

AIRPORT ™

INTELLIGENT MARKETING WiFi
SYSTEM FOR DISPLAY OF VIDEO ADS
ON THE PASSENGER MOBILE DEVICE



MSTelcom

AIRPORT WiFi SYSTEM

Cloud WiFi HotSpot system transforms an Airport WiFi network into an intelligent marketing system which enables a display of video advertisements on mobile phones, tablets or laptops of passengers.

Having seen the video advertisement, the passengers are delivered targeted video advertisements and special offers to maximize the effectiveness.

A passenger can give consent to receive intermittently emails containing discounts, coupons and the offers of your partners for advertising purposes.

The system gathers data and surveys with feedback on passenger satisfaction, complaints and comments that may be answered personally.





HOW DOES THE SYSTEM WORK?

Airport WiFi is a marketing channel which can be used to display video ads.

A passenger needs to watch a video ad on his/her device to get WiFi access.

In order to display the most appropriate video advertisement, the system can be adjusted so that a passenger logs in via his/her social network account or creates a personal account, whereas the available information on sex, date of birth have been taken into consideration.

Having seen the video advertisement, a passenger is offered to connect to the Internet and visit the web page with a special offer.

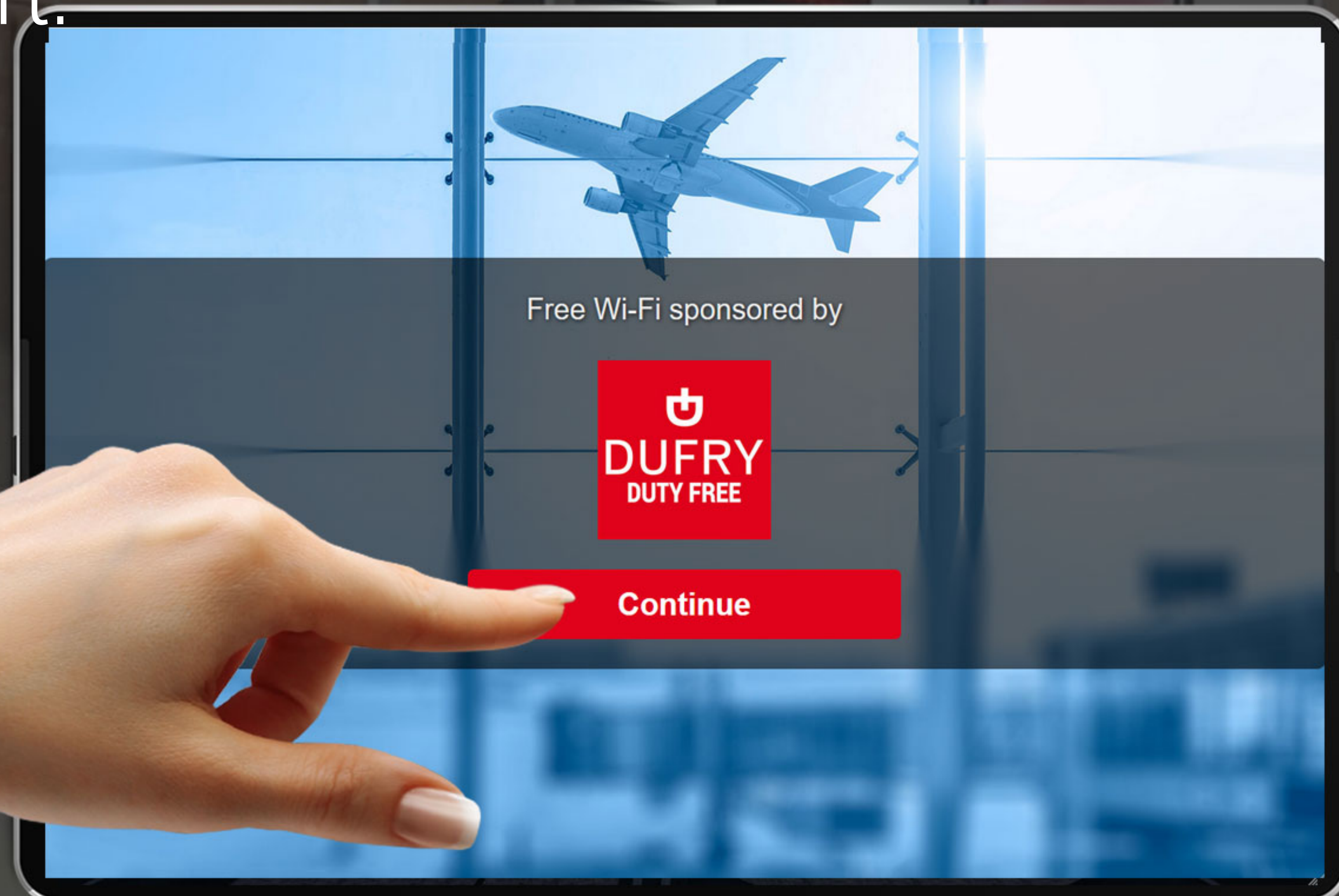
Thus you boost passenger engagement to maximize the effectiveness (of advertising).

