

SmartTarget

BOOST BUSINESS WITH AUTOMATED MARKETING CAMPAIGNS.

TURN YOUR WIFI INTO A POWERFUL MARKETING TOOL

SmartTarget uses your store's guest WiFi network to help you build an intuitive, data-driven customer relationship management system.

- Once guests connect to your WiFi network, they stay connected, regardless of which of your SmartTarget-equipped locations they visit.
- SmartTarget gives you valuable customer insights like age, location, and interests, so you can get the right message to the right audience with hyper-targeted campaigns across email and social media.
- And, with 100% of the data owned by you, there's no risk of your customer's data being sold to third-parties.

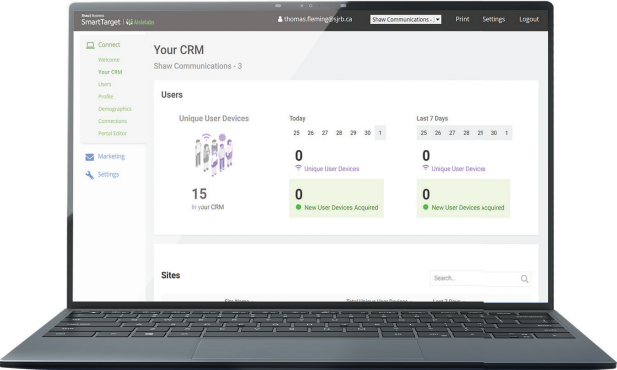
REAL-TIME DATA. REAL SMART MARKETING

Understand customer behaviour and drive sales from a single automated platform.

- Give your customers offers they'll actually want to use with SmartTarget's customizable social ads, emails, surveys, and smart coupons.
- Use return customer metrics and click-through rates by demographic to help grow your base and turn customers into repeat customers.
- Leverage insights to create custom audiences so you can focus your adspend in the right places.
- Receive weekly CRM reports to understand your customers and see how your campaigns are performing.

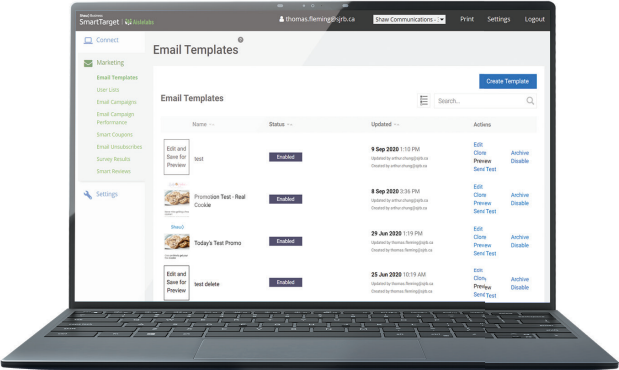


ALL-IN-ONE DASHBOARD



Insights and analytics

See what's happening in all your SmartTarget locations in real-time.



Marketing campaigns at your fingertips

You can use pre-built emails or customize your own.

GO AHEAD. FIND A PLAN THAT FITS YOUR BUSINESS

Bundle and save. Add SmartTarget to your SmartWiFi today.

	SmartWiFi	SmartTarget
Separate networks for guests	✓	✓
Guest WiFi login splash page*	✓	✓
Shopping pattern dashboard	✓	✓
WiFi marketing dashboard		✓
In-store customer surveys		✓
Demographic data collecting		✓
Smart coupons		✓
Automated multi-channel campaigns		✓

LOOKING FOR AN ALL-IN-ONE SOLUTION? UPGRADE TO SmartTarget PRO.

SmartTarget PRO has everything you need to keep your business running: extended WiFi coverage with next-generation WiFi marketing, advanced cyber threat protection and a LTE backup connection.