

# AisleLabs

Customer engagement through mobile marketing and analytics

## AisleLabs Flow:

Insights dashboard for understanding customer behavior across and within stores

## AisleLabs Engage:

Cloud infrastructure to deliver personalized, hyper-local mobile marketing experiences

## AisleLabs Pass:

Enterprise mobile wallet marketing platform

## AisleLabs Navigate:

Accurate indoor navigation based on WiFi and Bluetooth

## AisleLabs SocialWiFi:

Monetization platform for guest WiFi via social authentication

Retail competition is hotter than ever, as brick-and-mortar stores fight to not only compete against online retailers, but also to integrate their online and in-store activities to increase average basket size. Savvy retailers are looking to enhance the in-store experience via new amenities and targeted offers and advice, while also delivering improved in-store service.

Ruckus has partnered with AisleLabs to provide retailers and malls with powerful new capabilities to understand in-store shopper behavior and demographics, and to offer highly targeted messaging and promotions on an opt-in basis. Deployed on top of Ruckus Smart WiFi infrastructure, which provides best in class wireless connectivity with higher range and throughput to handle high density usage, retailers can offer highly differentiated customer experiences that improve the bottom line.

AisleLabs works with Ruckus Smart Positioning Technology (SPoT™) to locate any WiFi enabled devices within range of the indoor or outdoor WiFi network. SPoT can deliver highly accurate locations for millions of devices, and is easily activated via a Ruckus ZoneDirector or SmartZone controller. AisleLabs offers a suite of products that utilize SPoT location data with additional customer, location and transactional data, to create rich analytics and allow highly targeted customer interactions.

AisleLabs Flow provides the core set of location and customer analytics. It delivers analytics based on both location and customer demographic data to help stores and malls understand customer behavior and measure the success of marketing activities. Flow can provide standard conversion ratios at the store or zone level, and conversion rates for custom designed customer segments such as 'women 25 and under', or 'shoppers that have been in the mall >5 times in the last 20 days.' Flow can also integrate additional data such as PoS data or local weather conditions to add further insight.

Other unique capabilities of AisleLabs Flow include the ability to measure the flow of customers through a venue. For instance, it can tell mall tenants where customers were before entering the store, and where they went after leaving their

store. AisleLabs can also compare performance across locations. The ability to provide deep analytics integrating the widest range of data sources is a key AisleLabs advantage.

AisleLabs Engage is the in-store marketing automation platform. It includes an intuitive template-based dashboard where marketing staff, either in-store or centrally located, can define segments and marketing campaigns. Engage can create segments based on anonymous observed behavior in the venue, such as number of recent visits, amount of time spent in a certain department, or, if shopper identity is available, the ability to leverage demographic data. Coupled with Ruckus SPoT or beacon technology, Engage allows enterprises to target customers while they are in the store or in a specific department or location, enabling sophisticated real time targeting. Engage can also drive ongoing customer engagement via email, SMS, or existing loyalty applications.

AisleLabs SocialWiFi is a cloud-based WiFi access management solution that asks visitors to authenticate using their social media credentials. In addition to providing a simple, intuitive logon procedure, this captures key demographic attributes from guest users so that your WiFi network becomes part of a powerful marketing platform. Once users authenticate with AisleLabs SocialWiFi, venues can collect email addresses, and can market to consumers via either email or social media.

AisleLabs Navigate is an easy-to-use application SDK that allows mobile app developers to add complete, interactive navigation to new or existing applications. This can greatly increase the value and usage of current applications and provide a differentiated service to shoppers.

Finally, AisleLabs Pass greatly simplifies iBeacon marketing via direct integrations with iOS Passbook and Google Wallet. With AisleLabs Pass, customers don't need a custom mobile app to engage in hyper-local marketing via proximity beacons. Instead, any shopper with Bluetooth enabled on their phone can be reached whenever they are within the specified range of a beacon. Enterprises can attribute marketing back to source channel, i.e., email campaigns, social media marketing, and physical displays, and provide detailed reports with insights on campaign performance.

The complete AisleLabs suite is pre-integrated with Ruckus SPoT and is simple to activate and operate. The AisleLabs solution is ideal for applications in a number of markets, including Retail, Shopping Malls, Airports and Transport Hubs, and any large event or public space. Big data analytics help these venues understand customer traffic patterns and behavior inside and outside their physical stores in ways never before possible, resulting in more effective marketing, increased sales, and better customer satisfaction.

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CO-114168-EN (01/20)