purple

A word from our C.E.O

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Our digital world is saturated with analytics and tools to better understand and engage with users. The physical world however, has always been a poor relation by comparison. That's no longer the case.

By using WiFi as a foundation and layering on other available data sources, physical spaces can now be understood in the same way as a website. This is a game changing point in time. We are now able to provide hyper-personalized, location based, relevant and timely interactions with customers.

As we move into the era of the Internet of Things, I believe the richness of what we can do in physical spaces will change our world forever.

Gavin Wheeldon

purple

An introduction to purple

Purple was founded like many a great company, through frustration with a service, product or unfulfilled need… in our case it was Public WiFi. We found that public WiFi lacked a positive user experience in every element from design and login methods, to the simplest of features, like responsiveness across varying devices.

Purple quickly realised that not only was public WiFi broken for users, it was adding little value for those who provided the service too.

We decided that didn't make sense; Purple's been changing public WiFi one access point at a time ever since. We've now grown into a global company with deployments in over 70 countries, and partners ranging from small local IT companies through to big brand Telco's all over the world.

With nearly eight million users and customers in over 70 countries, Purple works with a range of brands and venues, including Molson Coors, Legoland, Jaguar, United Wireless Arena, City of York and TUI. We have a global agreement in place with Westcon Comstor, in addition to an active reseller base of over 728 in 80 countries. We employ over 70 full time staff and currently have offices in the UK, US, Madrid, Melbourne and Singapore with more offices planned.

Portal features & additional services

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.

Portal features & additional services

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.
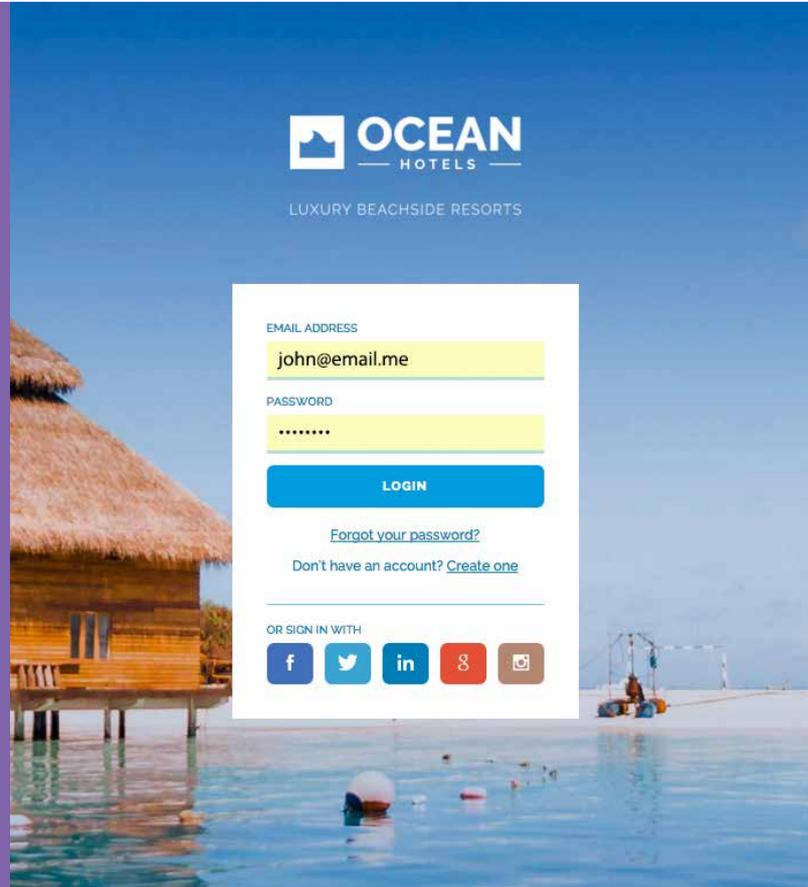
Marketing & engagement

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.

Portal features & additional services

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.

Wayfinding & points of interest

With Purple's wayfinding feature, you can help your customers locate or navigate to points of interest situated on your floorplan. Wayfinding works beautifully with our marketing tools and allows you to provide your visitors with useful and targeted information about your venue, services, promotional offers and up-and-coming events.

Portal features & additional services

Intelligent decision making

LogicFlow is Purple's easy to use drag and drop interface for creating a cascading set of intelligent decisions resulting in one or more specific actions based on the outcome of events.

