



# AislelabsConnect

Marketing and Analytics Platform for Wi-Fi

# Transform Guest WiFi into a Powerful Marketing Tool

**Enable a host of marketing features and analytic capabilities to your existing WiFi hardware.**

Loved by marketing managers, the Aislelabs platform works with existing hardware.



AIRPORTS >



SHOPPING CENTRES >



VENUES >



RETAILERS >



FOOD & BEVERAGE >

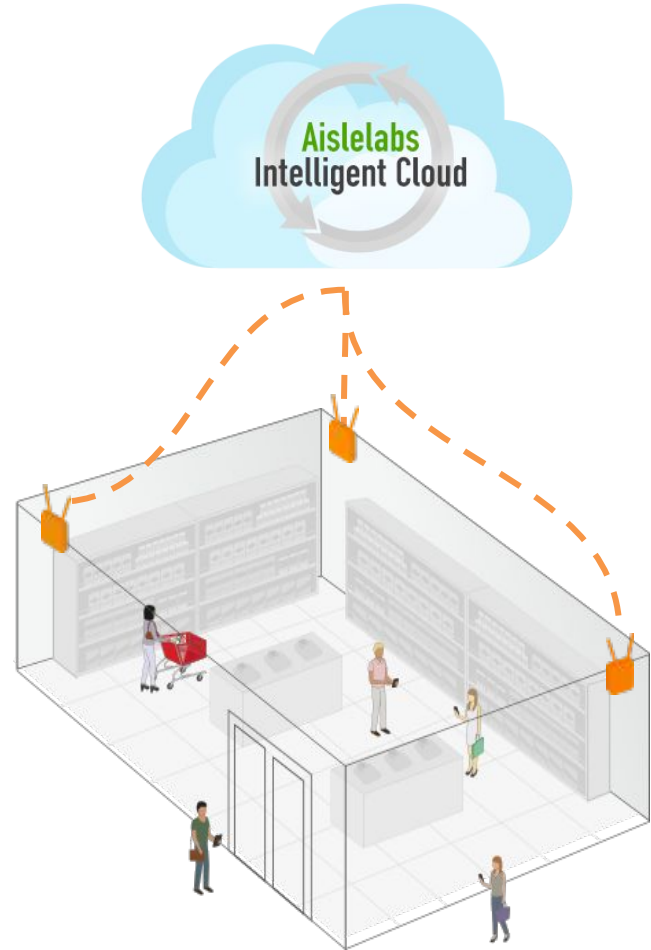


HOSPITALITY >

# Secure and Easy to Deploy

**No new hardware needed.  
Use existing WiFi access points.**

The Aislelabs platform doesn't require any new hardware deployment for any of its products. It works with existing WiFi infrastructure at the property and integrates easily with current systems.



# Aislelabs Connect: How it works

How Aislelabs guest WiFi can work for you

1



Visitors enter  
establishment



2



They join  
guest WiFi



3



You receive data and  
build a powerful CRM



4



Execute marketing  
campaigns



5

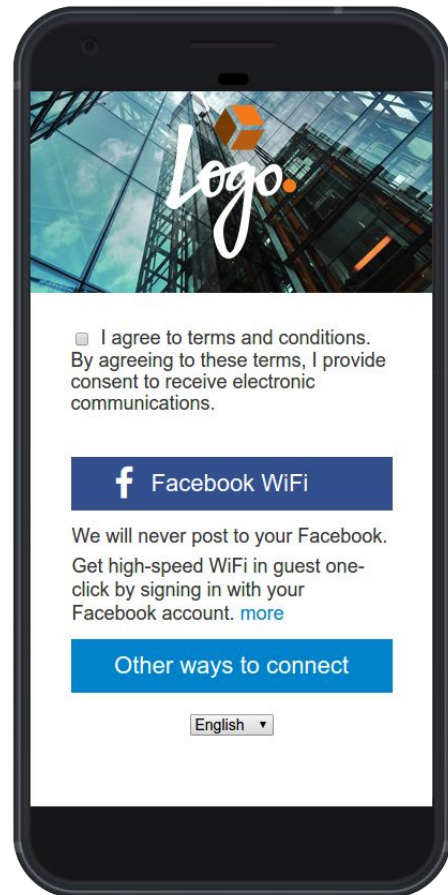


Assess your return  
on investment (ROI)

# Easy to Setup & Customize

**Fully customizable splash pages are incredibly easy to set up. Configure your login options with just one click.**

Completely customize a visitor's WiFi login journey with Aislelabs products. Splash page banners and social login options can be easily changed with a single click. Get full control over the amount of info to gather at login.



