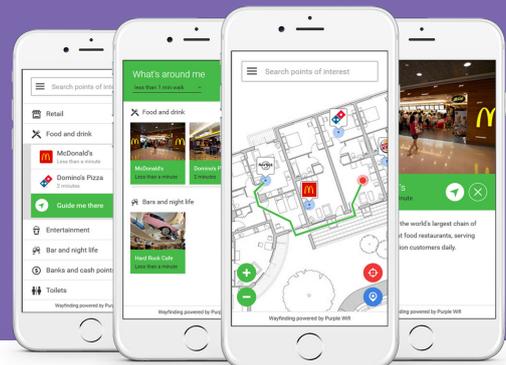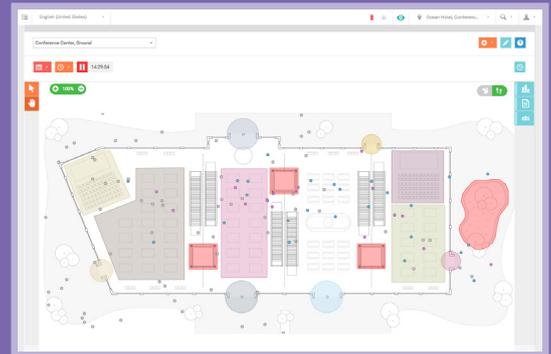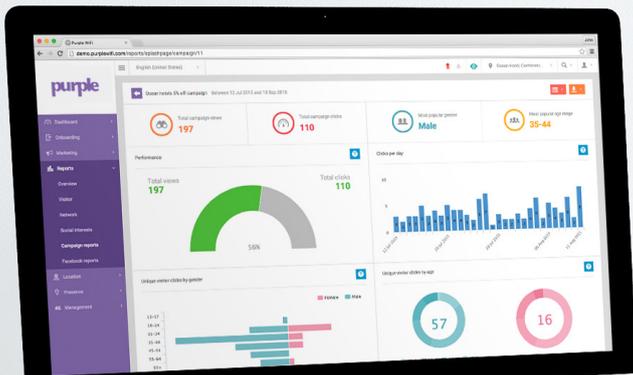# Purple product feature overview

Reporting & Analytics

Purple's reporting suite comes with an array of report types including: number of visitors; type of device used; time spent in the premises, time of visit, customer gender, age and email address.

Reporting is available in real-time via our cloud-based system, 24/7, 365. You can view reports online, export them as PDFs and download data into CSV format. Our API function means you can also set up the data to sync with your own data pool.

Location & floorplan analytics

Our location product works seamlessly with WiFi, Bluetooth and GPS to ascertain the most accurate positioning available and to track customers in your venue. Our hyper-location functionality means you can issue proximity based promotions.

Wayfinding & points of interest

With Purple's Wayfinding feature, you can help your customers navigate to points of interest within your venue.

Onboarding users

Onboarding is simple and flexible, using social media authentication via Facebook, Twitter, LinkedIn and Instagram, email, SMS, or a short form.

Using personalized landing pages, e-shots and SMS, you can manage every step of the customer's journey, from the first time they login, to the most recent visit, based on their demographic profile, venue, celebration or location. Purple's marketing features let you choose a template, drag and drop images and text into position and turn a campaign on, it really is that simple.
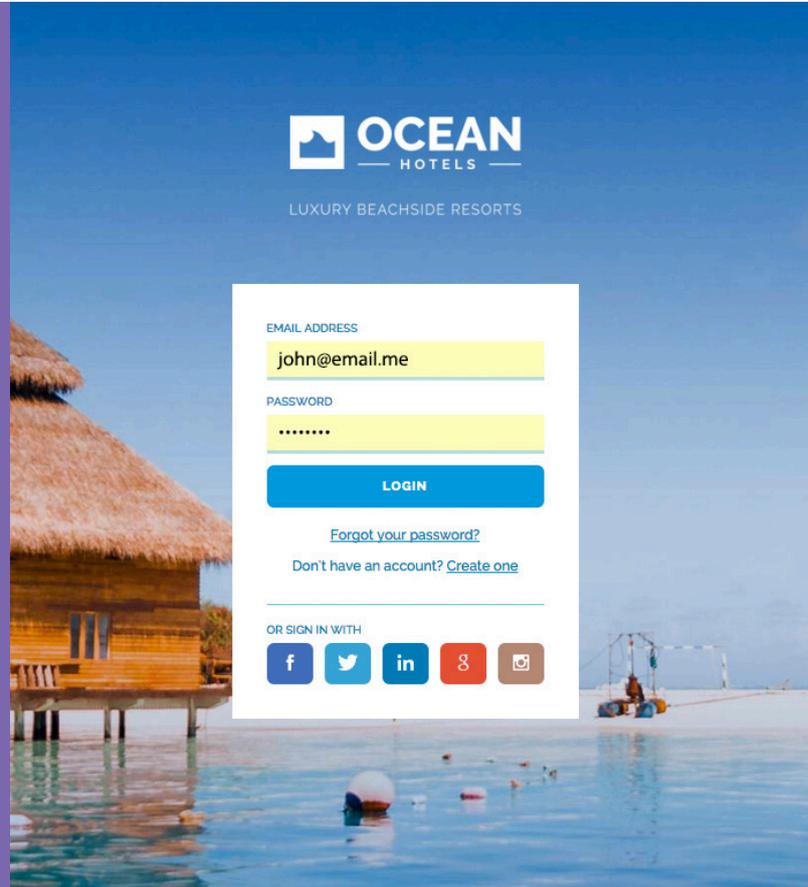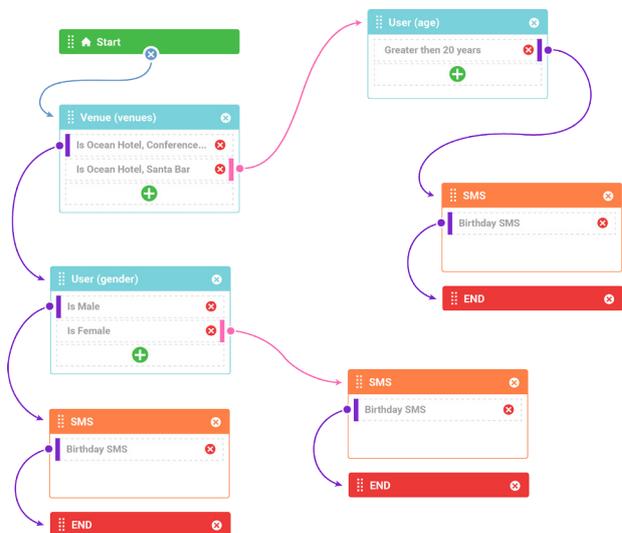
Logical decision making

LogicFlow is Purple's easy to use interface for creating a cascading set of decisions that result in an action.

It's very similar to functionality that most marketing teams are familiar with when using their email communications tools.

Applied to a venue, a person, an asset, the weather, customer behaviour or external data, the rules you set govern whether an action needs to be taken.