

purple

In partnership with



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## What is Purple?

Purple is an intelligent platform for physical spaces. Using social engagement, marketing tools and location analytics, brands get digital insights using data from real world spaces, such as WiFi data. What it gives them, is better understanding of their customers through our best in market analytics, and the ability to create a highly personalized experience.

Enterprise customers have the option of four product lines: WiFi, Location, Fusion and Purple Provision (BYOD). Small businesses can take advantage of our free guest WiFi product or purchase a cloud software license, which gives them marketing and analytics tools.

## What does the solution do?

Purple's "WiFi" product is for businesses who want to monetize their guest WiFi, while at the same time better understand their customers.

A cloud-based platform, WiFi seamlessly connects guests to the internet through social media login or a form. In return, businesses benefit from real-time analytical insights, customer demographic data, information on customer behaviour within the venue, plus an array of marketing tools.

Purple's "Location" product also works seamlessly with WiFi, Bluetooth and GPS to track a customer's behaviour as they move around the venue in real-time. This technology is essential for businesses who want to see beyond the daily statistics of volume, velocity and variety.

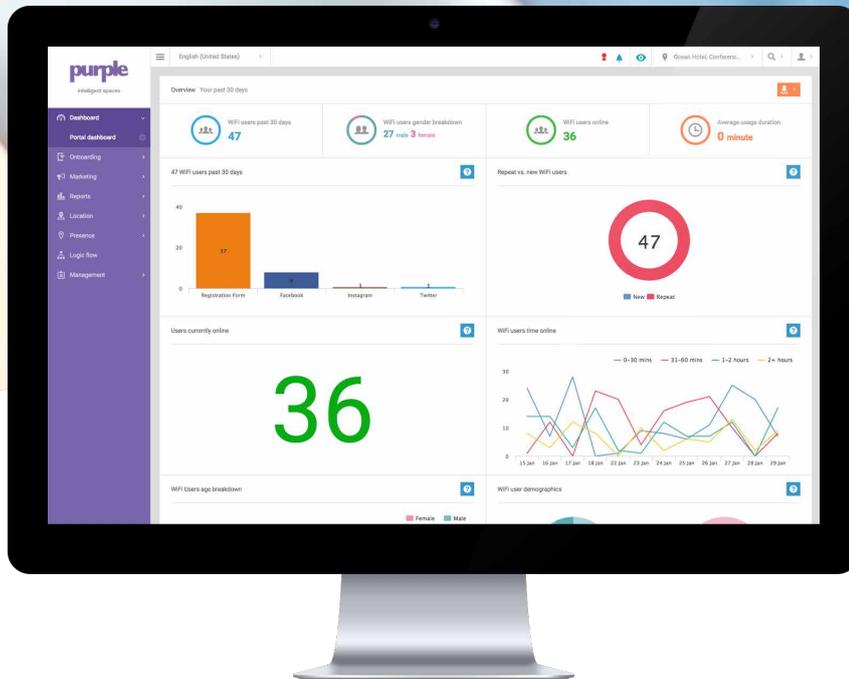
To move one step further, Purple's "Fusion" product connects all data sources, such as website analytics, email marketing results, CRM, social media reports, EPOS, and even the weather, to analyze what impact these have on footfall and sales.

## Onboarding users

Onboarding your visitors is fast and flexible using Facebook, Twitter, LinkedIn, Weibo and VK, or by completing a customizable form.

You can manage every step of your visitors onboarding process, including customizing splash pages, venue specific terms and URL based redirects once your visitors are online.

Make intelligent and personalized decisions based on parameters such as age, gender, demographic, venue and frequency of visits.



## Marketing & engagement

Our marketing suite provides powerful tools to monitor and actively promote your business. You can tailor your splash pages with specific branding and advertising and use our communications feature to send targeted email and SMS based campaigns to your visitors.

Our Visitors and Devices area allows you to view on screen or download all the data we gather about your visitors

## Reporting & analytics

Purple's reporting suite covers all areas of your venue's activity and engagement including visitor based reports, network based reports, data surrounding your visitors social interests, campaign reports to give you insight into the marketing communications you create within our portal and also reports around your linked Facebook business pages. Our custom reporting palette allows you to build your own reports using existing data from your portal reports, or by overlaying third party data from connected data sources.

Reporting is available in real-time via our cloud-based system, 24/7, 365. You can view reports online, export them as PDFs or download data in CSV format. Our API functionality means you can also sync the data with your own CRM or external data platform.

## Location & floorplan analytics

Purple's location product works seamlessly with WiFi, Bluetooth and GPS to track customers in venues or outdoor areas. Our portal visualizes how your visitors are moving around your floorplan in real-time or historically. In addition, you can send highly relevant marketing messages to visitors based on their movements or dwell in a particular location. Purple's floorplan analytic system tells you how customers move from area to area and can help you identify choke points and areas of high dwell.

Our presence analytics reports track unauthenticated devices within your venue. Detailed reports generated include footfall, repeat vs new visitors, visitor bounce and engagement, average number of visits, average visitor duration and recency and frequency of visits.



**Which** contacts would be most interested in this?

**Marketing:**

CMO  
Head of Marketing  
GM/VP of eCommerce  
Director of eCommerce Digital Marketing

**Operations:**

COO  
CXO  
Director Operations

**Sales:**

VP/RVP  
Business Development

**IT:**

CIO  
CTO  
CISO  
IT Director of Infrastructure/Applications

**What** are the questions we need to know to find an opportunity?

- Do you want to know more about your customers using your venues?
- What analytics do you currently use in your venues?
- Are you planning to or have installed guest WiFi in your venues?
- Who owns the budget for in-store guest WiFi?
- Why are you installing guest WiFi in your venues?
- How would it help you, if you knew who your customers were while they were there?
- How would you like to turn some of your guest WiFi users into a social advocate?
- What if you could take your current expense for WiFi and turn it into a revenue stream?
- What if you could use the WiFi guest experience to increase app downloads by 15% or more?



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To find out how Purple's solutions can benefit your business talk to JT's team of experts today.

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**purple**

intelligent spaces