# Brand Your Splash Page

Create your own unique branded splash page with a powerful editor.

Use a default template to get your splash page up and running quickly or launch the advanced editor to get maximum control of the user sign-in journey. Fine tune specific features and create a branded experience for your customers that is unique to your company.

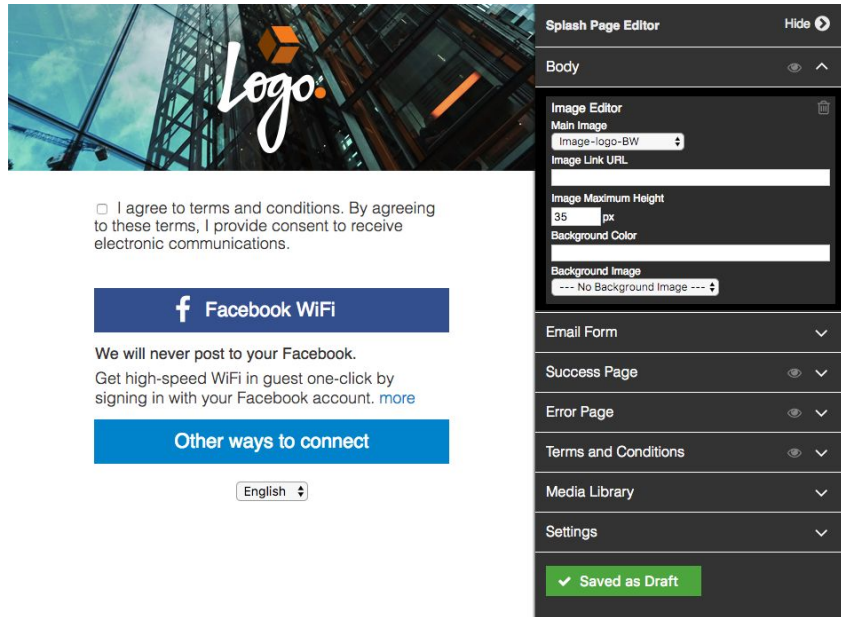
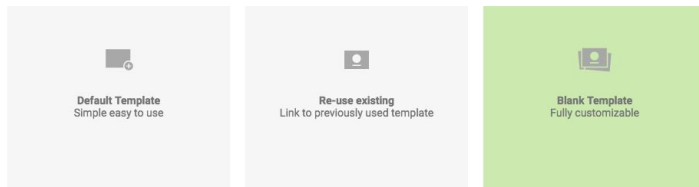
Customize the authentication and landing pages tailoring them to specific groups. Utilize the built-in media library to manage logos and save time.

## Preview

Open preview links in a new windows to see how your splash page look



## Choose a template



# Grow your CRM Database

Add thousands to millions of new subscribers to your marketing lists.

When guests sign in to your free WiFi network, they opt-in for marketing. Aislelabs automatically collects their name, age, gender, location, and interests from Facebook and other social sites and adds them to your CRM.



**12,567**

Total unique users



**62.6%**

Form

**7,862**

unique users  
via Form






**37.4%**

Facebook

**4,705**

unique users  
via Facebook



User	Gender/Age	Lives/From
 <b>Zhang San</b> zhangsan@email.com	f <b>F</b> 16 - 30	Toronto Jinan
 <b>Jane Doe</b> janedoe@email.com	f <b>F</b> 16 - 30	Thornhill Thornhill
 <b>Geert Wilders</b> geertwilders@email.com	f <b>M</b> 31 - 45	Toronto Jinan

# Know Your Customers

**Get marketing opt-ins from your visitors and understand their visits.**

Access the names, ages, genders, locations, and interests of your customers provided by Facebook and other social sites.

This information provides a detailed customer overview which can in-turn be used for hyper-targeted personalized marketing and promotional activities.

## User Profile



**Park Geun-hye**

parkgh@naver.com  
416 123 1234



Female  
15 - 30



Lives in Toronto, ON  
From Phoenix, AZ



Last Login  
**4:50 PM** Mar 10 2017  
Facebook



**3**

**Repeat Visits**  
To your location  
from 28 Sep - Now

## Top Liked Facebook Pages

Page

Beyoncé

BBC News

Harry Potter

Category

Musician/Band

Media/News Company

Book



# Get Demographics Reports

Get your visitors' demographics, interests, and location information.

