

Analytics4WiFi captures and analyzes where your customers are, and how they move through and interact with your physical location.

Powerful location analytics powered by WiFi.

- ▶ **Visualize Traffic Patterns**
Heatmapping technology visualizes how traffic moves through a physical area
- ▶ **Respond to Traffic Alerts**
Custom triggers let you know when traffic patterns change; deploy resources as necessary to direct crowds and promote purchasing behavior
- ▶ **Track Growth and Trends**
Record new and returning visitors, crowd size, busy days and times, and historical traffic data
- ▶ **Zero-in on Opportunity**
Isolate specific geographic areas within a venue to target messaging to the right visitors at the right time
- ▶ **Aggregate Data Collection**
Integrate collected entity data with existing datasets to seamlessly inform operations from one centralized dashboard; view data through single pane of glass
- ▶ **Feed Operational Strategy**
Strategically position merchandise, signage and advertisements based on traffic flow data; measure ROI and inform visual merchandising strategy

QUICK LOOK

- Consistent presence analytics independent of architecture
- Easy-to-use WiFi analytics software
- Trigger-based traffic notifications and alerts
- Real-time footfall insights
- Visual heatmaps
- Actionable insights for physical spaces



Analytics4WiFi Features Overview*

General

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

Insights

- Presence Report
- Traffic Graph
- Busy Days and Times
- Devices Seen (MACs)
- Passers By
- Visitors
- Connected
- Proximity
- Dwell Time
- Loyalty

Heatmaps

- Footfall Report
- Heatmap Report
- Google Maps Integration

MAC Address Lookup

- Filter by Signal Strength

Triggered Alerts

- Email Alerts
- SMS Alerts
- Device Count
- Time Threshold
- Filter by Nodes
- Custom Message Content

Hotspot Settings

- Import Nodes
- Add and Place New Nodes
- Latitude/Longitude Fields for Nodes

Integrations

- OpenMesh/Datto
- Cisco Meraki
- MIST
- Cambium
- Aerohive
- Ruckus
- SMTP
- Twilio
- REST API (coming soon)

Operator Settings

- Client Email Templates
- Client and Client User Permissions
- Client Audit Log
- Operator Customization

Support & Training

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

Engineering Specs

- 99.99% Uptime
- Horizontally Scalable Architecture
- Redundancies

*As of June 2019. GoZone WiFi is constantly adding new features, with custom development available to partners and clients.