



# Customer Insights

## For Retail Powered by Purple

### Connect. Engage. Monetize.

The growth of smartphones, tablets and other mobile devices have transformed retail purchasing behavior. Customers check for price comparisons, product reviews and digital coupons before they buy in-store. For retail stores, having a guest Wi-Fi® network is now a must-have feature for the consumer's shopping experience. Part of the ProCloud<sup>SM</sup> Analytics suite, Customer Insights Powered by Purple enables retailers to control the Wi-Fi experience on the shopper's mobile devices, creating deeper engagement and increasing sales.

Customer Insights is a complete and secure Guest Wi-Fi solution that allows retailers to:

- Offer secure in-store Wi-Fi to enable shoppers to connect in-store using social media logins (Facebook, Twitter, LinkedIn, Instagram, etc)
- Integrate in-store, mobile and social experience to prevent showrooming and drive sales
- Utilize built-in analytics and marketing tools to develop targeted messages, custom splash pages, promotional vouchers, and emails to engage with customers and build strong brand relationships

Customer Insights is a part of ADTRAN's ProCloud portfolio of cloud-managed networking solutions that allow businesses to transform their network and transform their business.

### Benefits

- Complete in-store guest Wi-Fi and analytics solution
- Social media integration provides deep insight into shopper demographics and purchasing behavior
- Built-in marketing tools to engage with shoppers in real-time, prevent showrooming and drive sales
- Cloud-based solution that can scale from a single store to multiple stores across the country or world-wide
- Works with all Wi-Fi solutions supported by Purple
- Complemented by comprehensive ProServices to ensure faster implementation and world-class support services



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## Features

### Personalized marketing promotions

- Access to real-time marketing information
- Personalize offers and coupons to in-store customers based on age, gender, likes or interests
- Offer purchase incentives in real-time to repeat, returning, or lingering customers

### Actionable insight

- Google Analytics type reporting per store
- Insight on who's shopping, how long they are staying, and how often they are returning
- Intelligent demographics that combines social profiles

### Social media posts

- 50%+ of people choose to automatically post a message when logging on through their social media accounts
- Customize posts according to the store and current offers

### Loyalty card customers

- Enable customers to add in loyalty card for additional offers
- Tie in online data with in store data to provide tailored benefits to your customers

### Custom Splash Pages/Sponsored Wi-Fi

- Offer ad-space or sponsorship of the in-store Wi-Fi service
- Customize splash pages and emails

### Presence Analytics

- Gauge footfall by identifying the number of devices in store
- Track the frequency, duration and number of times a device (and therefore a customer) has visited the store and their stay time

For more information about Customer Insights,  
please visit <http://www.adtran.com/msp>

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