Create up-to-date reports on your visitors' demographics including their age and gender as well as which cities or postal codes where they reside, pages they like, and other attributes.

## Demographics

### Gender



**43.2%** Male  
(2,003)

**56.8%** Female  
(2,629)

### Age



<15  
**0.3%**

16-30  
**48.5%**

31-45  
**29.5%**

>46  
**21.7%**

## Location



### Current City

Toronto, Ontario 58.1%  
Thornhill, Ontario 12.0%  
Richmond Hill, Ontario 4.2%  
Vaughan, Ontario 3.9%  
Markham, Ontario 1.3%



[More](#)

### Hometown

Toronto, Ontario 29.2%  
Thornhill, Ontario 7.0%  
Tehran, Iran 3.0%  
Richmond Hill, Ontario 2.3%  
Vaughan, Ontario 1.6%



[More](#)

## Page Likes



### Top Pages

Tasty 607  
Tim Hortons 560  
Facebook 551  
Toronto Raptors 449  
Ellen DeGeneres 429



[More](#)

# Data Belongs to You

**All data collected by the platform is owned by you and complies with privacy laws around the world.**

Our competitors charge you hundreds of dollars to collect your data and then claim ownership. Aislelabs gives you full 100% ownership of your data. We will never resell or share your information with any third party without your permission.



# Supercharge Your Marketing Campaigns



**Email marketing** for personalized campaigns



**Surveys** to get customer feedback



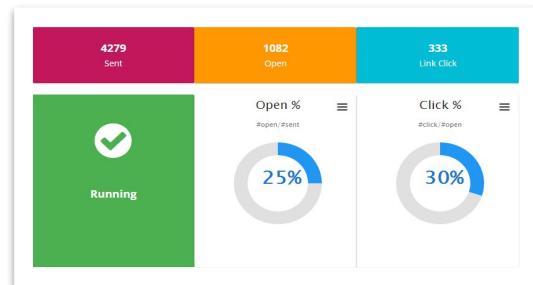
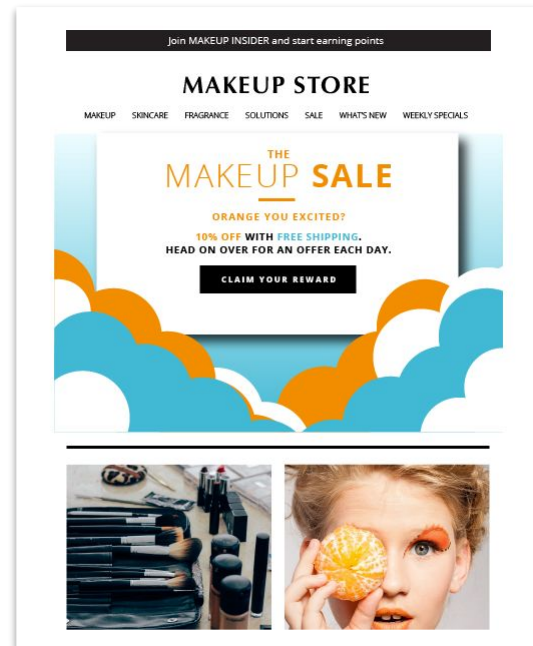
**Digital ads** to re-target visitors after they leave

# Real-Time Campaigns and Event Promotions

**Utilize hyper-targeted email, SMS marketing, and event promotions.**

Aislelabs provides a fully integrated email marketing solution. Target past visitors, interest groups, and specific demographics based on the campaign parameters.

Target your customers as they enter your venue, during their stay, or right after they leave. Maximize engagement by communicating with your customers on location.



# Pinpoint Your Exact Audience

**Create highly targeted user lists based on specific criteria to send your emails.**

Use the built-in filters to laser focus in on a specific audience. Choose between features such as age, gender, interests, location, frequency of visits, and behaviours in store, across stores, or the last time a customer has visited your property. Target customers across one or many property groups.

Date & Time

Profile

Network

Gender  
Select...

