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.



Shaw) Business

ALL-IN-ONE DASHBOARD



Insights and analytics

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

Connect Connec	Email Templates			
	Email Templates		E Search	Create Template
	Name	Status	Updated	Activns
	Edit and Seen for Preview	Enabled	9 Sep 2020 1:10 PM Updated by arthur sharegil gib as Control by arthur sharegil gib as	Edit Clone Archive Preven Disable Send Test
🔏 Settings	Promosion Test - Real Cookle	Enabled	8 Sep 2020 3:36 PM Updated by arthur chang@iptics Control by arthur chang@iptics	Edit Clone Archive Prevew Disable Send Test
	Sheed Today's Test Promo	Enabled	29 Jun 2020 1:19 PM Optimit by themas flowing/optical Counted by themas flowing/optical	Edit Clore Archive Prevew Disable Seni Test
	Edit and Save for Preview	Enabled	25 Jun 2020 10:19 AM Optically thereas firming/tiple ca Counted by themas filming/tiple ca	Ecit Clony Archive Preview Disable Send Test

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

 Image: State of the state of th

•

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.

Shaw) Business

CALL: 1-888-340-1498 VISIT: business.shaw.ca/SmartTarget

Businesses must be existing or new SmartWiFi or Managed WiFi customers in order to enable SmartTarget. *Additional splash page customization available with SmartTarget.