

Ads4WiFi enables WiFi providers to earn additional revenue through digital advertising and sponsorships.

Advertising campaign delivery and management designed to turn guest WiFi into a digital billboard.

- ▶ **Create WiFi Landing Pages**  
Build advertising landing pages with an easy-to-use editor designed specifically for WiFi hotspots
- ▶ **Manage Sponsorships**  
Activate and manage campaigns within an all-in-one management, delivery, and reporting system
- ▶ **Drive Advertising Revenue**  
Easily create WiFi display and video advertisements and track revenue with built-in metrics
- ▶ **Provide Advertiser Visibility**  
Give management access to advertisers to share metrics including impressions, conversions and ROI within easy-to-use dashboard
- ▶ **Analyze Detailed Metrics**  
Collect user demographics, impressions, and CTRs and deliver detailed advertising reports including audience metrics and engagement insights
- ▶ **Seamlessly Manage Creative**  
Easily upload new creative with a cloud-based platform and adapt to user behaviors with A/B testing

## QUICK LOOK

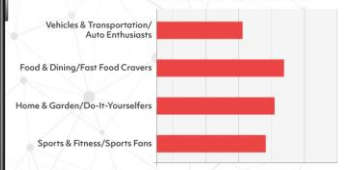
- Hardware neutral WiFi advertising delivery system
- Single pane of glass management access
- User-friendly landing page editor
- Real-time advertising analytics
- Robust advertiser portal



**\$816**

Advertising Revenue this month

### Affinity Category (reach)



# Ads4WiFi Features Overview\*

## General

Multitenant Dashboard  
Client Permissions  
Billing and Upgrades  
Geographically Dispersed  
Customizable Domain and Dashboard

## Client / Hotspot Management

Billing Display - (Costing)  
Operator User Management  
Hotspot Management - Add & Delete  
Landing Page Management  
Ad Space Management  
Advertiser Management  
Operator Reports  
Advertiser Reports  
In-Depth Knowledge Base

## Analytics

Affinity Category  
Demographics-Gender  
Demographics-Age Groups

## Integrations

Integrates with Any Captive Portal System  
Hardware Neutral  
Marketing4WiFi

## Revenue Information (Income)

Date Range of Displayed Items  
Display - Ads4WiFi Media Network  
Percentage (Share)  
Display - Ads4WiFi Media Network  
Calculated Revenue  
Display - Page Counts / Per Page and  
Combined Total  
Display - eCPM / Per Page and Combined  
Total  
Revenue Reports - Export To Excel

## Billing Information (Costing)

Display - Invoice/Billing (Paid & Unpaid)  
Display - Pricing (Impression Rate Cost For  
Image & Video)  
Display - Daily Impressions  
Display - Monthly Impressions  
Display - Invoice History

## Landing Pages

Display - All Active Landing Pages Created (Edit, Delete and Copy  
Functions)  
Create Landing Pages With Template Builder  
Template Builder Easy Drag-and-Drop Functionality  
"Re-Redirect" Setting - Customized Redirect Control With Timer After  
Landing Page  
Landing Page Browser Redirect

## Ad Spaces

Display - All Active Ad Spaces Displayed (Edit, Delete and Copy Functions)  
Create Ad Space (Banners & Overlay)  
Integrated Ad Space (Marketing4WiFi)

## Advertisers Management

Advertiser List Creation  
User Access Control By Advertiser (Edit & Delete Functions)  
Campaigns Control (Edit, Delete and Copy Link Functions)  
Add Campaign Control Panel  
Ad Banner Control (View, Edit and Delete Functions)

## Operator Reports

Ad Revenue Display  
Available To Export In Excel  
Hotspot Reports - Page Counts By Hotspot  
Landing Page Reports - Page Counts By Landing Page  
Advertiser Reports - Impression, Clicks And CTR By Advertiser  
Ad Space Reports - AdSpace By Landing Page, Impression, Clicks & CTR

## Advertiser Reports

Available To Export In Excel  
Campaign Reports - Advertiser, Impressions, Clicks and CTR  
Banner Report - Campaign, Impressions, Clicks and CTR  
Advertiser Reports - Impression, Clicks And CTR By Advertiser  
Ad Space Reports - AdSpace By Landing Page, Impression, Clicks & CTR

## Support & Training

Operator Support Knowledgebase  
Client Support Knowledgebase  
Support Videos  
E-mail ticket support  
Operator telephone support  
Self-training  
Live training webinars  
One-on-one customized training

\*As of July 2020. GoZone WiFi is constantly adding new features, with custom development available to partners and clients.