



## Monetise through Free Guest Wi-Fi Service

**Offer Free Wi-Fi**  
as convenience to customers

**Push Advertisement**  
over Wi-Fi to promote your offers

**Share Ads Revenue**  
with external advertising agency

**Maximise Your Branding**  
with customisable landing page

**Collect Customer Data \***  
for analytics and marketing campaigns

### CASE STUDY

Brains Pubs Video

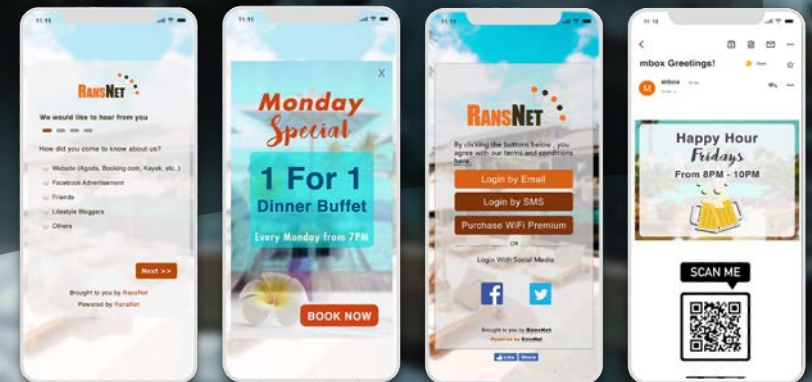
<https://www.youtube.com/watch?v=u0qwa2r4M78>

Bus WiFi Video

<https://www.youtube.com/watch?v=b8QljXKKv6s>

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## Get The Most Out Of FREE Wi-Fi

### **Attract** more customers using free Wi-Fi

- Reduce perceived waiting time (during long queues or while waiting for turns)
- Increase dwell time so they can consume more items
- 57.3% shoppers are using wi-fi to find product or food reviews

### **Monetize** Wi-Fi, advertise at fingertips

- Pop-up landing page ads before sign
- Customizable login portal for in-store branding
- Collect customer contacts and analyze customer profiles upon sign
- Targeted online campaigns at fingertips
- Potential revenue share from external ads



# Wi-Fi Monetization – Get the most out of Wi-Fi

**1**  
SSID Naming Rights

**2**  
Pre-login Survey

**3**  
Pre-login Push Ad (Image/ Video Banner)

**4**  
Splash Portal Branding

**5**  
URL Redirection based on Login Profile

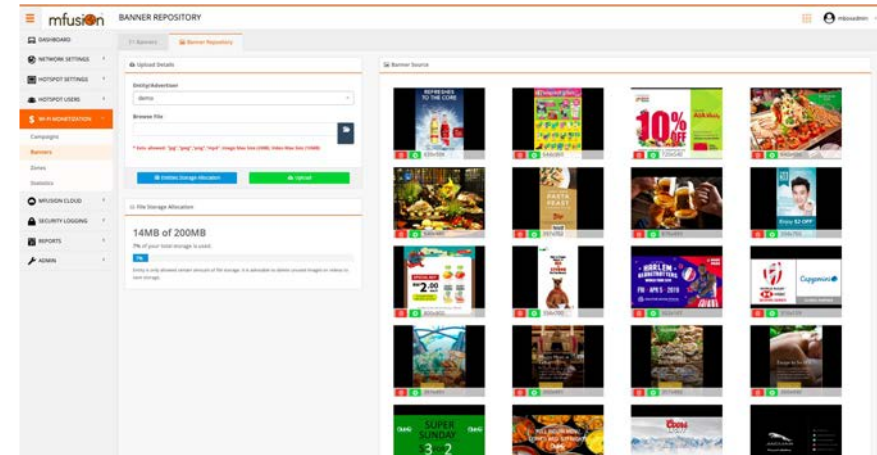
**6**  
Online /Offline Email & SMS Engagement

**7**  
Push Ads



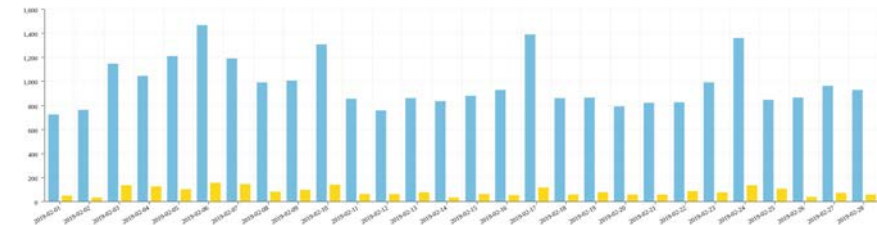
# Stream Ads before Landing Page

- Login-page Ads
- In-session Ads



## Centrally Manage Your Campaigns

- create and schedule campaigns
- upload ads banner contents
- push campaigns to target zones
- report impression counts and click-thru

