Marketing Automation for Brick and Mortar Spaces

The Aislelabs platform leverages our partnership with Extreme Networks to enable Wi-Fi marketing and location analytics for brick and mortar stores. Aislelabs natively integrates with a host of Extreme Networks access points providing business value beyond connectivity, to end clients.

Businesses of any size always strive to understand who their customers are to connect and market to them. The Aislelabs product suite, enabled over Extreme Networks access points, addresses this fundamental pain point. It provides location intelligence using Wi-Fi as a proxy for data collection from physical locations (stores). Businesses can now understand how many customers visit their stores, how much time they spend, and most importantly how they flow and move within the space. This unlocks numerous insights for operations and marketing teams directly from the Aislelabs platform.

In addition, Aislelabs' cloud-based software, enables sophisticated data acquisition from customers that connect to the Wi-Fi, enabling businesses to build enterprise-grade customer databases. Moreover, businesses can digitally re-target their customers natively within the Aislelabs platform (or integrated through suitable marketing platforms) to gain a profound marketing return on investment by keeping those customers engaged and transforming them into repeat customers.

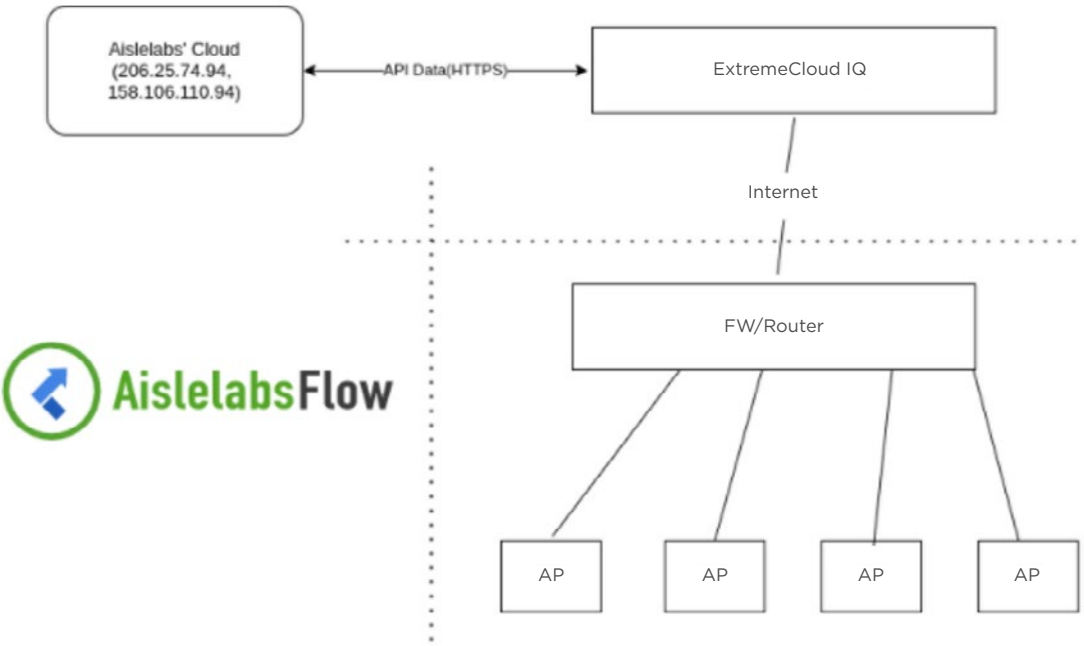
Our Solutions

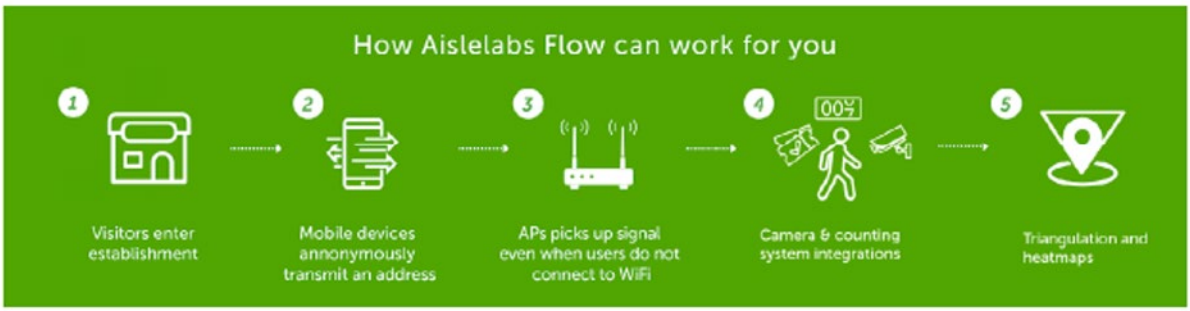
Flow is a cloud-based marketing and location analytics platform that analyzes customer behaviour inside physical stores. It provides more than 100 interactive reports on key performance indicators based on customer dwell time and behaviour inside specific areas (zones) of a physical space, delivering insights for operations, consumer insights, marketing, and security teams. Typical metrics delivered include:

