



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



BUS WiFi SYSTEM

Bus WiFi system transforms an BUS 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?

BUS 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.

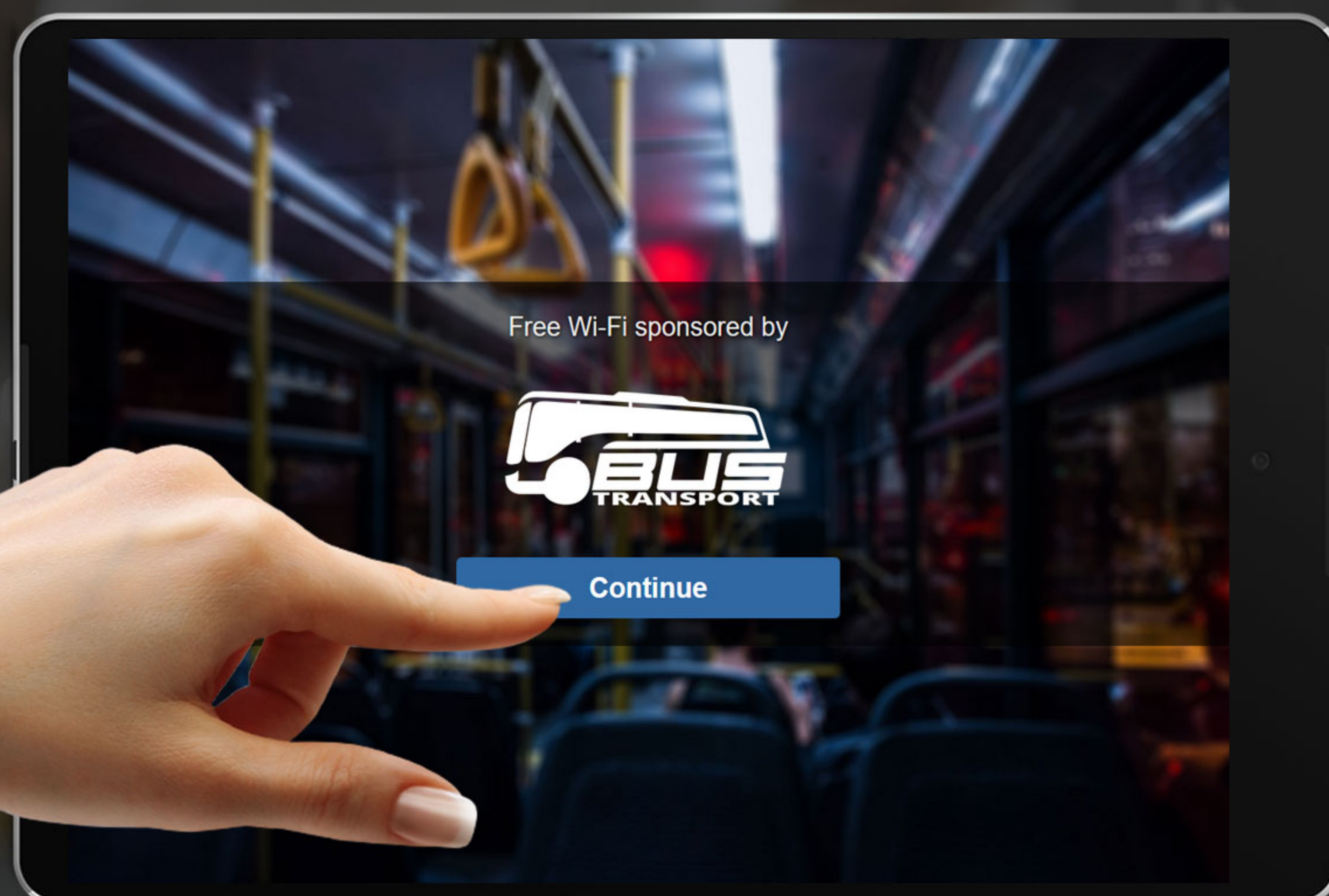
In order to display the most appropriate video advertisement, the system can be adjusted so that a passenger logs in via his/her social network account or creates a personal account, whereas the available information on sex, date of birth have been taken into consideration. Having seen the video advertisement,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

In branded buses, the system can display one or more advertisements exclusively for a particular brand. The digital advertisement thus completes a visual campaign throughout the bus.