Age Range  
-

Location Cities

Location Provinces

Location Countries

Number of visits to the selected locations

Apply Filters
Cancel

Create List
Cancel

Date & Time

Profile

Network

Date &amp; Time America/New York (-0400)input#undefined:ms clear (display: none)

From To
13/10/2017 12:00AM x 13/10/2017 11:59PM x

December 2017 January 2018

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2	1	2	3	4	5	6	
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30	31			
31													

Today
7 Days
30 Days

Apply Filters
Cancel

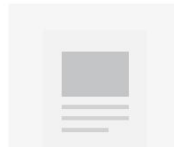
Create List
Cancel

# Multiple Templates Available

**Choose from a variety of templates to quickly get your email campaigns up and running.**

Connect comes pre-built with standard email templates. Whether sending out a promotion or a newsletter you never need to design it from scratch. You can create your own designs or customize existing ones.

Template Type



Simple



Newsletter



One Column



Promotion



Standard



Rich Template -  
Newsletter



Rich Template -  
One Column



Rich Template -  
Promotion

☐

Preset email message

☐

Preset survey message

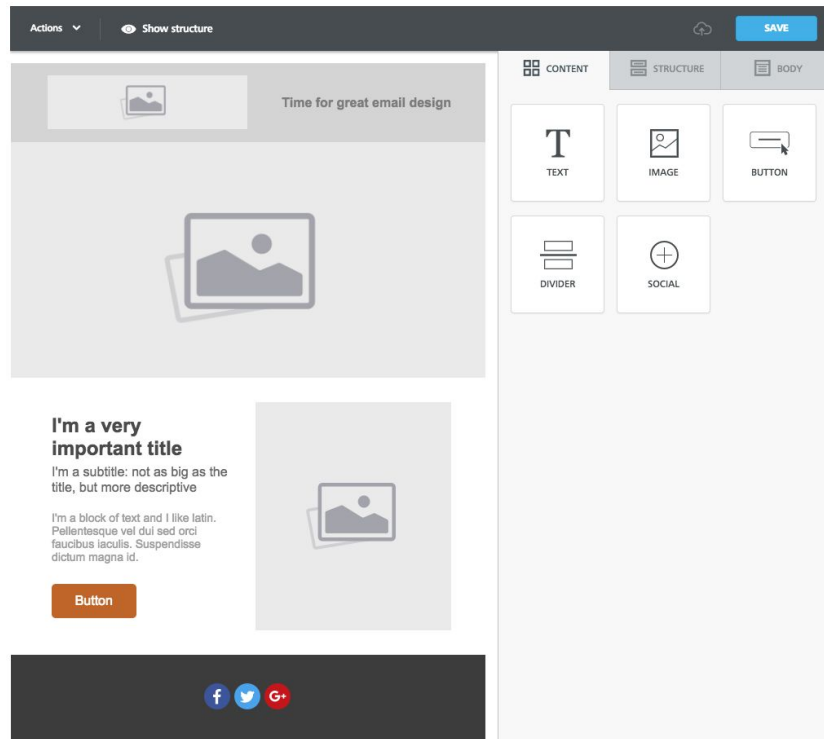
Create template

Cancel

# Craft Your Unique Message

**Easily create your email messages with text, images, and links.**

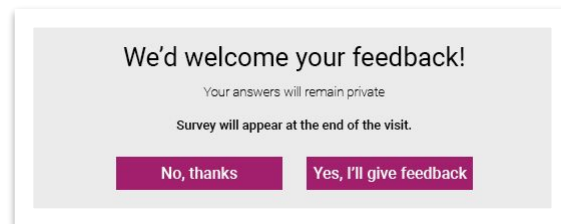
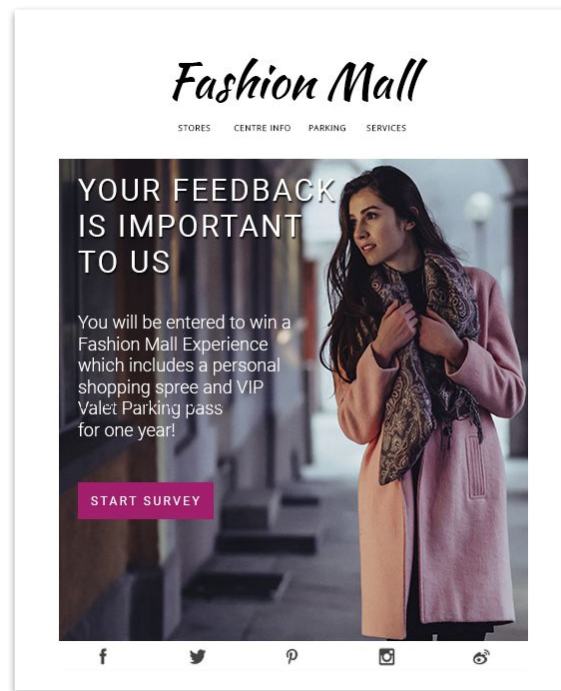
Easily create or modify any email message for any campaign. With the built-in intuitive what you see is what you get editor, you can quickly craft and design an email newsletter or promotion with ease.