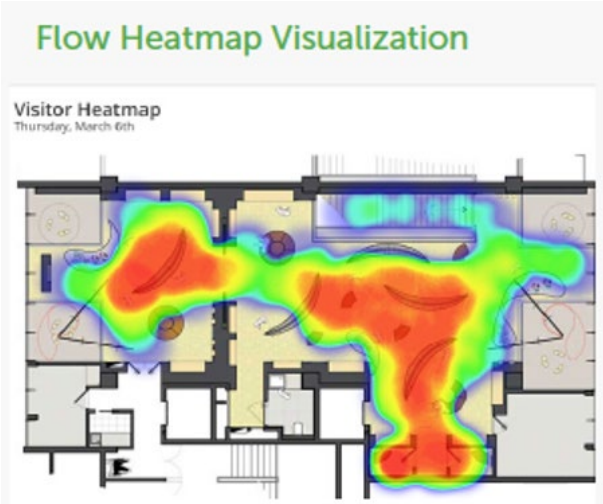
- **Heatmaps** — Unlock patterns in footfall, seasonal trends, marketing effectiveness, tenancy, and anchor store insights.
- **Customer Behaviour** — New/repeat customers, top paths, conversion funnels, cross-space visits, and affinity between spaces.
- **Cross-Space Reporting** — Maps how customers behave inside the property and across multiple properties in a portfolio.

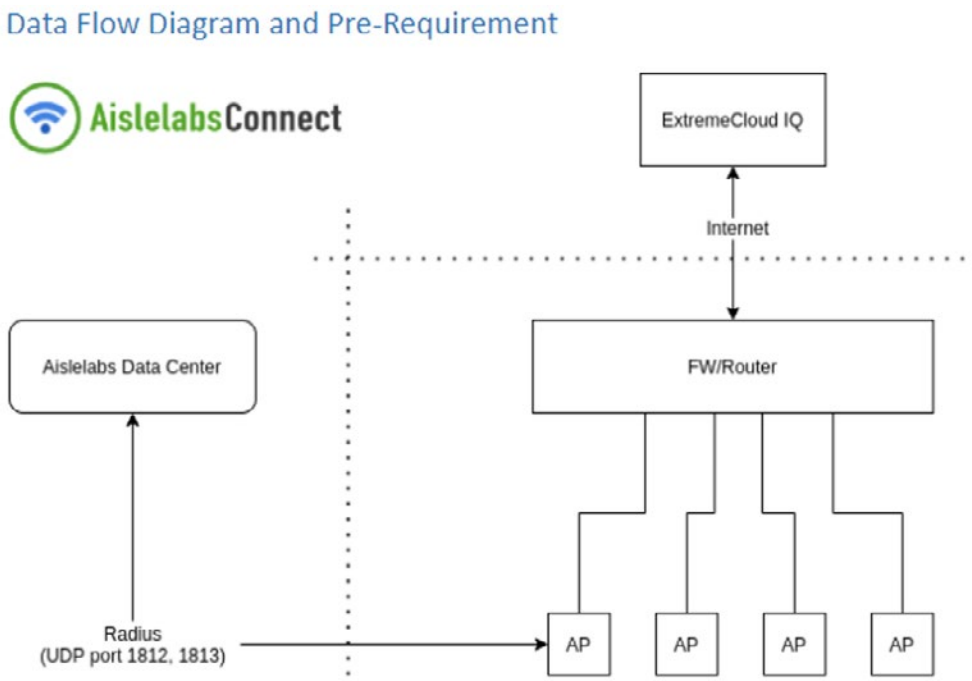
Cameras and People Counter Integrations

The Flow metrics on the previous page can be augmented with an extensive set of integrations including smart cameras, ticketing, POS, people counting, and any other existing footfall analytics solutions. Unifying these integrations provides a comprehensive repository of information imparting the most accurate real-time snapshot of customer behaviour. Businesses can leverage granular behavioural filters and segments as well as a host of third party integrations with BI tools to augment existing workflows. Custom solutions, such as a data lake connector, can be enabled for enterprise clients with multiple teams to efficiently use the platform.