In non-branded buses, the system will display ads set for that bus or a specific group of buses. Certain bus lines can display one, and the other lines the second group of ads that will rotate each time a user connects. For each advertising campaign, you get statistics of impressions, clicks, how successful they are, with a PDF report for the brand (s) being advertised...



WiFi LOCATIONS

The Internet needs to be available and of excellent quality in all buses. All WiFi access points may be clustered into locations with a common start page and limits.

Passengers on one bus line can login via the account and get a higher speed of access. On the second bus line, passengers can log in via the social network and get a lower access speed and limited usage time. This way you will get contacts for marketing campaigns.

Gather customer data on one location, make charges for fast Internet access on the other location, or display video advertisements to grant the Internet access on the third WiFi location.

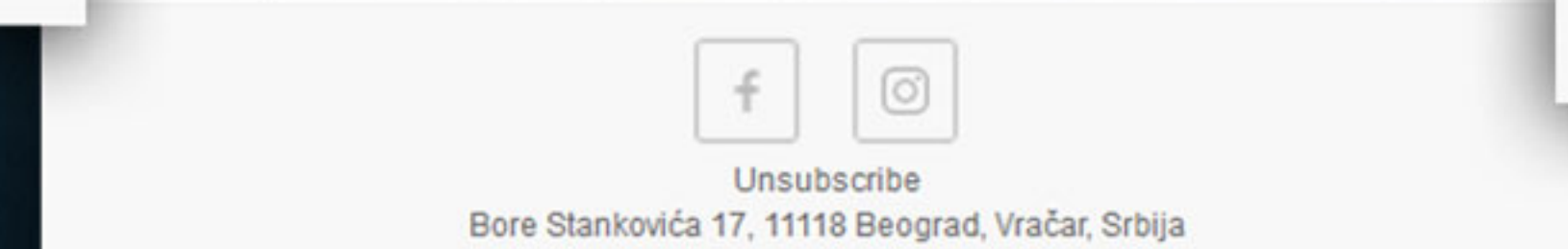
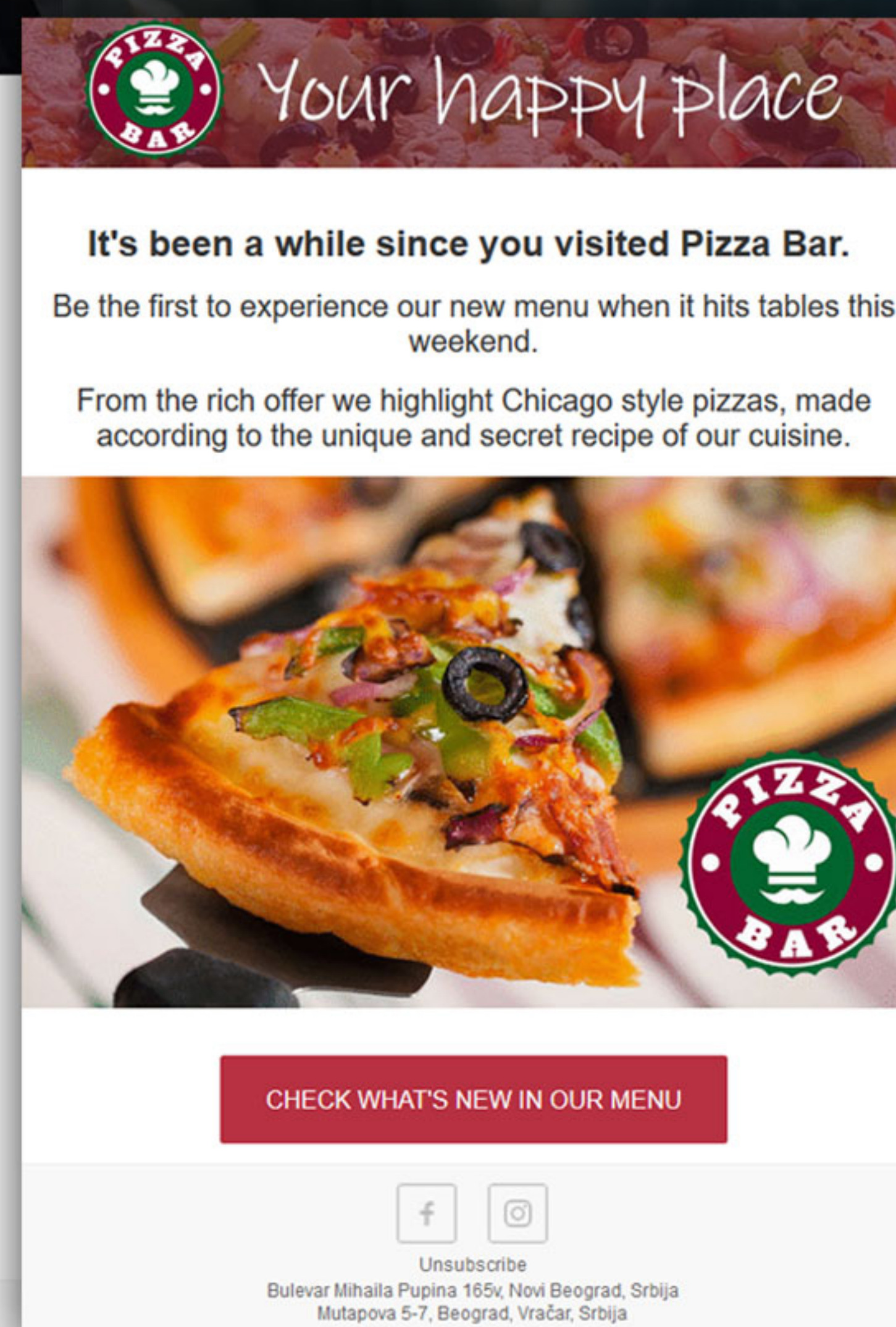
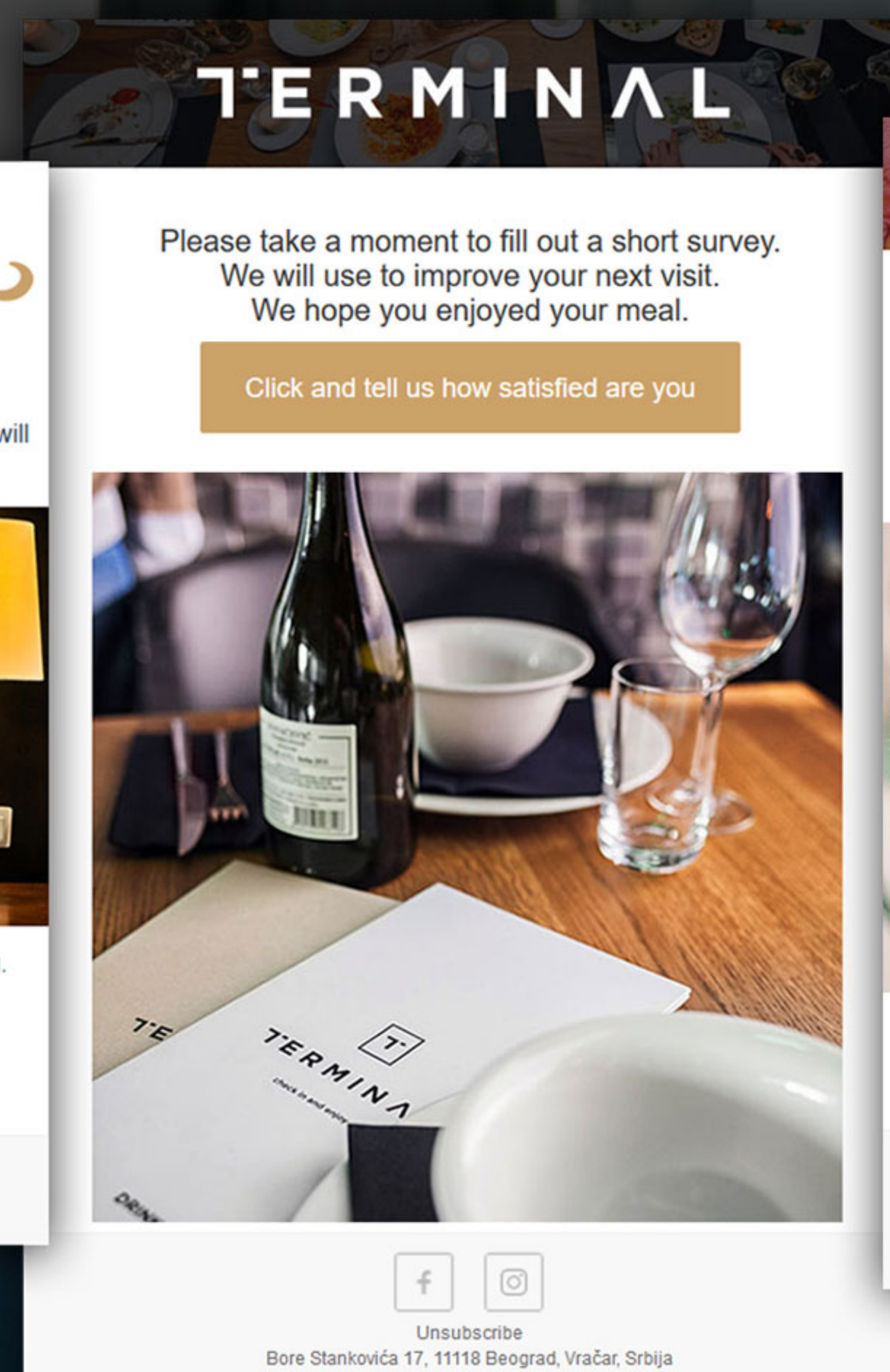
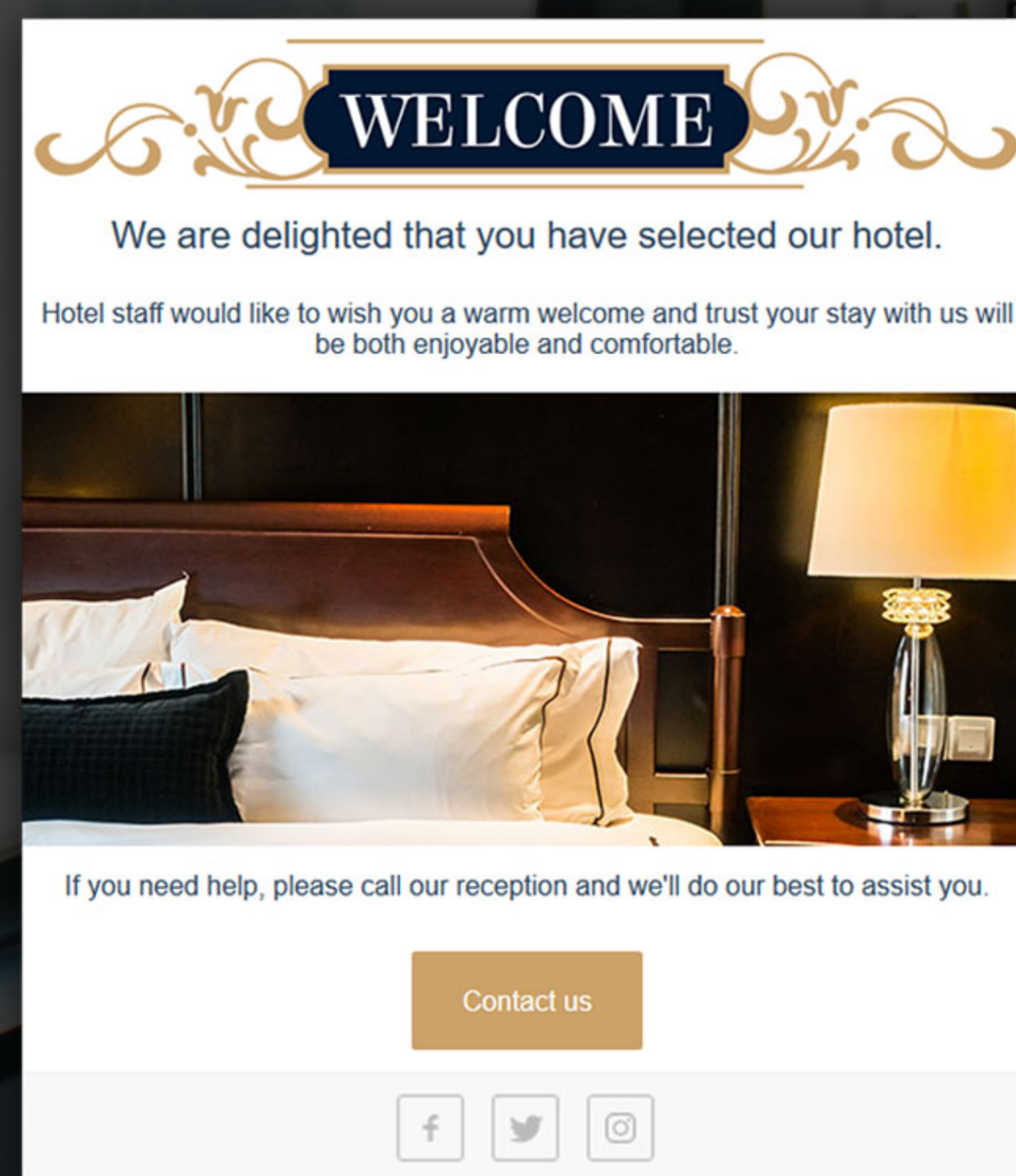


