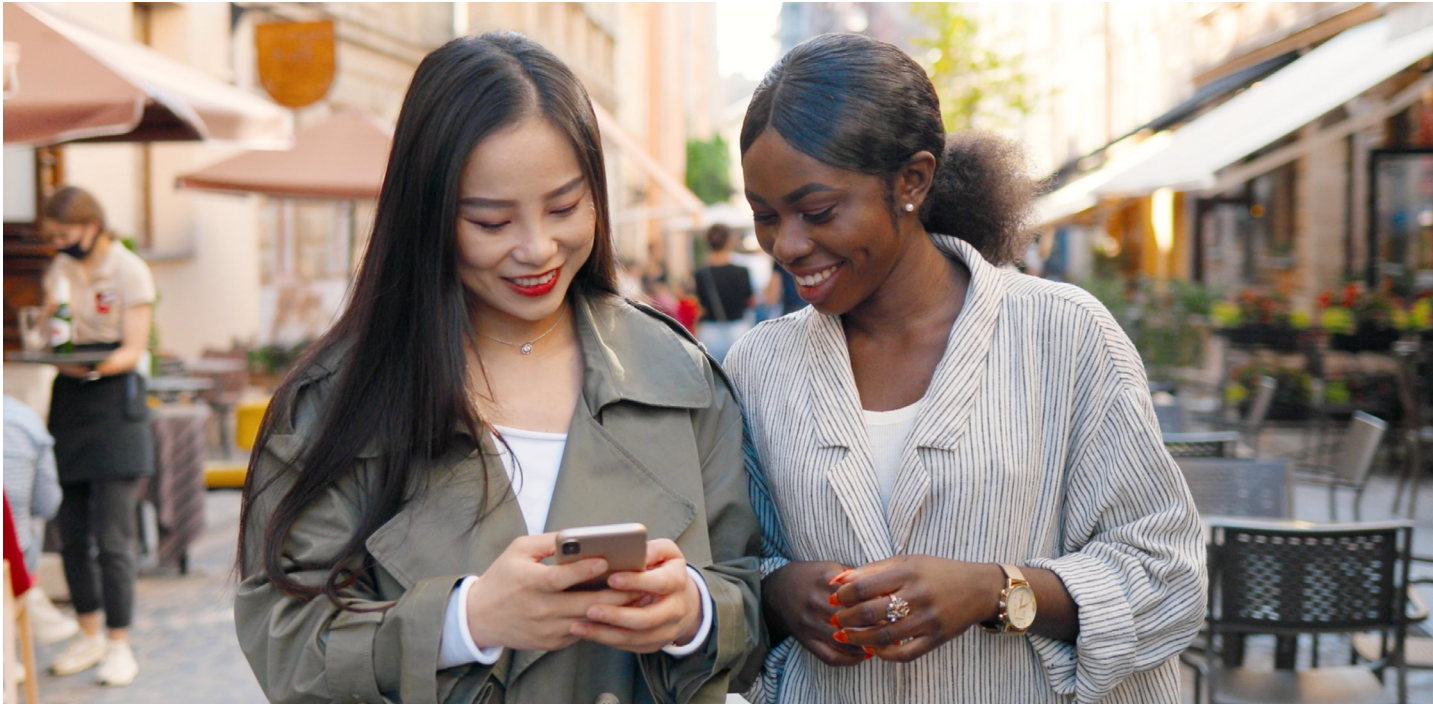# Take your offline business to the next level with online data

Linkyfi is a guest WiFi access management system, which provides businesses with the data they need to analyze customer behavior and improve their performance. It helps you increase customer satisfaction and drive marketing engagement.

How do we do that?

Linkyfi collects data about devices that probe for access to your WiFi network. This means that with our platform, you get anonymized data about every customer with a smartphone that visits your venue – how long they stayed, where they went, etc.

On top of that, if the customer logs into your network, you can collect even more detailed, personalized information. This includes their contact information, which you can then use for promotional activities created in Linkyfi's marketing engine.

But the marketing possibilities don't end there – you can also advertise on the login page or, if you have tenants, sell this advertising space to them.

What do you get from Linkyfi?

