



# Wavespot Solution



## USER BENEFITS

### Customer Analytics



Gain unique insights about your clientele.

### Streamlined Marketing



Monitor your marketing efforts on one platform with our social CRM.

### Loyalty Program



Automatic enrollment in your loyalty program with each WiFi log in.

### C2C Reward Machine



Incentivize customers to share coupons socially with friends.

### Social Listening



Stay up-to-date on customer reviews, and social comments.

### ROI



Experience exponential return on your marketing efforts.

## FEATURE HIGHLIGHTS

### Marketing Manager

Wavespot's cloud based social CRM platform keeps your business connected to your customers with inventive management tools. Use the CRM to understand your customers and manage your social media accounts, email and multi-venue logistics. Seamlessly, evaluate real time, up-to-date customer analytics. Send targeted email marketing campaigns, offers, event news to your customers to leverage enhanced brand recognition. This complete end-to-end solution allows your business to deploy multiple marketing strategies and measure the ROI results.



### Loyalty Platform

Wavespot seamlessly uses social WiFi to integrate customers into your businesses loyalty program, this is how:

- Customers log in to your branded splash page with their social media ID or email
- Their contact info and data is stored for targeted marketing purposes
- Reward repeat customers and social brand ambassadors

## Advertising Engine

Benefit from our integrated designer and marketing engine to manage complex networks & agency campaigns.

- Integrated solution to operate multiple campaigns
- Target different types of marketing collateral and fine tune programs based on on-going results
- Advanced sponsorship workflows that fit different campaign success metrics

## Smart Offers



Wavespot router sends real time digital coupons to in-store customers and authorizes social shares for greater online brand presence and increased ROI.

- C2C marketing increases brand awareness
- Create, Schedule and Benchmark Coupons/Advertisements that resonate with your clients
- Advanced customer segmentation engine for targeted multichannel marketing
- Design templates in place for you

## Social Platform

Wavespot keeps a look out for your business by managing and organizing your customer reviews and comments from across major platforms:

- Gain customer satisfaction insights
- Review feedback analytics
- Engage with your customers
- Take proactive steps to address negative concerns



## CRM

Businesses today are looking for ways to connect with their customers. CRM is an excellent way to manage your audience outreach. Wavespot's CRM allows you to create customized email templates, manage marketing lists, automate and schedule campaigns as well as send digital coupons. Powerful analytics for your email marketing enable a deeper understanding of brand engagement and how to measure campaigns success or ROI.

## Intelligent Presence

Presence with an IQ. Wavespot analyzes wireless devices in the vicinity of access point even if the devices are not associated/authenticated with an AP, providing a true understanding of customer footfall. Intelligent presence is a bleeding edge technology that surpasses traditional analytics and help brands extrapolate purchase activities and on premise engagement based on their ongoing marketing activities.