EMAIL MARKETING

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

Your WiFi network is a perfect channel to gather the opinions of your guests.

Gather valuable information about your guests, which can be used for marketing purposes and to improve the quality of your services.

Resolve complaints about your services 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 instantly available being gathered into legible analytics, without any paperwork.



SOCIAL WiFi

Social Login is a favourite WiFi access method for most customers since it enables them to log in to the Internet in just a few clicks, without any personal data required/ without entering any data.

Social WiFi is a powerful tool by means of which you can offer free WiFi to your guests, and gather customers personal data that you can later use for marketing purposes.

When a guest logs in to the system, there might be a message made public to your friends and followers on a social network, thus enabling you to reach new potential customers.



INTERNET CONTROL

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

Since streaming services, like YouTube becoming more popular, it is very important to limit access speeds, so your customers could get great WiFi

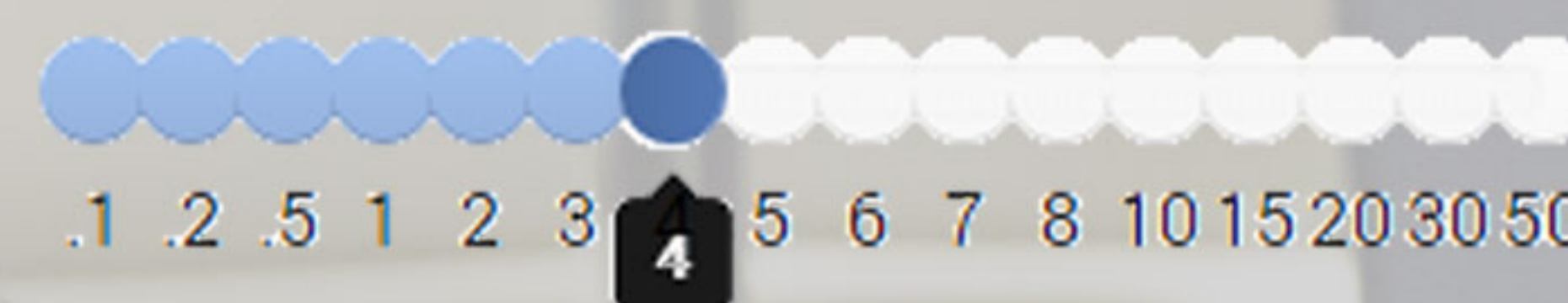
The passengers is allowed to use multiple devices (1, 3 or more) per account, and for each device there is a customer device usage statistics.