Business insights – easily obtain data about the traffic in your venue, retention rate, demographics and more to optimize operations and improve your performance;

Marketing opportunities – advertise your best deals on login and landing pages and use our engine to run automatic, yet highly personalized marketing campaigns;

Additional revenue streams – sell online advertising space and, based on traffic data, position your in-store advertising better or upsell the most popular locations to your tenants;

Social distancing – keep track of how many customers there are in your venue and optimize space based on indoor tracking, to reduce congestion;

Customer-facing features – introduce indoor navigation in your venue based on our location engine, share widgets with popular visiting times to help customers avoid crowds.
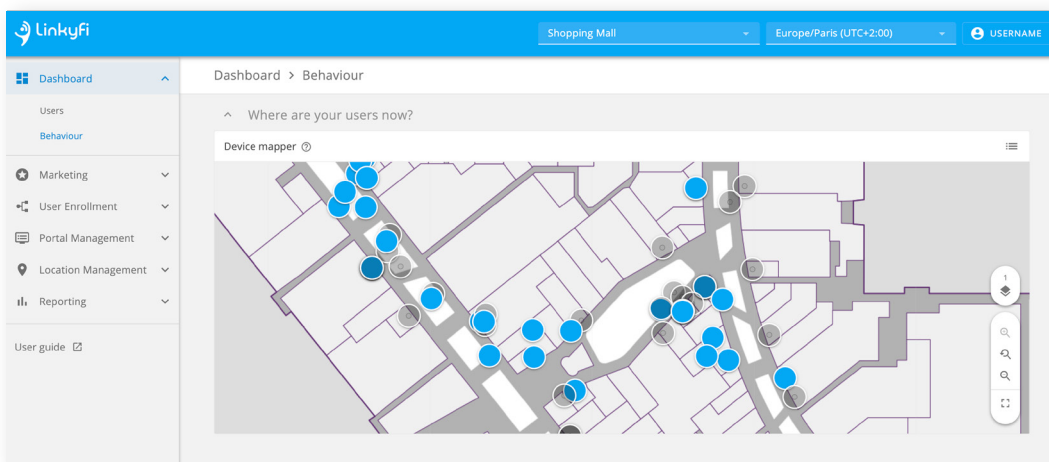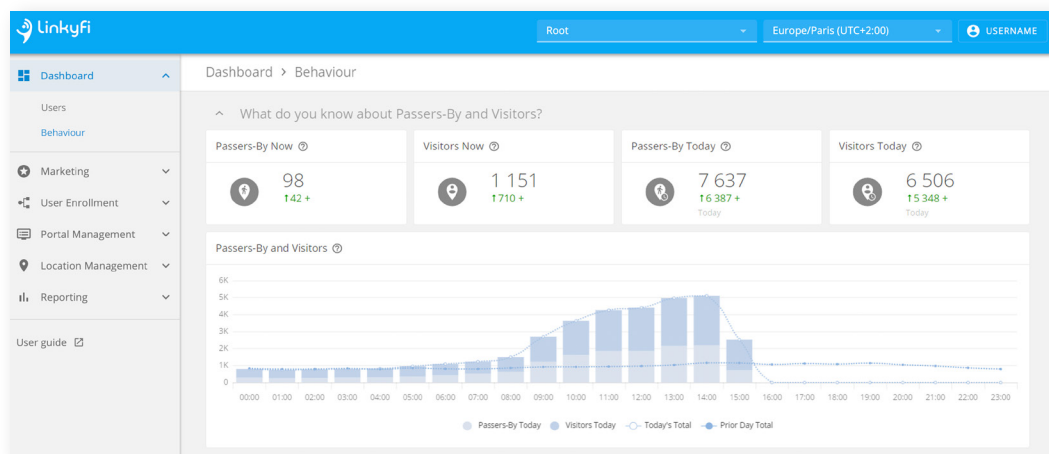
Is Linkyfi for you?

The data from our platform shows that as much as 43% of customers only visit your store once a month. Do you know what that number is for your venue? And more importantly, do you have any means of staying in touch with your customers once they've left? Linkyfi can give you that and more.


Retail

• Customer engagement through tailored marketing campaigns;
• Better understanding of customer profile thanks to demographic data;
• Store-level space and resource optimization through traffic analysis;
• Company-level performance comparison between locations.

Shopping malls

• Upsell of the most popular spaces based on hard numbers;
• Better understanding of offline marketing with presence analytics;
• Optimized digital signage that matches real customer traffic;
• Customer navigation provided by a location engine.
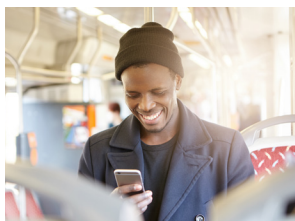
Public transport

• Improved routes and schedules based on presence analytics;
• Fares adjusted to the length and type of commute;
• Commuter feedback provided through questionnaires available on captive portals.

Airports

• Occupancy monitoring based on presence analytics;
• Navigation to terminals and parking lots for travelers;
• Easily available information on arrivals and departures on landing pages.

Public spaces

• Crowd control and management at places such as stadiums and arenas;
• Fan engagement increased through targeted marketing;
• Self-promotion opportunities for cities on login and landing pages;
• Mobile visitor center that guides tourists to selected attractions.

To learn more about AVSystem's guest WiFi management platform and location engine or request a demo, go to https://www.avsystem.com/products/linkyfi/.