WiFi MARKETING

Wifi is an excellent marketing channel since it enables a display of video advertisements before a passenger gets the access to the Internet.

Cloud WiFi HotSpot system enables you to set one or multiple video advertisements that will rotate each time a passenger connects to the Internet. Having watched a video advertisement, a passenger will be offered to connect to the Internet and visit the web page with a special offer.

Video advertisements can be created for individual products, brands or current sales promotions, implying discounts, coupons etc. which can be used immediately at the airport.



ARRIVALS AND DEPARTURES

The quality of the Internet needs to be excellent and available throughout an airport. WiFi access points in the Arrivals and Departures sections can be clustered into separate units to deliver different advertisements and data to passengers.

The passengers in the Departures section can be granted free WiFi of lower speed with a video advertisement and optionally faster WiFi, which can be paid by card or PayPal.

The passengers in the Arrivals section can be delivered a video ad and a coupon that needs to be used immediately in a shop. The passengers of the VIP lounge can be offered the highest Internet speed (rates).

The combinations of advertisements, Internet speed rates, payments, surveys, and coupons can vary according to current/ongoing campaigns.

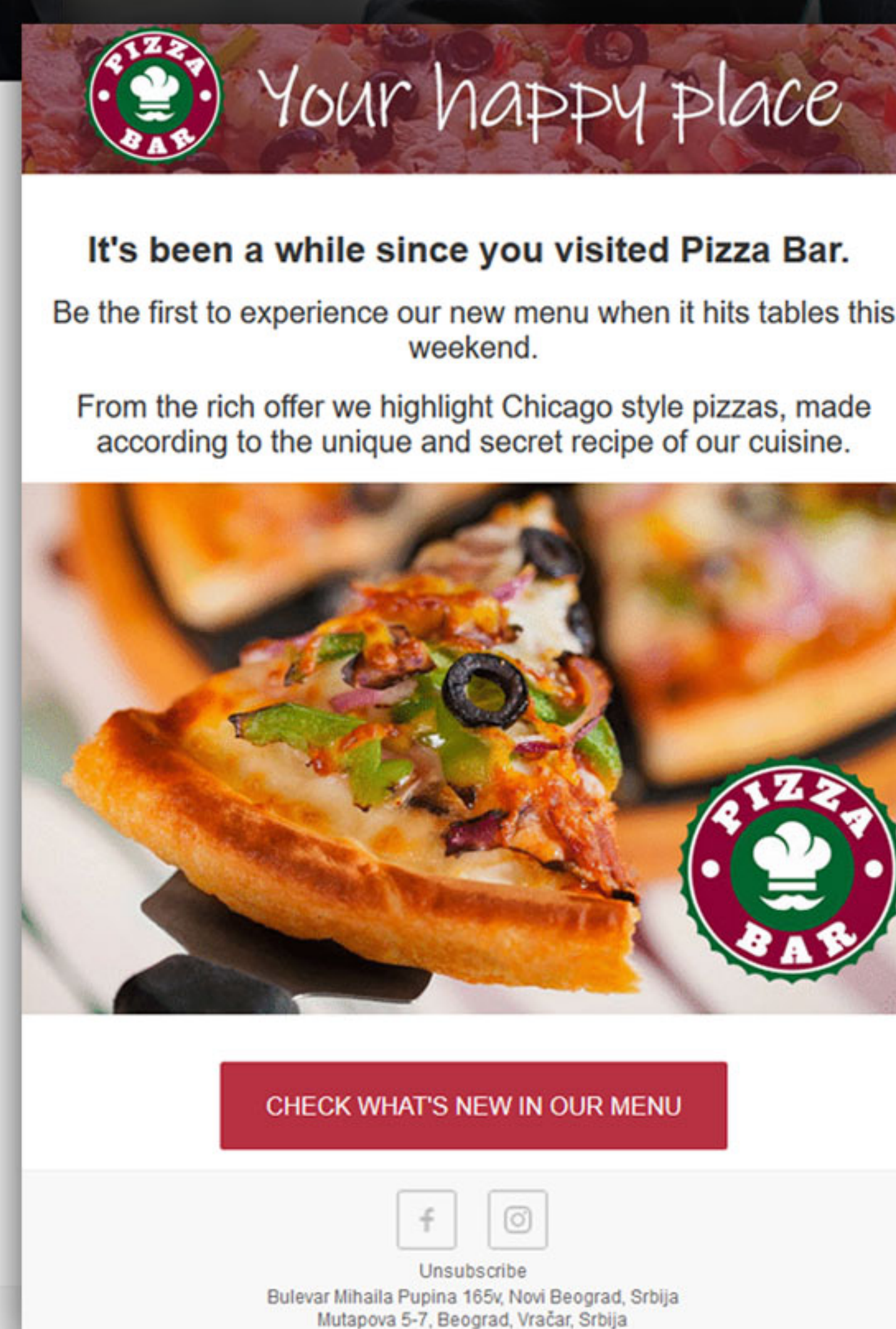
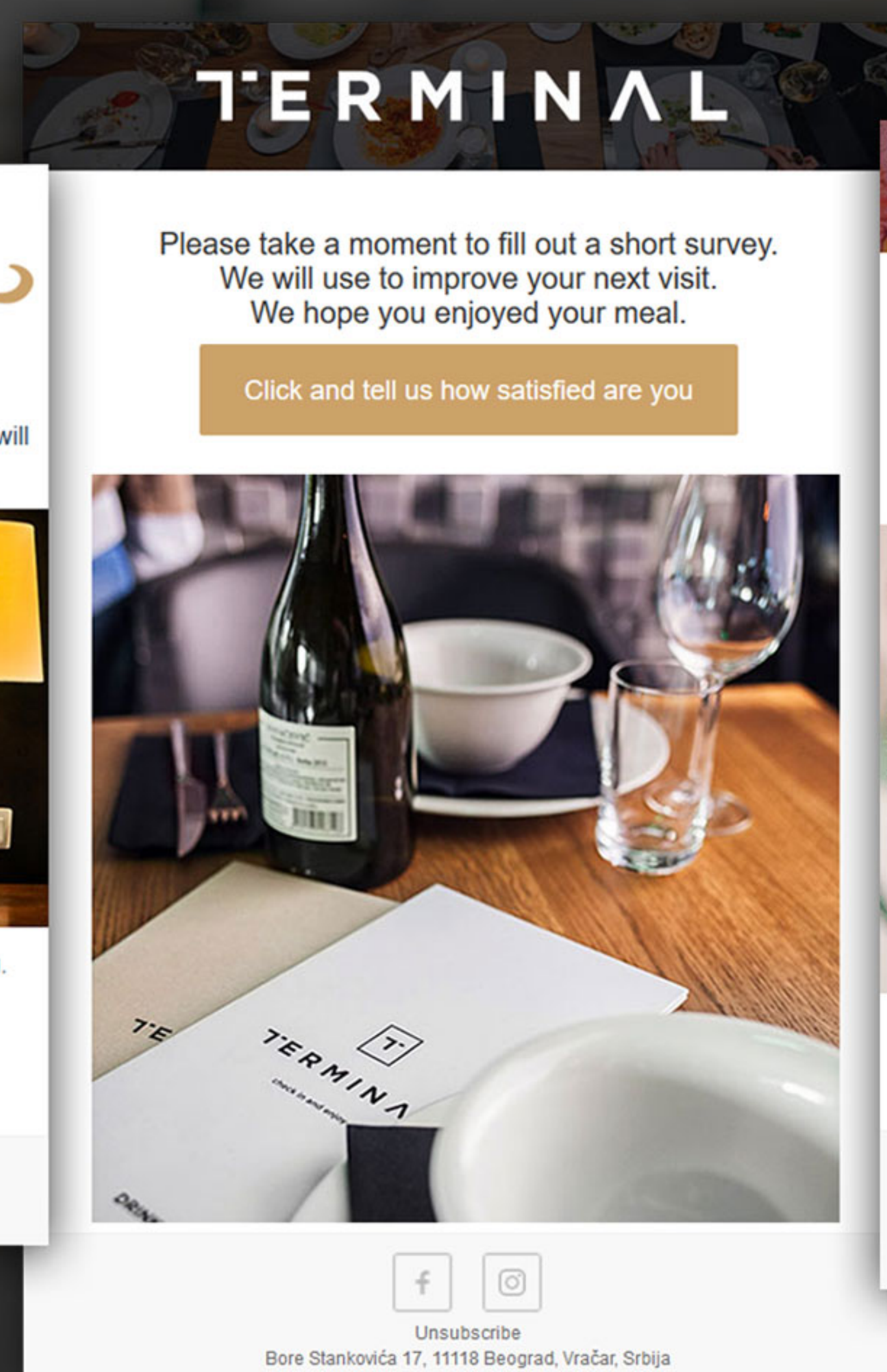
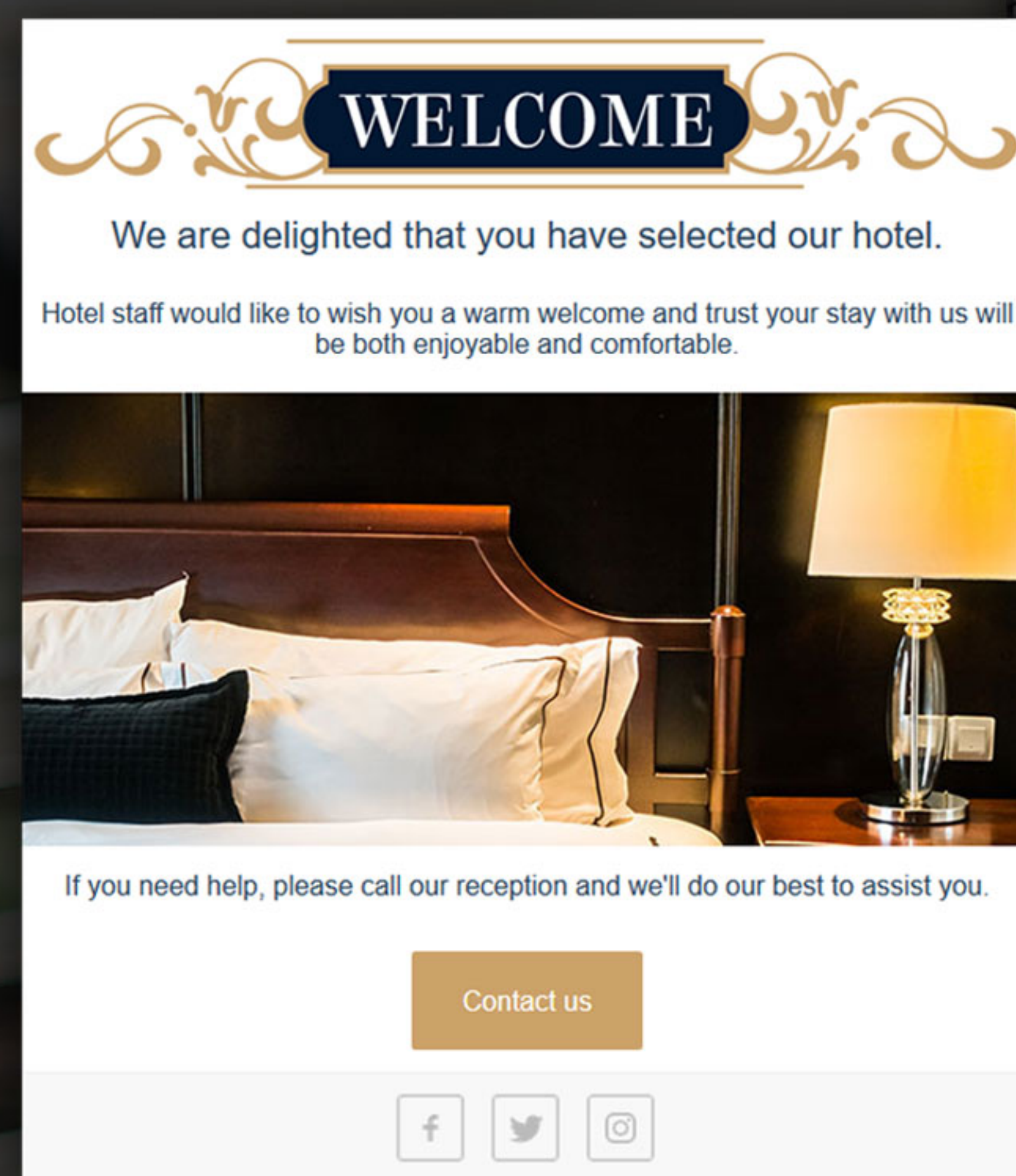