It's very similar to functionality that most marketing teams will be familiar with when using many mainstream email communications tools.

Applied to the venue, a person, an asset, customer behaviour or third party data such as weather conditions or POS, you can specify your own decisions, rules and actions based on numerous possible outcomes.
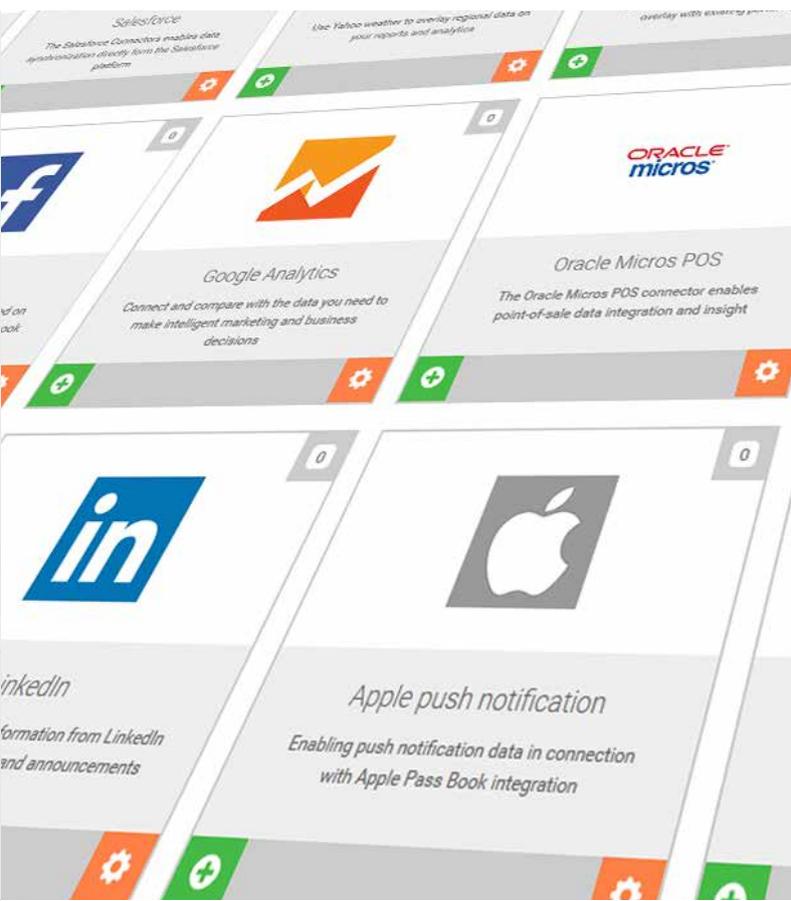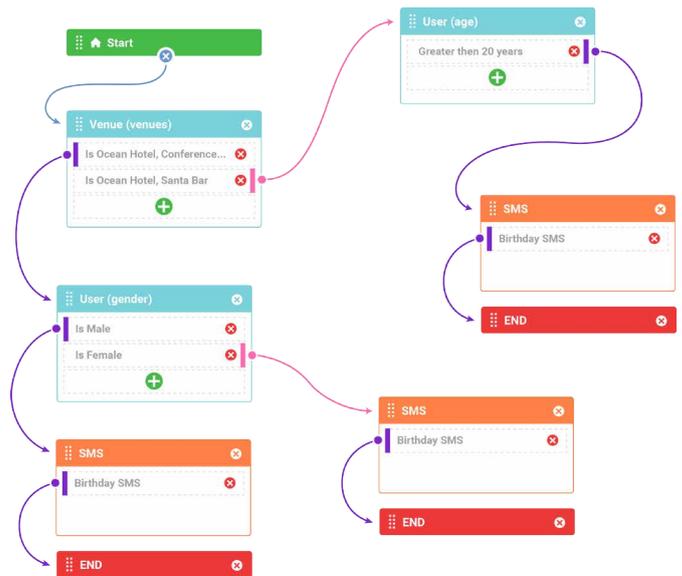
Connecting the unconnected

Plug and play connectors from Purple allow you to bring all your data sources together into one place.

Add your own layer of enterprise data from CRM, loyalty, PMS, POS and many other sources with open data and sensors for a truly eye opening solution.

Our portal tools allow you to analyze the data on screen or download the data to your own system or data platform via our API functionality.

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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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intelligent spaces