Retail WiFi Analytics

Presented by Todd Myers
CEO, GoZone WiFi
TODD MYERS BACKGROUND

- Began IT career in 1983
- Started first IT company in 1990
- Founded an ISP in 1995
- Set up a city-wide wireless backhaul network in 1998
- Installed guest WiFi at local convention center and local airport for business travelers
- Developed platform to enable carriers and service providers to charge for guest WiFi
- Contracted with an airline to offer service at 38 boarding gates

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WHAT IS

RETAIL WIFI ANALYTICS?
WiFi Analytics is data that can be collected by modern WiFi technologies to supply business intelligence.

This intelligence allows retailers to take actions to help them compete and increase revenues.
“The Wi-Fi analytics market accounted for USD 2.42 Billion in 2016 and is expected to reach USD 10.72 Billion by 2022, at a Compound Annual Growth Rate (CAGR) of 29.54% during the forecast period. The forecast period has been considered from 2017 to 2022, while 2016 is considered as the base year for estimating the market study.”
2018: WIFI IS NO LONGER AN AMENITY

IT’S A UTILITY
Online competition forces physical retailers out
- Amazon as the major disruptor
- Closures: ToysRus, Macys, Sears, Abercrombie & Fitch
Online experiences: customized and targeted
Brick-and-mortar experiences: personal, not personalized
Online sales are growing at twice the rate of in-store sales
Analytics available to online stores gives competitive advantage

How can brick-and-mortar retailers keep up?

Source: https://www.usnews.com/news/articles/2016-12-20/with-online-sales-booming-is-brick-and-mortar-on-the-way-out
Online retailers have access to a myriad of customer data:

- Number of shoppers on website
- Amount of time spent on each webpage
- Popular products and product categories
- Conversion and abandoned cart rates
- New vs. returning traffic rates

Digital marketers can now use this data to strategically retarget customers:

- Send personalized marketing messages
- Strategically improve customer experiences

Brick-and-mortar retailers need to know who their customers are.

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A PARADIGM SHIFT

Who Benefits?

- Marketing Teams
- Advertising Teams
- Merchandising Teams
- IT Teams

WiFi Analytics Data

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WHY WIFI?

- Often poor cellular signal strength in venues
- Product research and price comparisons
- Need for bandwidth
  - Video is the dominant content
- Data caps and throttling
- International travelers rely on WiFi over costly data plans
- IoT and wearable devices

A connected shopper will stay longer.
Branding and promotional opportunities
Collect valuable customer data
Act quickly with real-time presence data
Track movements, trends and traffic metrics
Use historical data to predict future trends
Hyper-targeted in-store engagement with customers
Promote co-op partners and items
Build loyalty
Additional end-point to collect customer data
RESULTS IN ACTION

WIFI ANALYTICS → BUSINESS INTELLIGENCE → IMMEDIATE ACTIONABLE RESULTS

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WIFI ANALYTICS INCLUDES:

ENTITY DATA

IDENTITY DATA

ADVERTISING DATA
Commonly referred to as presence analytics

WiFi-enabled devices send “probes” to look for WiFi networks

Probes are captured and analyzed to provide business intelligence:

- Footfall trends
- Dwell times
- Traffic patterns
- Determine new vs returning visitors
- Loss prevention
TRAFFIC COUNTS
HEATMAPS

- Visual analysis of data
- Real-time interpretation
- Reporting and triggers
- Define geo-zones

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Estimate traffic counts in and nearby stores
Analyze traffic trends
Real-time alerts to improve staffing
Measure marketing and advertising success
Assess product performance
Monitor shopper behaviors
Optimize store layouts
Determine popular areas of a store
Strategic merchandising
Analyzing WiFi entities allows retailers to analyze current presence data to predict future trends.
Get to know customers and keep them coming back for more with:

- Demographics
- Customer identification
- Behavioral trends
- In-store shopping engagement
- Post-store shopping engagement
IN-STORE ENGAGEMENT

- Real-time data capture
- Real-time, geo-targeted messaging
- Personalized and hyper-targeted remarket based on specific actions
- Immediately engage at point of purchase
- Measure return on marketing investments
- Display branded promotions to in-store and nearby
Remarket based on specific in-store actions

- Dwell times, return visits, areas of interest

- Measure return on marketing investments

- Grow social following and engage

- Build better customer relationships – powered by data
Average Walmart gets 4000 shoppers per day

Research indicates that about 16% of shoppers use store WiFi (34% higher if promoted with signage)

In an average Walmart that means 230,000 customers annually
IDENTITY DATA: USE CASES

- Customer data acquisition
- Branding and digital promotions
- Shopped engagement
  - In-store messaging and engagement
  - Post-shopping engagement
  - Fraud-resistant digital coupons
Analyzing WiFi identities allows retailers to know and timely communicate with their customers.
Advertising data equivalent to digital metrics:

- Branded impressions
- Click-through rates
- Conversions

Customized per each location

Track and report on specific campaigns
USER EXPERIENCE & APPLICATIONS

- Simple login process
- Non-intrusive messaging
- Applications:
  - Promote store app downloads
  - Promote co-op advertisers
  - Promote special events
  - Promote local involvement

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DATA COLLECTION: DEMOGRAPHICS
DATA COLLECTION: CAMPAIGNS

### Advertiser Reports

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### Banner Reports

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WiFi advertising allows retailers and advertisers to measure campaign success.
WiFi analytics helps the bottom line.
Q & A
Thank You

Todd B. Myers
todd@gozonewifi.com
gozonewifi.com
REFERENCES


- http://www.cablefree.net/wireless-technology/history-of-wifi-technology/