Wi-Fi Analytics

Increase your business by knowing your customers.

MetTel's Wi-Fi Analytics is for businesses who want to monetize their guest Wi-Fi, while at the same time better understand their customers. MetTel's Wi-Fi Analytics seamlessly connects guests to the internet through social network login or a form. Combining social networking, marketing tools, data interrogation and location analytics, Wi-Fi Analytics helps businesses gain digital insights into real-time data aimed at creating a highly personalized experience for customers in their venues.

Key Benefits

REAL-TIME PROMOTIONS

Reach out to customers at the exact right time, when they are within an arm's reach. With the right setup, we can capture footfall numbers and visitor analytics even if visitors don't log in to the Guest Wi-Fi.

CONTENT CONTROL

Content filtering application allows for only appropriate use of your Wi-Fi.

PERSONALIZATION

Personalized Wi-Fi login: the easiest log-in for your customers. Our templated or dynamic HTML-branded splash pages gives you the simplest way to brand the log-in pages as your own.
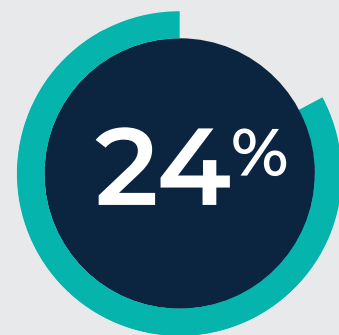
Features

REAL-TIME INSIGHTS

Wi-Fi Analytics' real-time data and reporting uses Wi-Fi technology, similar to how cookies track user browsing online. This provides unprecedented level of insight into consumer behavior.

SOCIAL MEDIA INTEGRATION

Customer can log in through social networks such as Facebook, Twitter, LinkedIn, etc.

CUSTOMER TRACKING

The tracking capability is relevant to all devices, regardless of whether the user authenticates onto the network.

24%

Wi-Fi Analytics increases customer retention up to 24%

Additional Features

MARKETING TOOLS

Wi-Fi Analytics provides a wide array of marketing tools, services and customer information. By knowing how long your customers are online, their age, gender, and other relevant information, you can send more effective, targeted communications to them.

YOUR CUSTOMERS, YOUR VENUE

Build detailed customer profiles with the data collected and easily segment the data to understand your different customer groups. Send highly targeted, customized communications based on such things as popularity of items by customer demographics or suggesting related items to past purchases.

PRIVACY

Customers maintain the right to opt-in or opt-out of tracking. When a customer opts in, the device MAC address can be linked to personal data such as their age, gender, name, email address, location, language, likes, etc.

GEO-FENCING TECHNOLOGY

Location-based services allow data to be taken one step further by drawing targeted sales areas within your venue, which can identify behavior patterns within specific areas. This is done by setting up Wi-Fi grids that allow instant confirmation of who is using the network and where. This proximity marketing can drive campaigns that are triggered by a customers' location and behavior within your store, restaurant or other venue.

Reach Customers in any Venue

HOTELS & RESORTS

Helps improve the overall experience for your guests and improves hotel/resort return on investment. Safe, secure and family friendly, there's no need for your guests to worry when your Wi-Fi is secure and your network only accesses appropriate material. MetTel Wi-Fi Analytics uses Watch Foundation's watch list to block sites containing inappropriate material and can also block other URLs according to category.

HEALTHCARE FACILITIES

Wi-Fi Analytics can help you respond to behavioral trends, deliver key information, track how patients, visitors and staff move about, and the location of assets such as wheelchairs, beds and other equipment. Additionally, medical professionals gain real-time mobile access to patients' records, creating further efficiencies with better and more informed patient interactions.

BARS, RESTAURANTS & CAFES

Give guests a free internet connection to check emails or update their social media status, thus generating more brand awareness for the venue. Guests can share locations information, enabling friends and followers to join them, increasing business immediately. Also, free Wi-Fi enables your customers to book their own table or even order their own meals online from the comfort of the bar, a trend that is emerging in city centers.

Also perfect for libraries, museums, shopping centers and transportation hubs.

THEME PARKS, CASINOS & STADIUMS

With our tools you can encourage repeat business and reward loyalty. The possibilities of internal promotions are endless. Gives large venues rich data on visitors, from demographics to the areas where they spend most of their time. Promote a restaurant or shop within a venue. In casinos, extend matching bet offers when a customer is near a table or send discounted celebratory drinks offers when they appear to be leaving. Even send discount tickets for next-day returns to theme parks. It's your venue, promote it the way you want.

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