# Get Customer Feedback

**Send exit surveys to your customers and get up-to-date feedback and opinions.**

Surveys are an incredibly effective way to retarget visitors, improve service, and learn more about what influences your customers. You can create customized surveys and send them automatically to targeted audience groups.



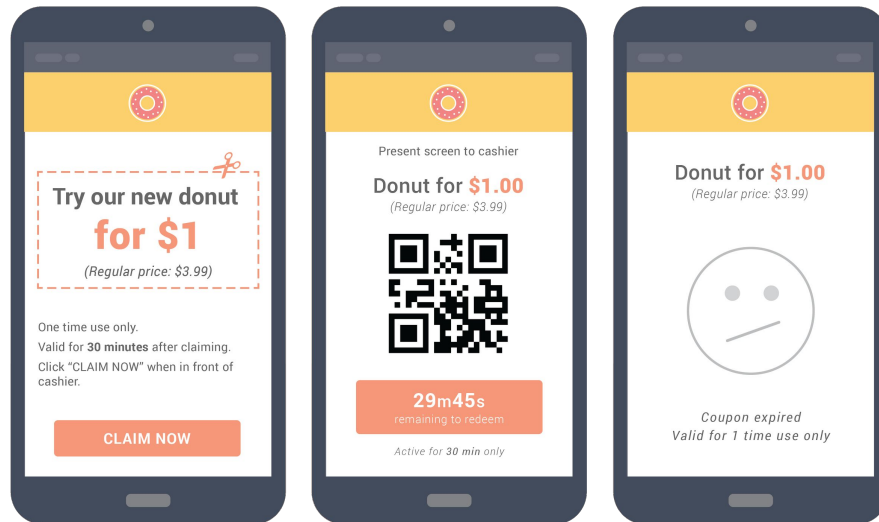


# Create Smart Coupons

**Easily issue coupons that expire after one-time use.**

Create smart coupons, without having to integrate with your Point of Sales (PoS) system. Coupons can be claimed by the customer in front of the cashier. Coupons expire after client defined time (eg. 15 minutes) or single use.

No integrations or IT department involvement required. All coupon claims are recorded for the client in our application.



# Measure Campaign Impact

Learn which of your customers respond to your messaging.

Receive demographic analytics of who opened and clicked on your email. Learn what your clickthrough and open rates are along with which gender and age groups respond to your emails. Identify groups of users who respond to specific messages so you can refine your targeting for better results.

## Campaign Details

All times show in America/New\_York timezone

Emails Sent  
**57,781**  
On 24 Aug 2017

Type: Specific Date  
Deliver Date: **24 Aug 2017 4:20 PM**

[View Email](#)

[View Campaign](#)

## Campaign Statistics

Emails Opened  
**10,672**  
Open rate 18.5%  
[Industry Avg: 14.1%]

Clicks  
**671**  
Click rate 1.2%  
[Industry Avg: 1.3%]