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

Download Mbps



Upload Mbps



☐ Unlimited bandwidth

Quota

2

Units

GB

☒ Autologin device

☒ Multi device

4 Devices

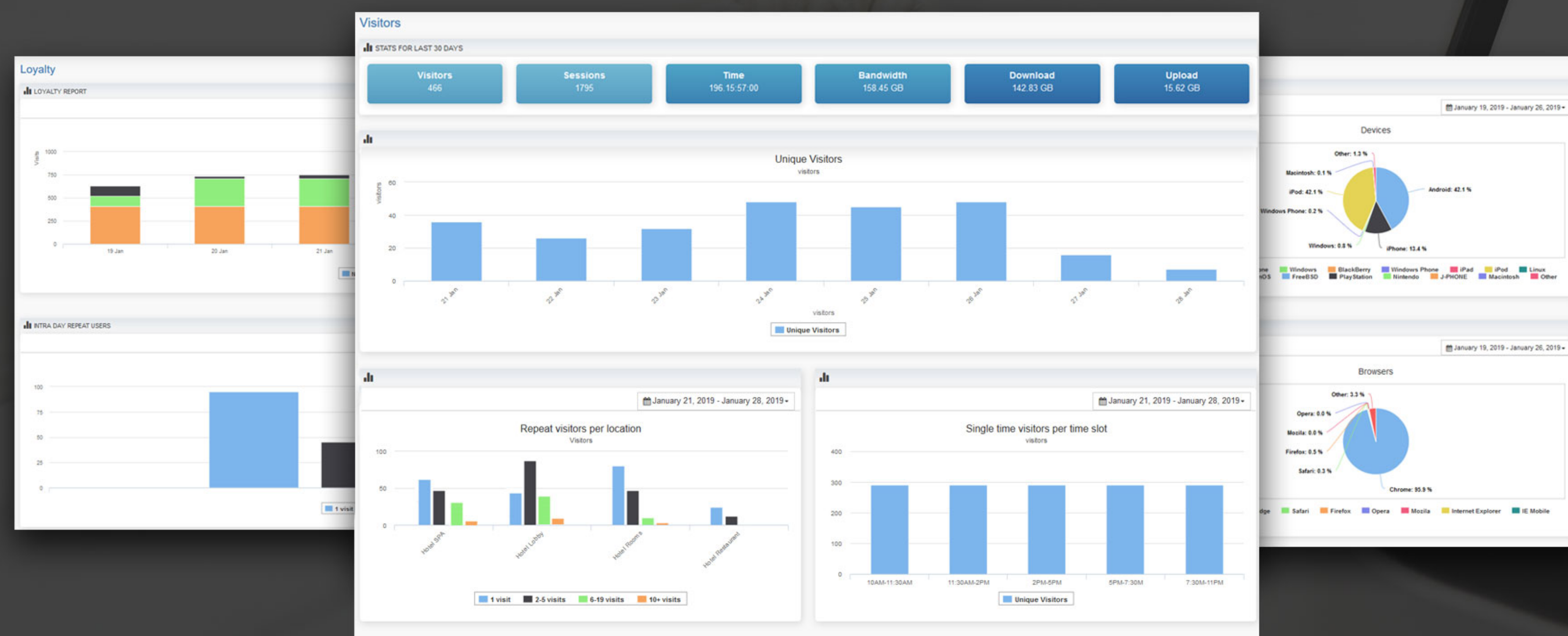
☒ Unlimited time

STATISTICS

Ranking from basic data to advanced analytics, Bus WiFi 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.



