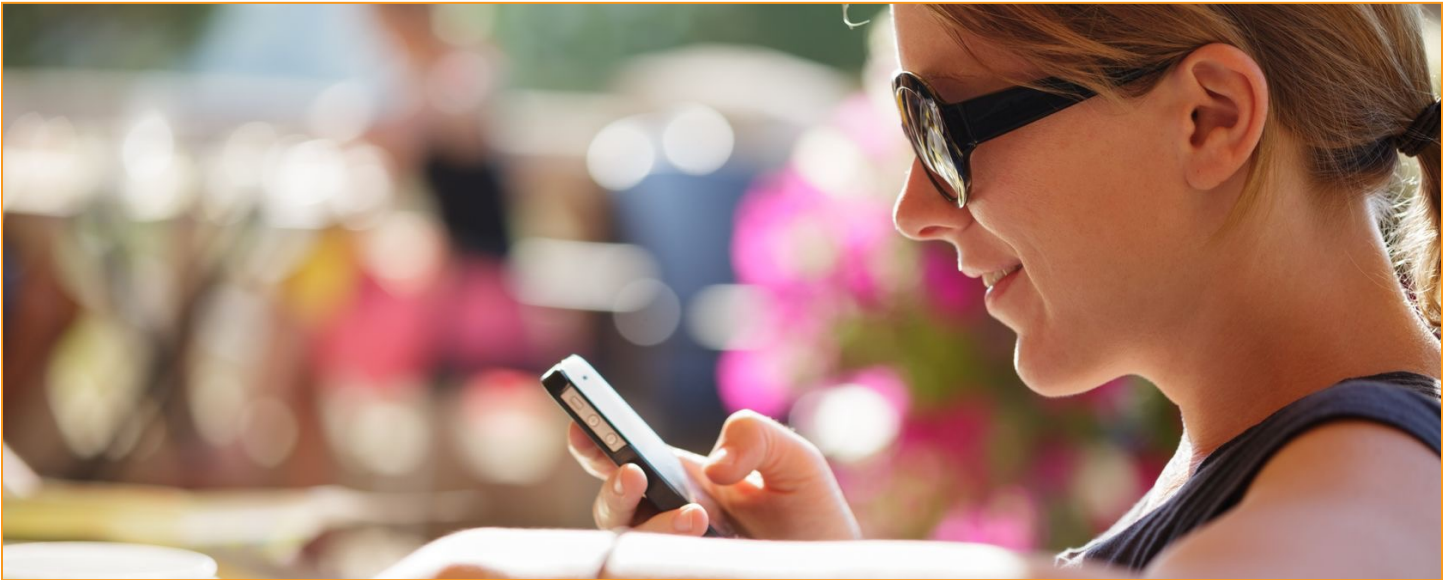




How to Use Proximity Marketing and Analytics to Generate Revenue from WiFi.



When people access the internet at or near your business, our platform grabs their attention with thank you messages, upsell messages, promotional messages, loyalty rewards offers, social media messages and a variety of other options.

If you're like most businesses, you understand that offering customers free WiFi isn't just something "nice to do" anymore, it has now become a necessity. Here's how you can use your customers' demand for free WiFi as a way to grow sales and revenue.

How Proximity Marketing from Hotspot Revenue Works

When your customers access the internet, the Hotspot Revenue platform grabs their attention with thank you messages, upsell messages, promotional messages, loyalty reward offers, social media messages or no message at all.

Hotspot Revenue is not a splash page. Instead, it's a platform that allows you to send perpetual

messages to your customers in an unobtrusive manner.

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

The best part is that users have a seamless browsing experience — there are no settings to change or accept, no forms to fill out, and no apps to download.

In addition, our smartphone heat maps provide real time analytics on your customers' walking paths and dwell times, giving you insights into their preferences and behaviors.





With Hotspot Revenue, you're in charge. You determine the message format best suited for your needs, including the size, shape, transparency, location, posting frequency and more.

How You Can Grow Sales with Hotspot Revenue

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

Promotions: Run promotions for your own products or services or for other businesses in your vicinity that want to reach your customers.

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



Upsell: Use the platform to make upsell suggestions to prospects/customers. This is a great way to inform people about gift cards, loyalty programs, or other revenue-boosting offerings.

Branding: Build customer loyalty by thanking customers for choosing you, or ask them to "like" and follow you on social media. Our platform also lets you display your logo throughout the browsing session.

Better Offline Marketing: Use footfall analytics data to ensure that your offline promotional

messages are placed where your customers spend most of their time. Use dwell times and traffic data to measure whether your promotions are attention grabbing and lead to actions.

No Message, Just Analytics: You can even choose to turn messages off at any time. You'll still benefit from the analytics we provide, but your customers will be able to use your WiFi message-free.

Key Features and Benefits:

Perpetual Messages: It's not a splash page. It's a platform that allows you to send perpetual messages to customers in an unobtrusive manner.

Flexibility: Send thank you messages, upsell messages, promotional messages, loyalty reward offers, social media messages or no message at all.

Ease-of-Use: No settings for customers to change or accept, no forms to fill out, and no apps to download.

Analytics: Real time analytics provide you insights into customer preferences and behaviors.

Customization: You determine the message format best suited for your needs, including the size, shape, transparency, location, posting frequency and more.

Getting Started is Easy: No hardware or infrastructure cost for you. We do the hard stuff. You can sit back and relax.

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