Unsubscribe Link Clicks  
**0**  
Rate 0.0%

## Repeat Visitors

Location

Repeats  
**10,754**  
Came back between 24 Aug 2017 and 23 Sep 2017

ROI  
**\$53,770**  
ROI based on \$5/visit

## User Demographics

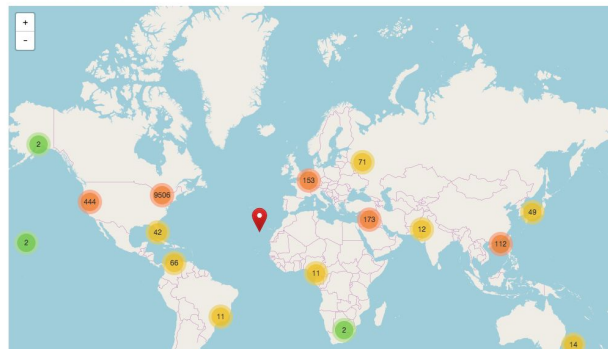
40.8% Males  
59.2% Females

Age Ranges  
+15 16-20 21-45 +46

Networks  
IS T V @

Toronto, Ontario  
Thornhill, Ontario  
Toronto, Ontario  
Thornhill, Ontario

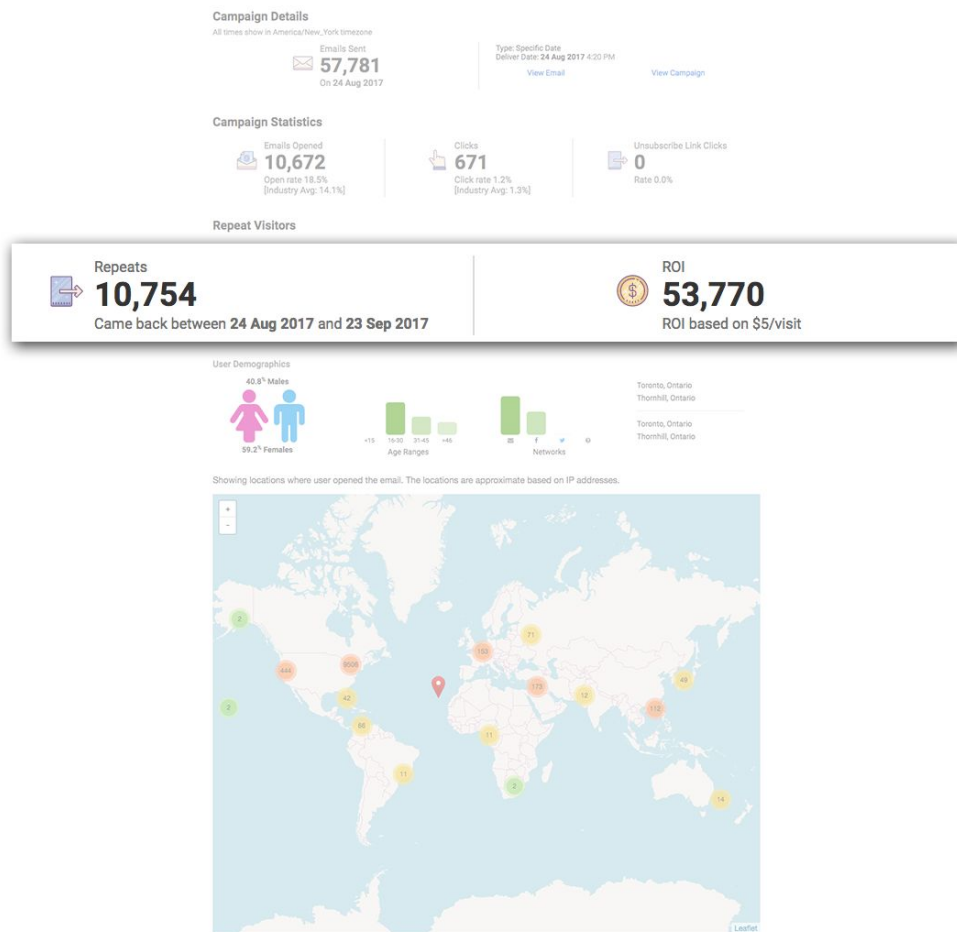
Showing locations where user opened the email. The locations are approximate based on IP addresses.



# Maximize Your ROI

**Analyze your return on investment by understanding repeat visitors and footfall.**

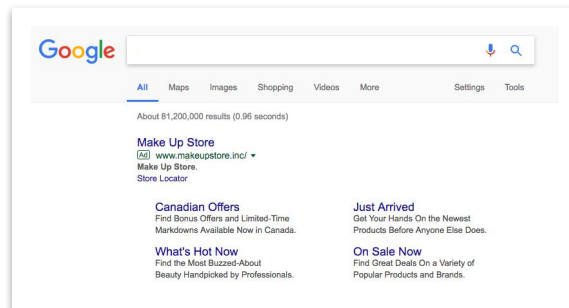
Aislelabs assesses the exact return on investment of your marketing activities. Go beyond the number of opens and clicks to understand the actual footfall and number of customers who physically visit your property after a campaign has ended. Unlike other solutions, this valuable feature is solely unique to the Aislelabs platform.