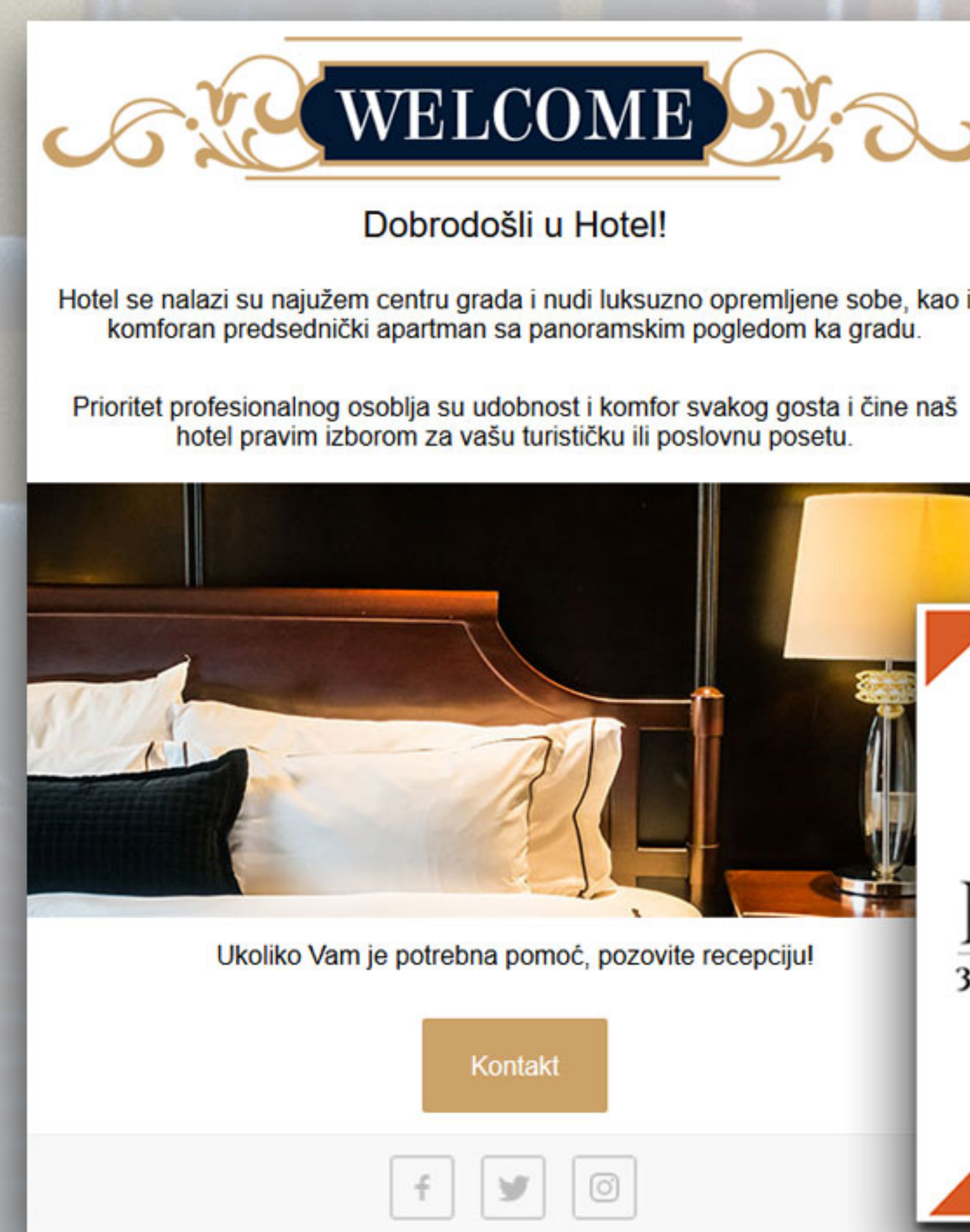
AUTOMATION

When a passenger connects to WiFi network for the first time and enters personal data, he will receive a welcome email

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 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

Bus WiFi system is a cloud 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, hotel WiFi network control, access methods settings, guest accounts updates, extraordinary analytics and reports, easy network expansion.

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

MikroTik


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 UBIQUITI
NETWORKS



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wifi@doamoto.com

+254730911777

www.doamoto.com