EMAIL MARKETING

Email marketing campaigns enable you to send information and promotional emails to passengers.

Campaigns can be sent when necessary, if you want to inform your passengers about the novelties, or automatically according to a pre-defined schedule, like initial connection, inactivity etc.

The integrated editor, which enables the insertion of images, texts, links and other features, helps you prepare the emails. Campaigns can be sent to your targeted guests/passengers immediately or at a specified delivery time.





WiFi SURVEYS

Airport WiFi network is a perfect channel to gather the opinions of passengers, that can be therefore used for marketing purposes and to improve the quality of your service.

Resolve complaints about other passengers or the staff which you would not have been informed about otherwise. Surveys can be displayed on the initial login page, or sent in an email after a defined time interval.

All the data are available immediately and grouped into legible reports.



SOCIAL WiFi

Social login is a preferred WiFi access method for most users since it enables them to log in to the network in just a few clicks without entering any (personal) data.

Social WiFi allows you to offer free WiFi to passengers and to gather customers' contact details that you can consequently use for marketing purposes.

As soon as the customer logs in to the system, on a social network an informative message might pop up to his/her friends and followers, which enables you to expand your (potential) customer base..



INTERNET CONTROL

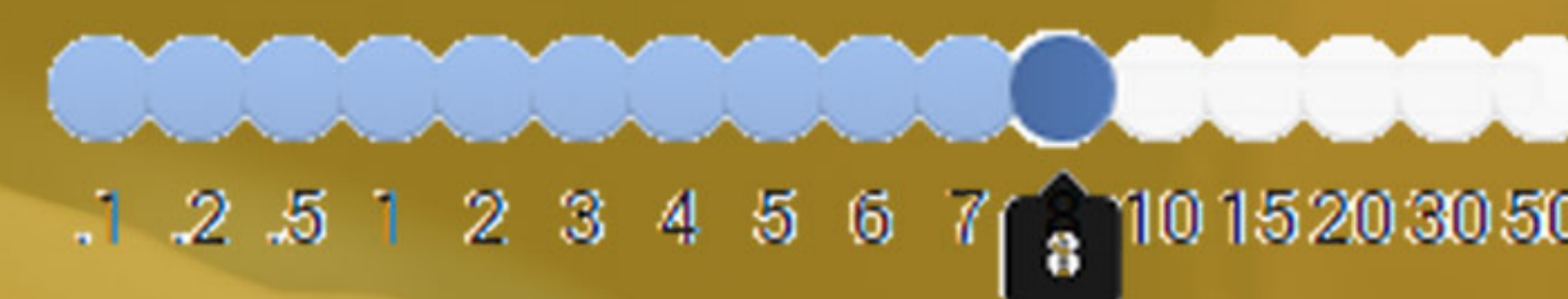
Cloud WiFi HotSpot system precisely controls the Internet access speed, data transfer and a number of devices which a guest can connect to WiFi.

Since there is a greater demand for streaming services, airports cater to their guests by limiting the access speed so that each and every guest could be granted excellent WiFi.

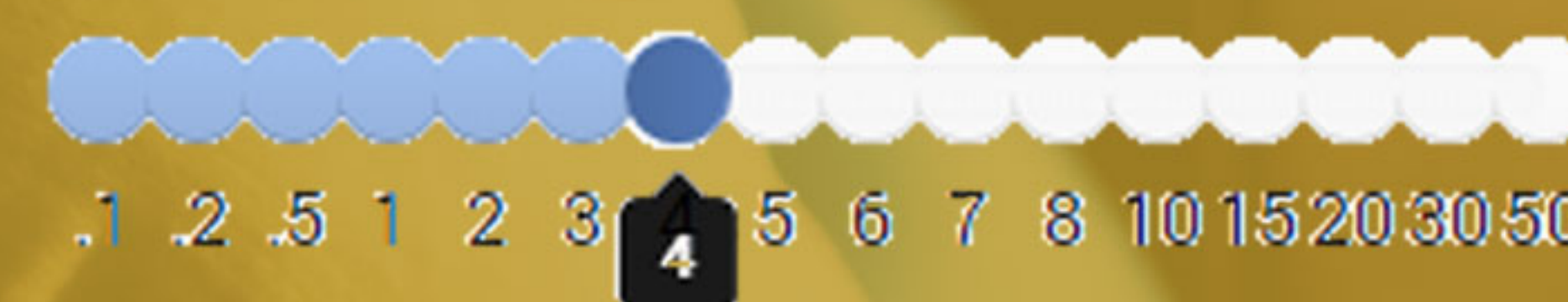
The passengers is allowed to use multiple devices (1, 3 or more) per account, and for each device there is a customer device usage statistics.

When a guest connects to an access point, he will be logged in automatically.