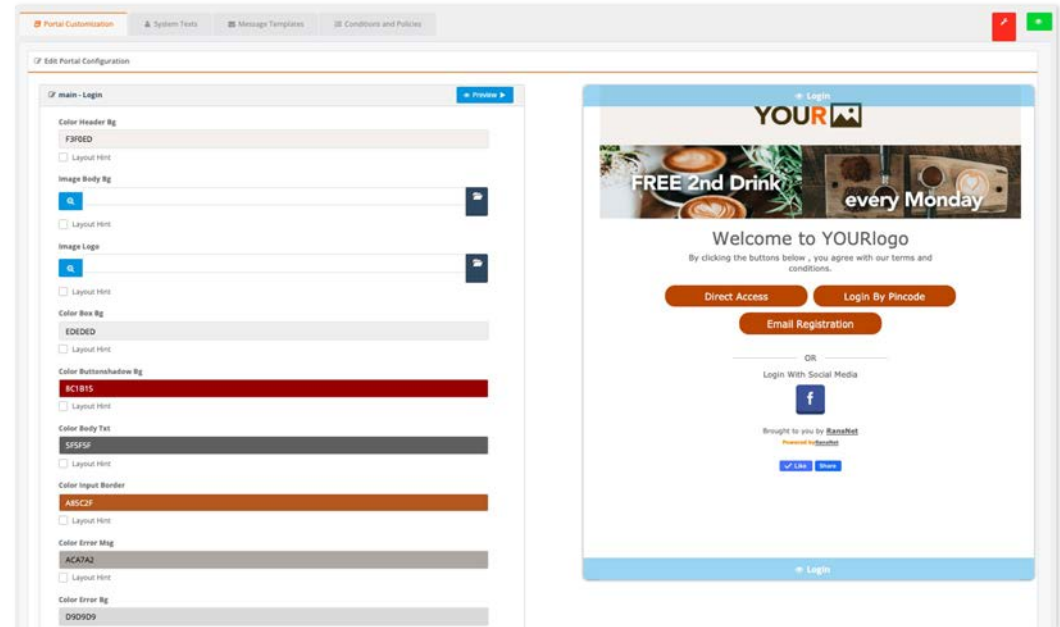
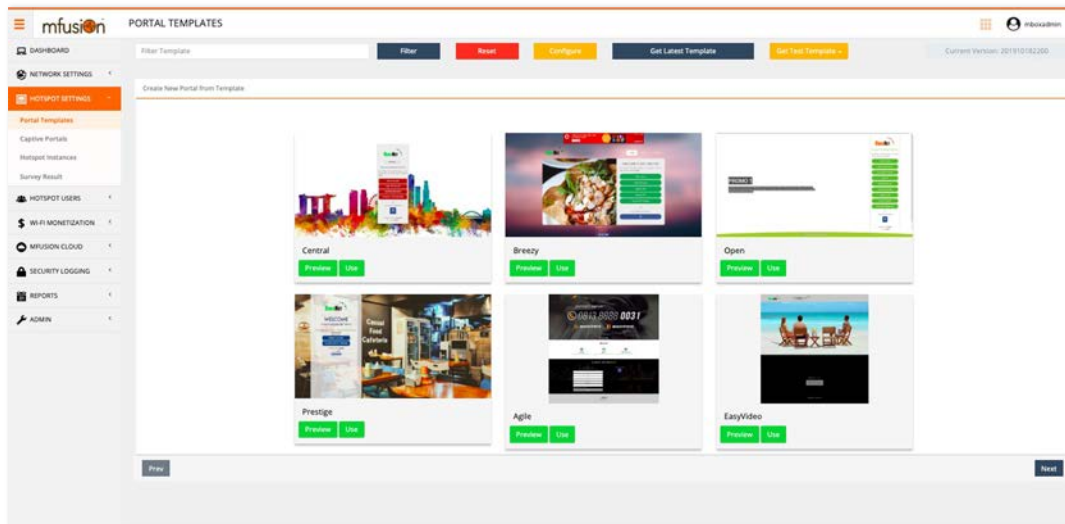




# Customizable Branding Portals

## Customise captive portals via CMS templates

- Built-in design templates for various use cases
- Web-based CMS for easy customization
  - ∞ Customize sign-in options
  - ∞ Customize look-and-feel (images, text, color, etc)





# Monetize FREE Wi-Fi

## Easy Sign-in. Collect User Contacts and Profiles

### Social media sign-in or self-registration

- Easy sign-in using social media accounts
- Customizable self-registration templates
- Possible user contacts/profiles to capture
  - name
  - email
  - mobile
  - gender
  - language
  - timezone/country
  - age group
  - Interests group

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SINGAPORE EXPO max:tria

Name :  First Name  Last Name

Email :

