exactly that.

How Proximity Analytics from Hotspot Revenue Works

Through our patent-pending technology, we're able to analyze the footfall traffic of anyone

carrying a smart device within or close to your location. Your customers do not have to be connected to your network for us to do this.

Furthermore, there are no settings to change or accept, no forms to fill out, and no apps to download. Our technology is unobtrusive and your customers have a seamless experience at your location.

Hotspot Revenue is a proximity marketing platform that uses Enhanced WiFi to connect your brand to your customers.

Using the most accurate data on your customers' walking paths and dwell times, we give you





insights into their preferences and behaviors. This includes how many people passed through or passed by your location in a given time frame; where customers are stopping and how much time they're spending there; how often they visit the location, and so much more.

Hotspot Revenue is not an app or iBeacon. It is a proximity marketing and analytics platform that provides insights into your customer's behaviors. Our data helps you visualize traffic patterns and test and measure the efficacy of your physical marketing and merchandising efforts.

How to use Proximity Analytics to Grow Sales and Revenue with Hotspot Revenue

Here are just some of the ways you can use Hotspot Revenue to grow your sales and revenues:

Promotion Monitoring and Analytics: Use footfall analytics data to ensure that your offline promotional messages are placed where your guests spend most of their time.

Deliver customized messages continuously to your customers' mobile devices. They can be any frequency, any size, any shape, any media, any transparency.



Merchandising and Dwell Time Analytics: Measure how effective your product presentation

is in driving purchases. Use dwell time to measure whether you're reaching the right audience.

Path Analysis: Analyze which walking paths are leading to purchases.

Promotions: Use dwell times and traffic data to measure whether your promotions are attention grabbing and lead to actions. Get insight into which displays are drawing visitors into your location.

Service Productivity: Your employees are often the last touch point customers have before making a purchase decision. Use traffic and dwell-time data to place key employees where they'd have the most exposure to customers.

Key Features and Benefits:

- **Getting Started is Easy:** No hardware or infrastructure cost for you. We do the hard stuff. You can sit back and relax.
- **Ease of Use:** No settings for customers to change or accept, no forms to fill out, and no apps to download.
- **RealTimeAnalytics:** Real time analytics provide you insights into customer preferences and behaviors immediately.

To learn more about how Hotspot Revenue can help your hotel sales and revenues, contact us at (678) 349-9000.