Download Mbps



Upload Mbps



☐ Unlimited bandwidth

Quota

Units

2

GB

☒ Autologin device

☒ Multi device

4

Devices

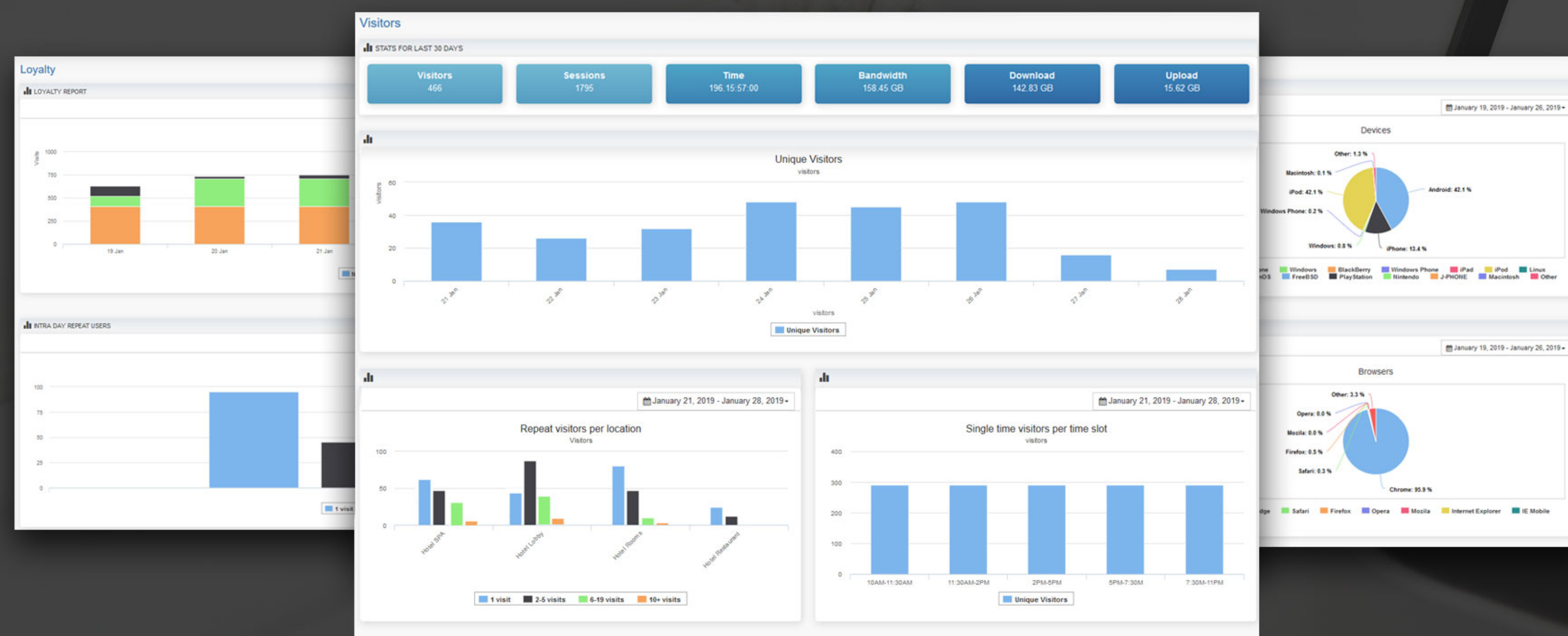
☒ Unlimited time

STATISTICS

Ranking from basic data to advanced analytics, Cloud WiFi HotSpot system offers a thorough insight into visitors behaviour.

Get to know your visitors, find out what their habits are and prepare effective marketing campaigns. Track Internet usage, set the limits to Internet plans, or set specific limits to individual users.

Visitors statistics have been divided into multiple reports which include loyalty, top users, time intervals, sex, age, and other demographic data.