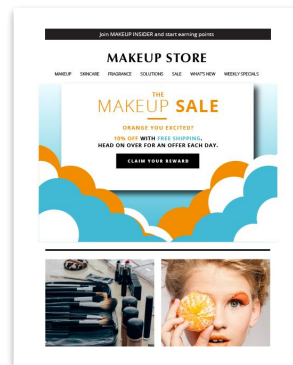
# Smarter Online Advertising

**Integrated ad platform to target audiences across Google, Facebook, Instagram, Twitter, YouTube and optimize paid media buy.**

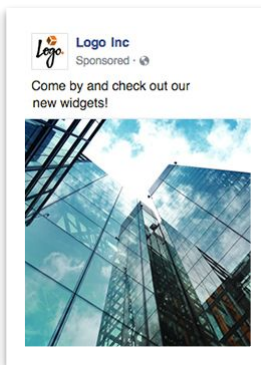
Aislelabs provides ad platform to behavioral retargeting for the physical world. As visitors leave from your property, you can display your ads online to them on Google, Facebook, Instagram, Twitter and YouTube. Post-campaign, you can measure the impact as the increase in footfall and number of visitors who return to your properties.



Google Search ad



Personalized Email Marketing



Facebook Ad



# Highly Targeted Audience Lists

**View and target specific users to advertise to on social media.**

Create audiences based on specific demographic information and the in-store behaviours of customers who have already visited your properties. For example, run a campaign for male users aged 25-50 who like sports and this is their first visit to your property.

[Save To Facebook](#)

Total Estimated Visitors

**1,257**



34 yrs  
Toronto, Ontario

♀ female Facebook

Toronto, Ontario



34 yrs  
Toronto, Ontario

♀ female Facebook

Toronto, Ontario Corner Brook, Newfoundland and Labrador



23 yrs  
Changwon

♀ female Facebook

Changwon Busan, South Korea



23 yrs  
Toronto, Ontario

♀ female Facebook

Toronto, Ontario Bowden, Alberta



58 yrs  
Toronto, Ontario

♂ male Facebook

Toronto, Ontario Buenos Aires, Argentina



24 yrs  
Markham, Ontario

♀ female Facebook

Markham, Ontario Scarborough, Toronto



29 yrs  
Victoria, British Columbia

♂ male Facebook

Victoria, British Columbia Vancouver, British Columbia



18 yrs  
Toronto, Ontario

♀ female Facebook

Toronto, Ontario Toronto, Ontario



46 yrs

♀ female Facebook

[Show More](#)

# Build Ads for Behavioural Retargeting

**Powerful advertising builder with options to connect to your existing ad platform.**

Digital advertisements can be created directly within the platform. Your ads are tied to your visitors and their in-store behaviour to create the most sophisticated digital marketing campaigns possible.

**Ad Name**  
Select a unique name for the ad  
Logo Inc Widgets

**Page**  
Select a Facebook page to associate with this account  
Logo Inc.

**Personal Message**  
This is the message that appears above your ad, in your post  
Come by and check out our new widgets!

**Image**  
This is the image to display in the ad  
Select...

**Target**  
Select where you want your users to go after they click your ad  
<http://www.logo.inc>

**Target To Display**  
Select the text to show as the link of the ad  
logo.inc

**Title**  
This is the main title that appears along with your ad  
Logo Inc Widgets

**Description**  
This is the paragraph that appears along with your ad  
Buy our new widget!


**Button**  
Select where you want users to go after they click your ad  
Shop Now

**Save Ad**

**Ad Preview Type**  
Desktop Feed Standard

**Logo Inc**  
Sponsored · Like Page

Come by and check out our new widgets!



**Logo Inc Widgets**  
Buy our new widget!

LOGO.INC **Shop Now**

Like Comment Share

# ROI for Digital Advertising

**Understand the true value of your digital advertising and see your return on investment.**

Just like with email campaigns, Connect will show you in no uncertain terms what the ROI is for your digital advertising campaigns. Go beyond just clicks and find out exactly how many customers return to your venues via digital attribution.