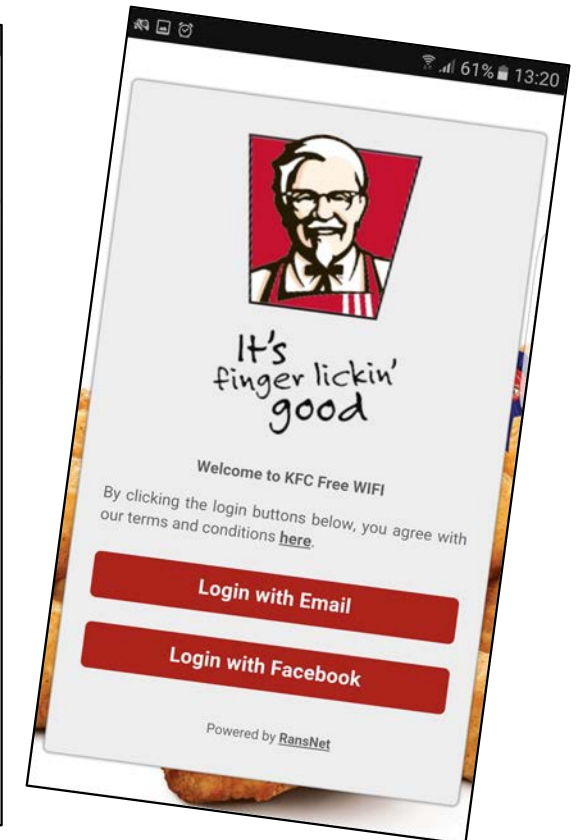
Country Code :  65

Mobile :  123456789

I agree with the following [PDPA Policy](#)

I accept the following [Terms & Conditions](#)

To ensure reasonable WiFi experience and fair use by all users, there is a 60 mins usage limit on the complimentary WiFi upon registration for each user. Users will need to re-subscribe (free of charge) to the service after the usage limit. Users will also be disconnected from the service if there is a prolonged idle time of 15 minutes



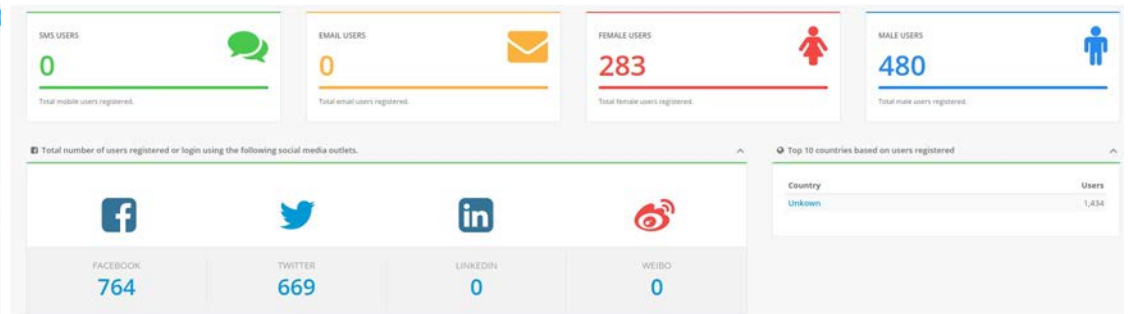
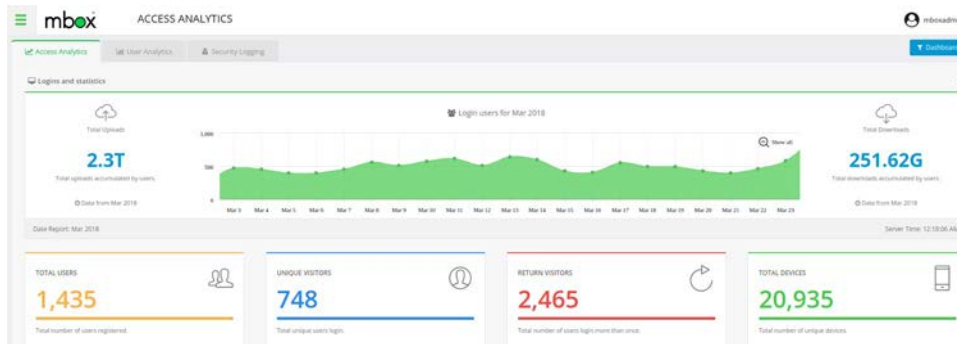


# Monetize FREE Wi-Fi

## User Data Analytics

### Understand your users

- No. of unique customers per month/year
- No. of repeat customers per month/year
- Average dwell time per visit per user
- Top 10/20/30/50/100 active customers





## What's the Advantages of using RansNet?

1. **Cloud management**, start guest WiFi services right out of the box.
1. **Easy sign-in** with various social media and API integrations.
1. Web-based CMS for easy **branding** customization.
1. Targeted campaigns to **advertise** over free Wi-Fi.
1. Integrated **SD-WAN** solution for secure business connectivity
1. Turn your infra from cost center into **revenue generating** platform.



# Thank You!

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