wilas
Wireless Intelligent, Location & Analytics Suite
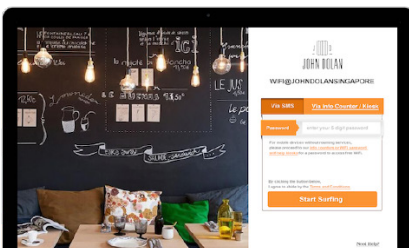
For Public Venue Application

WILAS FOR MARKETERS

Marketing through Guest Wi-Fi

IAM   II   PM

WILAS OVERVIEW

WILAS is a SaaS platform that complements the Wi-Fi infrastructure by transforming guest Wi-Fi into one of your marketing channels. With WILAS built-in modules, it allows you to understand your customer, engage at every step of your customer journey and increase customer conversions.
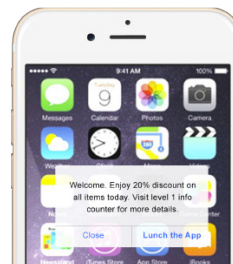
4 INDEPENDENT MODULES

IAM	**II**	**PM**	**TITAN**
Visitor Engagement Portal	Analytics	Push Notifications	Workforce and Asset Management

Through the 3 modules – IAM, II and PM, WILAS brings you through the different phases that enables marketers in businesses or campuses to provide your visitors an experience you wish to achieve.

wilas

ENGAGEMENT

IAM

- IAM is a visitor engagement portal that provides customers the initial touchpoint when they connect their devices to the Wi-Fi.
- At this stage, you could capture your visitors' profiles while connecting them with your brand at the professionally designed Wi-Fi login page, driving behaviours such as visiting your social pages or displaying call-to-action promotional ads.

9 Authentications
Provide 9 authentication options for visitor access control

Dynamic Contents
Display different contents to different target audience

SSM
Manage Wi-Fi access privilege and duration

CMS
User-friendly content management system for the non-technical

Profiling
Generate reports on visitor demographics, devices, and Wi-Fi usage

Languages
Multi-languages support

ANALYTICS

II

- II is a module that provides detailed real-time and historical visitor data analytics and reports such as crowd density and dwell time to aid better targeting.
- You could customize your dashboards into charts, graphs or heat maps, turning data to insights.
- Analytics could be tracked even when visitors are not connected to your Wi-Fi.

Location Heatmap

Crowd Density & Stay Duration

Visitor Crowd by Zone

Visitor Loyalty

Frequency & Recency

Over 20 Reports

MARKETING

PM

- Utilize PM to deliver targeted messages on-site and off-site to different visitor profiles by pushing notifications to their phones using multiple channels.
- Maximize the conversion rates by scheduling the message to be sent at a specific time and location.

SMS, Email & Phone Notifications

Integration Capabilities to External Systems

Advertisement Rotation & Scheduling

Automation
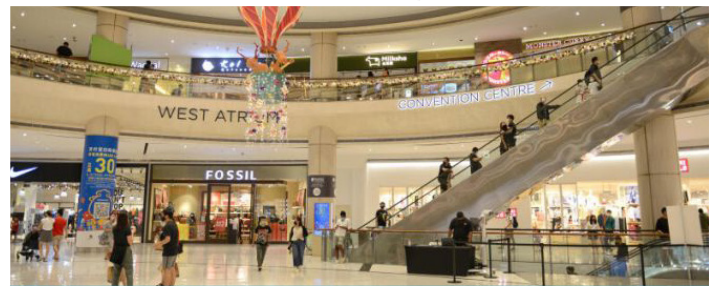Configure automated rules for notification deliveries

WHY WILAS?

- Manage multiple locations in a single platform

- Customizable functions, reports, and user interface tailored to your own business model

- Capture unlimited number of customer profiles while enforcing security to your Wi-Fi infrastructure

- 24/7 In-Country Support

- Gain insights and monetize from WILAS platform and improve space utilization

- Proven track records in supporting large venue spaces across Asia

APPLICATIONS

Training & Event Spaces
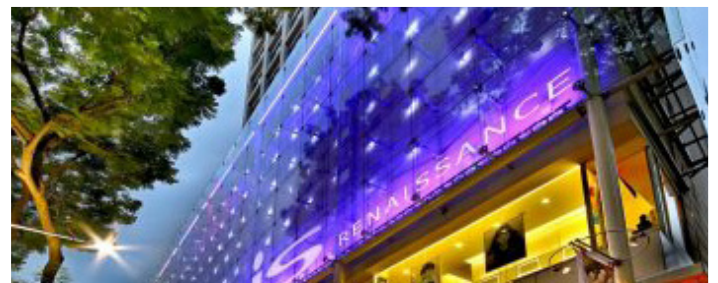

Shopping Malls

Campuses

Airports

Retail & F&B Outlets

Hotels

*Other applications include healthcare, enterprises and small businesses