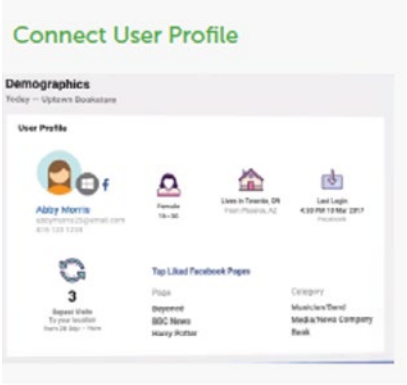




Connect

Connect is a marketing automation platform designed for the physical world. Connect leverages our Extreme Networks partnership to provide a customer data acquisition, marketing delivery, and customer engagement tool. All data becomes actionable directly through the platform, enabling sophisticated marketing strategies. Aislelabs Connect includes:

- **Social Wi-Fi** — Our interactive splash page editor enables you to design branded landing page experiences for your customers. Enable social logins for superior customer data acquisition as well as personalized customer journeys during login, building a rich customer database of demographic data. While progressive profiling enables collection of customer behavioural data.
- **Multi-Channel Marketing** — Create multi-channel marketing with support for instant emails, SMS, personalized newsletters, social posts, or paid media ads. Conduct online surveys to gather location based feedback. Issue smart coupons that are single use and time sensitive.
- **Offline Attribution** — Analyze the impact of all marketing campaigns in terms of driving footfall traffic back to your venues. Sophisticated marketing campaign attribution to analyze return on investment.



Customer Hub

The cusomer hub unifies online and offline channels into a consolidated customer profile database providing a n accurate snapshot o f marketing effectiveness and 360 degree customer behaviour. Combine location intelligence from physical stores with online intelligence across web and digital touchpoints. Access controls that are rule based and automated protect your data and that of your customers.

COVID-19 Solutions — Aislelabs enables a comprehensive suite of solutions to help businesses reopen safely during the COVID-19 pandemic.

Smart Occupancy — provides real-time occupancy, heatmaps, zone-based thresholds, and automated alerts which ensure that businesses meet governmental and health agency guidelines.

Smart Sanitization — module leverages dwell time, heatmaps, and footfall metrics for each zone informing operations teams of sanitization requirements. Real-time metrics and historical occupancy can optimize cleaning and disinfection schedules.

Contact Tracing — module allows businesses to offer a privacy-friendly, low friction method to collect contact information and identify possible cases of exposure using Wi-Fi as well as a means of providing exposure notifications at scale.

Use Cases

Connect

- Effortlessly build a CRM adding large percentages of your footfall to your customer database.
- Get to know your customers through psychographic and demographic intelligence.
- Engage your customers with omni-channel digital campaigns.
- Understand the impact of your marketing efforts and the value they bring to your bottom line.
- Conduct granular segmentation of your customer base to understand your customers based on demographics and behaviour.
- Unify data across all your physical properties.

Flow

- Gain operational insight.
- Analyze your footfall across venues, seasonalities, geographic locations.
- Understand the impact of your marketing promotions through footfall traffic.
- Enable wayfinding within your locations.
- Analyze cross visits and loyalty of customers.
- Use footfall data to aid your decision making about tenancy and anchor store locations.

Turnkey Deployment: Making It Easy for You

Compatible with Extreme Network APs such as Extreme Cloud APs and ExtremeCloud IQ

Pre-Integrated and Ready to Deploy

As an Extreme Networks partner, Aislelabs natively integrates with a range of SMB to enterprise grade Extreme Networks APs, with a range of pricing options to suit your needs.

Dedicated Customer Success Management Support

Deploying the Aislelabs product suite enables a wealth of information to the organization. In some cases, clients find it challenging in the beginning to absorb the new insights and make them part of their normal operations.

Aislelabs provides dedicated account management services to our clients. Our Customer Success Managers are trained data scientists that are experts in various industry verticals. They assist with data interpretation, best practises, and report preparation to utilize the insights collected for your business. They are also experts in digital marketing and can guide you through tailored marketing services and strategies to fully utilize the collected data. Our expertise across 27+ countries in a wide range of industry verticals can be brought to bear in solving your unique business problems. We offer a self-serve portal but fully managed by a dedicated team of Customer Success Managers operating out of four global offices.

Extreme networks

http://www.extremenetworks.com/contact

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