

# Monetized Guest WiFi

## Free WiFi to customers

There are many great business-related reasons to add guest Wi-Fi access to your facilities, but one element a lot of people don't consider is the potential for WiFi to drive revenue!

WiFi doesn't have to "merely" be a draw to get people in the door. There are numerous ways you can use it to directly drive revenues, boost business, and even get more data to focus other customer efforts.

WiFi monetization is what transforms your business into a phygital space – a space that enhances the physical experience of the customer with digital engagement. The best phygital spaces create a seamless experience for the customer, using unobtrusive WiFi marketing methods. Customers are more likely to engage with you when you provide them clear value through internet access and relevant, in fact, welcome promotions.

Advertising and product placement on WiFi login screens can cover the cost of implementation and provide an additional revenue stream.

## Save Money

### Retention & Loyalty

- Increase customer stickiness by offering free mobile Internet through public Wi-Fi

### Mobile Data Offload

- Optimize mobile data network or deploy offload services

## Make Money

### Managed Services

- Increase B2B revenues with managed wireless services

### Location Analytics

- Create new revenues through location data analytics

### Location-Based Advertising

- Generate new revenue streams via mobile advertising

## Return on Investment

Acuative will create an end-to-end application platform to support your initiative

- Engage customers better to fuel new revenue streams
- Deliver real-time context- and location-aware services and analytics

Acuative will design and develop a solution to meet your requirements

- Testing and validation services
- Proof of concept and pilot

Acuative will manage and operate after Implementation

- Optimization services for mobility
- Global technical support



## Capture User Data

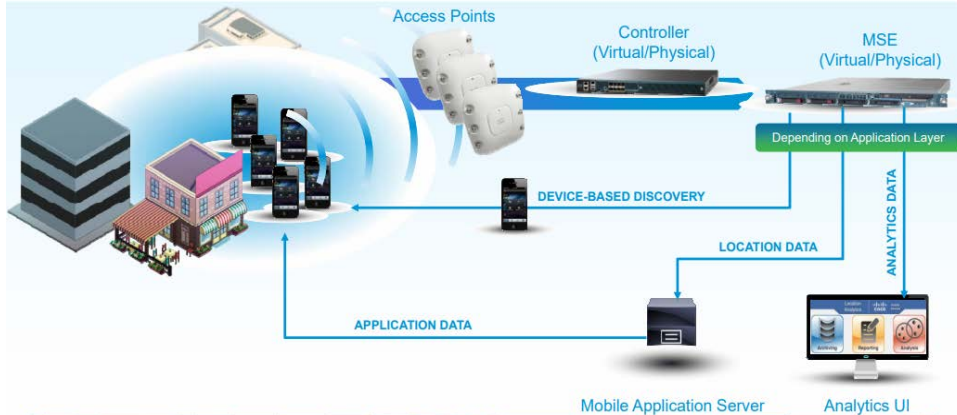


## Understand Social Profiles



## Increase Post-visit Engagement

## HOW IT WORKS



## EXPERTISE YOU CAN COUNT ON.

Acuative's highly skilled teams deliver reliable WiFi solutions featuring innovative, proven technologies for network infrastructure.

## INNOVATIVE. RELIABLE. SCALABLE.

Acuative enables companies to maximize their IT potential and market opportunities, acting as our clients' consistent, single source partner who is flexible enough to move quickly and effectively. We match your technology and business growth, step for step, planning effectively and scaling resources for current and future needs. Move forward faster with Acuative!

## WHY CHOOSE ACUATIVE?

- Extensive IT and network experience
- Comprehensive planning and implementation systems
- Global support capabilities
- Complete solutions including hardware, software and broadband circuits
- 24/7/365 Global Technology Center
- Service Level Agreements
- Commitment to bringing value to your business



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## Acuative Locations

Worldwide Headquarters  
Fairfield, NJ

European Headquarters  
Uxbridge, England

Middle East Headquarters  
Riyadh, Kingdom of Saudi Arabia

24/7 Global Technology Center  
Cleveland, OH

Consulting Services  
Herndon, VA

Research and Development  
Dallas, TX

Service Contract Administration  
Chicago, IL