# Purple WiFi
## The Leader in Social WiFi

### Introduction

Purple WiFi is a hotspot WiFi solution that is also a powerful marketing tool. It helps brick-and-mortar stores increase business and improve customer loyalty via sophisticated yet easy to use customer analytics and campaign management tools. Working with Ruckus Smart WiFi and Ruckus Smart Positioning Technology (SPoT™), Purple WiFi, can also leverage detailed location data to enhance customer insight and allow much finer targeting of customer marketing campaigns.

Purple WiFi is a powerful and secure platform, with features such as social login, enhanced social media interaction, family friendly content filtering and real time insight and analytics. It allows login via Facebook, Twitter etc. or any short form that can expand your social network presence quickly. It also captures customer data, including opt-in email addresses, allowing venues to quickly build up valuable marketing lists of people who have actually been in their store, restaurant or venue.

# Purple WiFi

solution brief

Purple WiFi is deployed on top of Ruckus Smart WiFi infrastructure to offer a fully branded service, including customized login and landing page. Brands can also have 'super user' administrator control of all regional stores.

Retail, leisure, hospitality, public sector, education, healthcare, travel and transport venues can link social login information with location and presence data to give an unrivalled level of customer insight. Marketing messages and social engagement posts can be triggered from the Purple WiFi platform based on demographic data or behavior in the venue.

Purple WiFi gives control back to the venues by allowing them to brand their own WiFi pages where other WiFi providers control that branding - and data collected.  Many companies are also willing to pay for sophisticated email management and sending platforms. Purple WiFi has created a tool that allows you to send emails or SMS' to your customers - tailored to their demographic and/or behavior. The Purple WiFi reporting engine provides detailed analytics for venues or stores. With Purple WiFi enterprises can find out who is visiting, how long they stay, how often they return, and capture detailed demographic data via social log. According to Purple WiFi research, over 50% of people that connect via social logon post messages about a brand while online. Venues can tailor posts according to the store and current offers. These posts reach each users' social network.

Together, Purple WiFi and Ruckus offer a complete, scalable and easy to manage solution that can be deployed anywhere from a neighborhood restaurant to a large stadium to a nationwide network of retail stores.

**www.ruckuswireless.com**

Ruckus
Simply Better Wireless.