## Your stats

Today



**86,794**

New Visitors



**309,929**

Repeat Visitors



**105,456**

Bounced Visitors

## Metrics



**42.5%** Male



**57.5%** Female



**0.1%**

Under 15

**75.7%**

15-30

**16.7%**

30-45

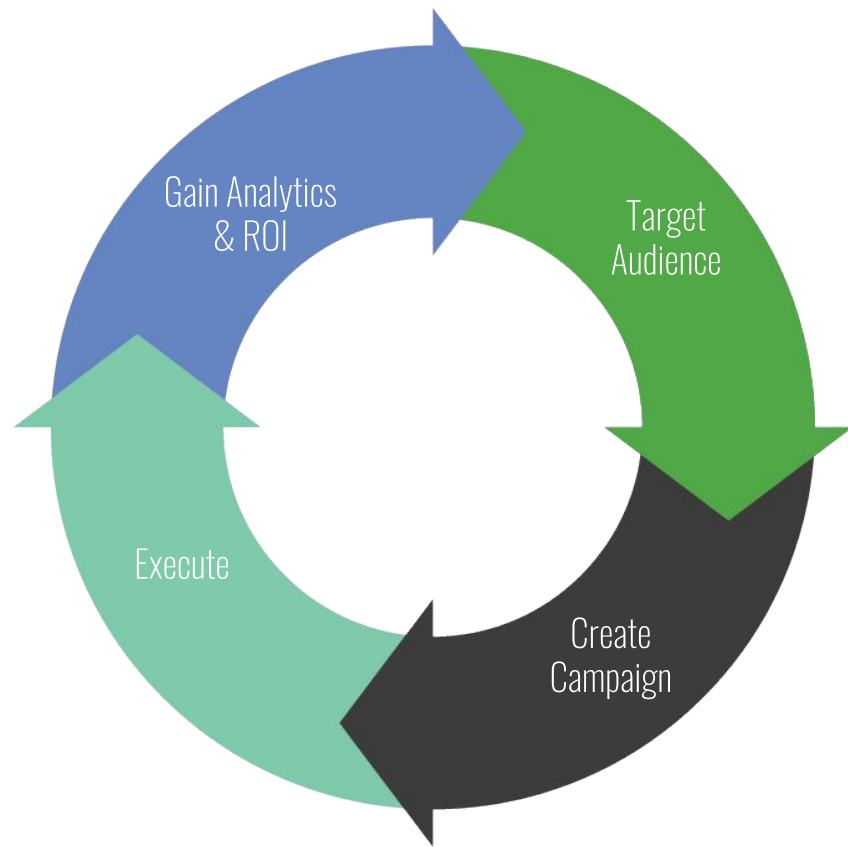
**7.6%**

46+

# Close the Marketing Loop and Maximize ROI

**Analytics on customers who returned to the property after viewing an email or online ad with PoS sales integration.**

Aislelabs Connect lets you create and measure the effects of your digital marketing campaigns utilizing the targeted audiences in your WiFi connected users database. It also provides details on returning customers after viewing an ad and closes the marketing ROI loop.

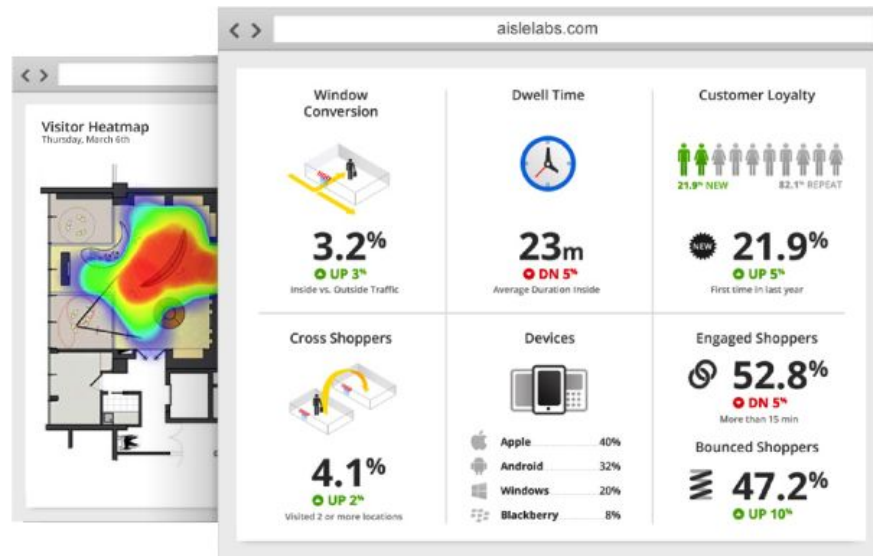




# Location Heatmaps and Visit Patterns

Understand your customers' footfall and dwell times even if they don't connect to WiFi with Aislelabs Flow.

Anonymous footfall information and associated analytics are captured for users who do not connect to the guest WiFi. With Aislelabs Flow get reports on visit footfall, dwell times, top walking paths, heatmaps with predictive forecasting, and automated alerts.



# Loved by





# Thank you

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