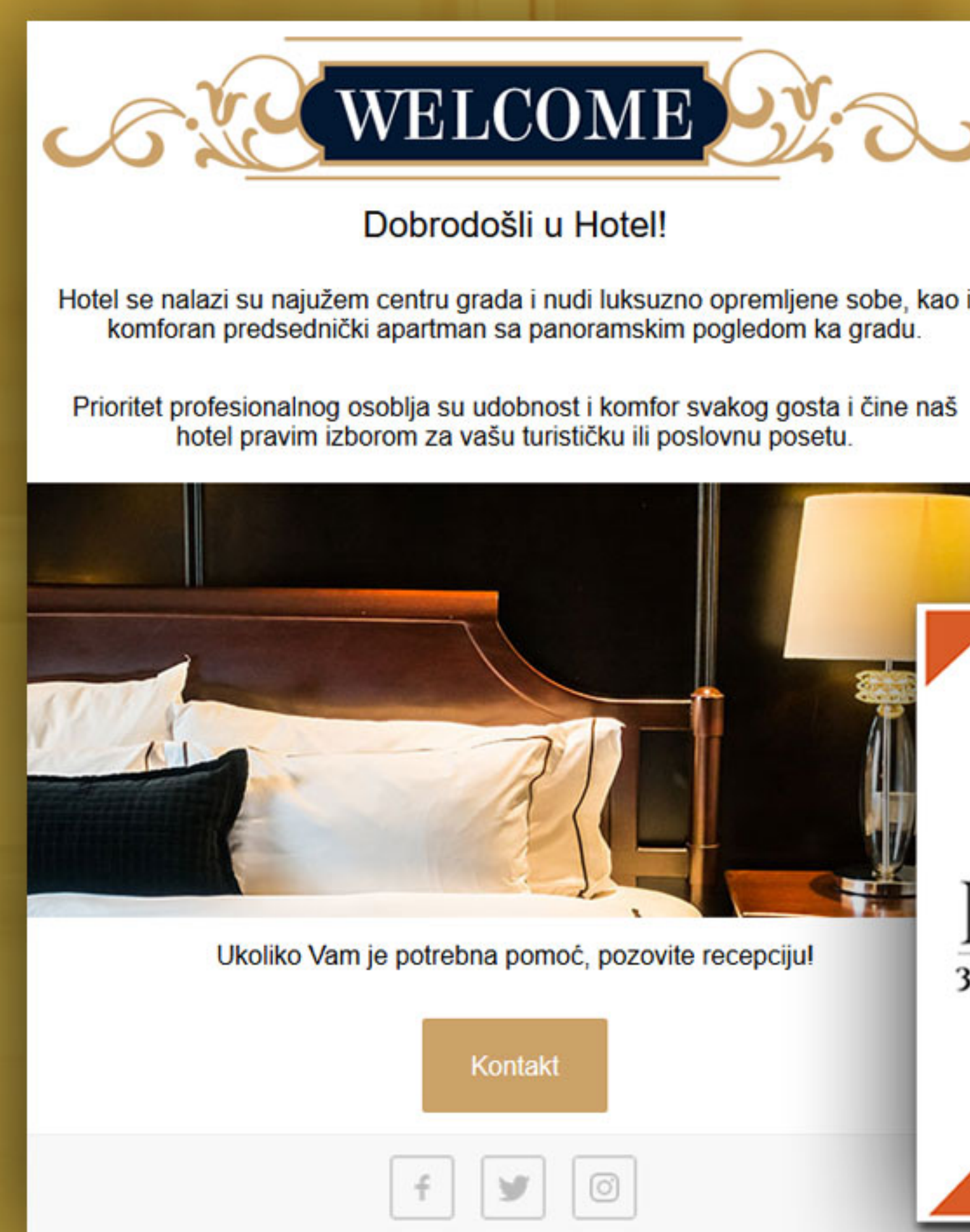


AUTOMATION

When a passenger connects to WiFi network for the first time and enters personal data, he will receive a welcome email with a welcome message and a coupon that can be used at the airport, in a shop, or in another store.

After a couple of hours, the system can send a short customer survey with a question of whether the passenger is satisfied with the assessment of the previous experience, in order to react to any complaints. WiFi system can be integrated with other CRM systems, as well as other services for passenger tracking and data analysis.

All the steps have been automated, time intervals are adjustable, and they do not require any additional effort.



CLOUD SYSTEM

Cloud WiFi HotSpot is a system of great possibilities which connects various devices into an intelligent WiFi network. The system works on fast Microsoft Azure servers with high availability.

It provides centralized device management, WiFi network control, access methods settings, guest accounts updates, extraordinary analytics and reports, easy network expansion.

Cloud WiFi HotSpot system supports WiFi devices of the leading network brands: Cisco, Ruckus, Ubiquiti, Tp-Link, Mikrotik, Cradlepoint, D-Link, Asus, Meraki, Icomera, Open-Mesh, etc.

MikroTik


CISCO™

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