

Cambium Networks & MobiMESH inPiazza

A.I.-Based Location Services and Proximity Marketing To Drive the Customer Journey

Driving a Customer Journey requires the capability of acting on all of the phases of the relationship with a Customer, in and out of a physical venue. Customers and prospects need to be tracked, notified of business opportunities, followed in their path to purchase, and cared after the purchase.

The inPiazza platform provides the tools of the trade to both analyze customer's behavior and engage end users, to build up the relationship. By leveraging on Cambium Networks WiFi, Video sensors, BLE beacons and many other data sources inPiazza analyses user's flows and behaviours, provides targeted advertising and coupons, sends PUSH notifications and engages the user, feeding a CRM and creating value for the end user and for the venue owner.

In this scenario WiFi stands as one of the primary interaction tools, allowing to create a relationship with a Customer and to gather the necessary consents for GDPR conformity. For this reason the WiFi network shall ensure top performance, so that Customers keep exploiting it, maintaining an active relationship.

The combination of Cambium Networks Wi-Fi 5 and Wi-Fi 6 Access Points and the inPiazza A.I. and Proximity Marketing tools are an essential brick to any Omnichannel Strategy that wants to drive the Customer Journey in a joint digital and physical world.

KEY FEATURES OF OUR SOLUTION

- WiFi Engagement platform, with a powerful captive portal to grant a frictionless user experience.
- Flexible return management policies, to grant automatic onboarding that overcomes the MAC randomization issues.
- Targeted, location-based advertising platform, to deliver focused advertisement campaigns.
- Geo-fenced and BLE-driven PUSH notification platform, to bring interaction out of the physical venue.
- A.I.-driven data analytics, fed with WiFi, video, demographic and many other data, to extract value from the whole customer base
- Cloud platform, one-touch activation
- GDPR and CCPA compliant



HOW IT WORKS

MobiMESH inPiazza is a modular platform that fits the needs of any venue owner that needs to drive his Customer Journey. inPiazza leverages on several sensors, from Cambium Network APs to Video Sensors and People Counter, BLE etc, but it can also analyze data coming from different sources such as CRMs, cashiers, RTLS location systems, cellular networks etc, to provide the most targeted experience on the market.

WiFi Engagement

The WiFi Engagement features a top performance Captive Portal that allows users to register to the WiFi network in few, easy steps and with several authentication methods, including mobile App integration. The module also features a powerful Advertising campaign management tool, that allows the creation of targeted ADV campaigns with measurable results, and a Social Marketing tool that allows Social interaction within the Captive Portal journey.

Proximity Marketing

The Proximity Marketing module is meant to bring the interaction out of the venue. Thanks to the Wallet Passes technology, users can get geo-fenced PUSH notifications, BLE beacon-triggered proximity notifications, direct messages and much more. Passes can be provided via QR Code, email, WiFi Advertising, e-commerce etc., allowing the creation of multiple touch points to stimulate user interaction.

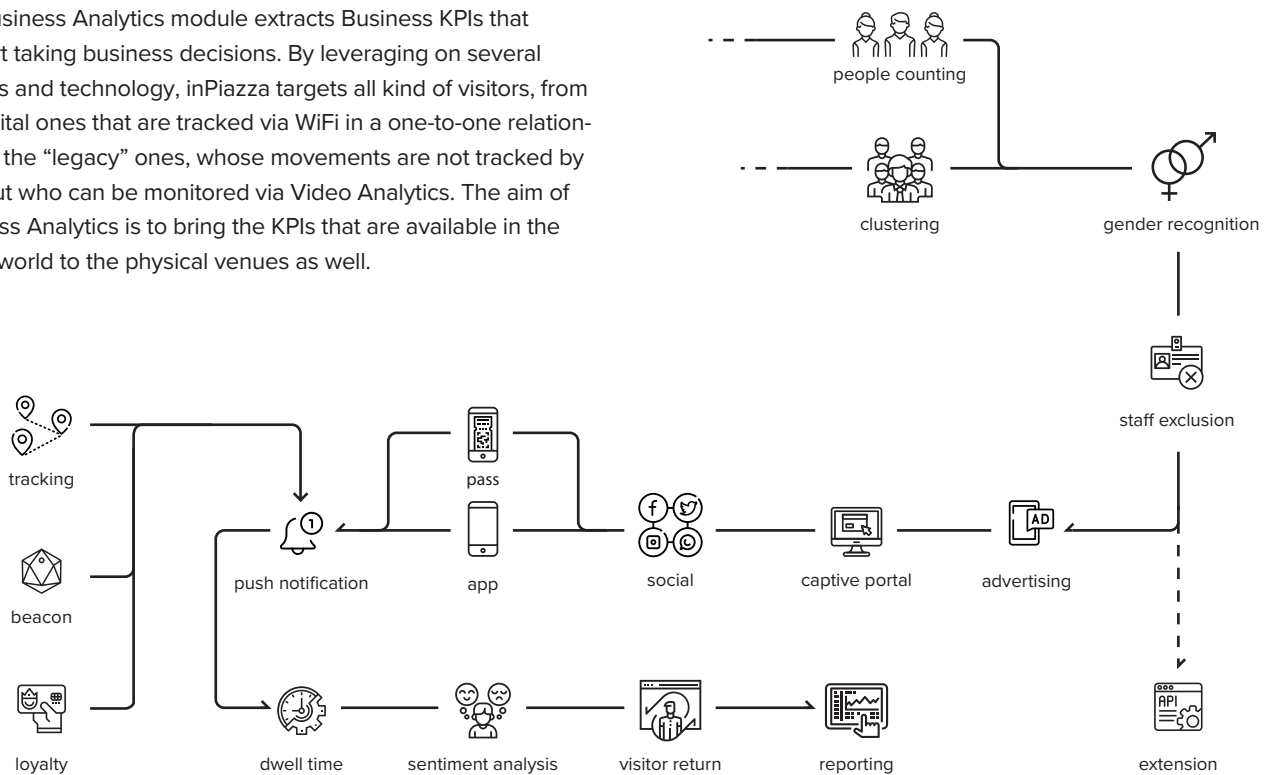
Location & Business Analytics

The Business Analytics module extracts Business KPIs that support taking business decisions. By leveraging on several sensors and technology, inPiazza targets all kind of visitors, from the digital ones that are tracked via WiFi in a one-to-one relationship to the “legacy” ones, whose movements are not tracked by WiFi but who can be monitored via Video Analytics. The aim of Business Analytics is to bring the KPIs that are available in the digital world to the physical venues as well.

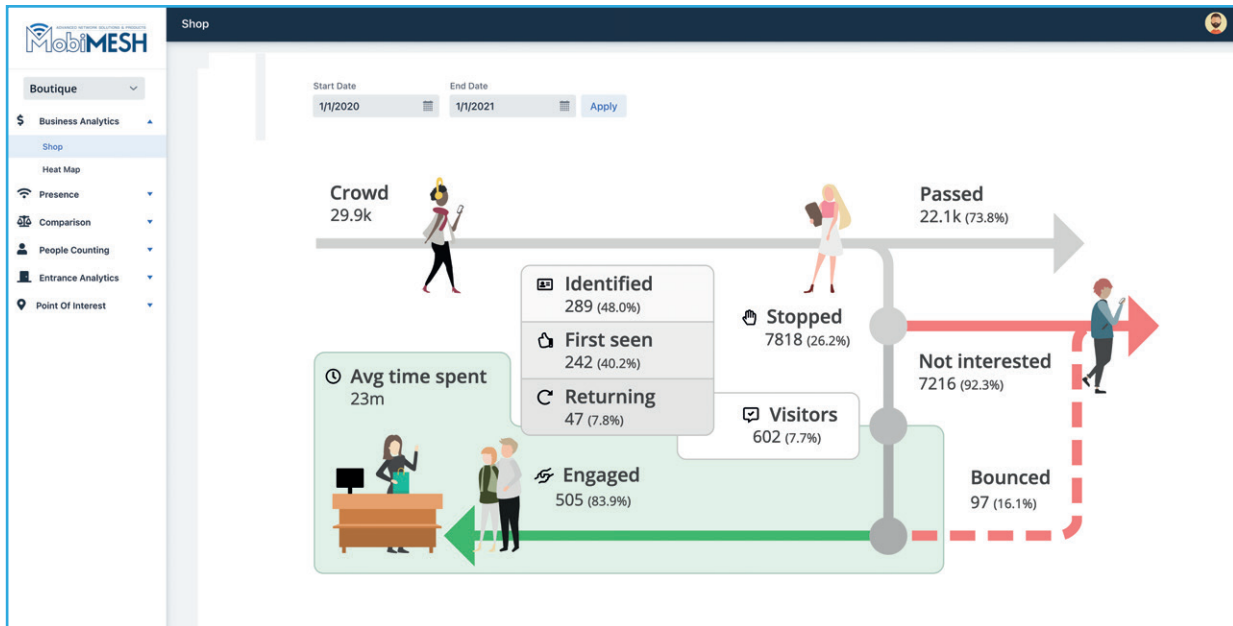
APPLICATIONS

MobiMESH inPiazza can be successfully applied to a vast variety of vertical markets:

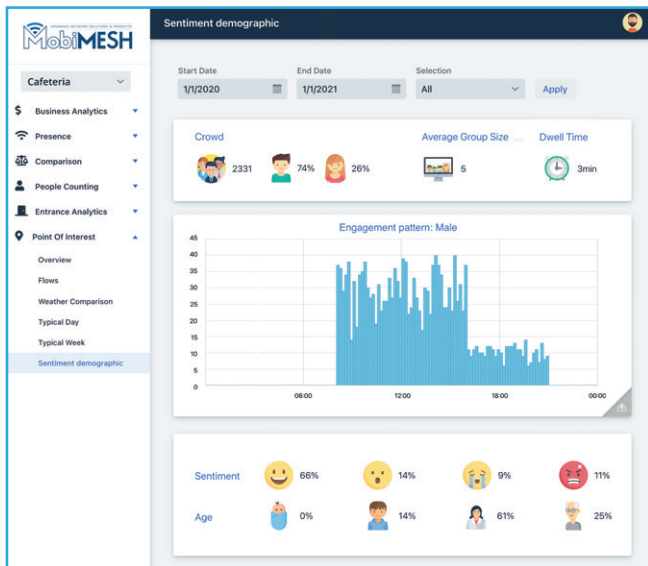
- **Retail:** retailers can exploit the Proximity Marketing tools power up their loyalty programs with innovative elements, and the Business Analytics to keep track of the chain performance
- **Malls:** build up on the mall customer fidelity thanks to Proximity Marketing programs and targeted PUSH notifications, and extract footfall and visitor data to optimize the relationship with the inside shops
- **Transportation:** Airport, Stations and Harbors are very similar to Malls in their needs of customer engagement and relationship; also busses, ships and any transportation mean can build a loyalty program with its customers
- **Public Administration and Education:** public areas and campuses can heavily benefit from inPiazza’s capabilities of building a CRM and of effectively interact with end users, monitoring their behavior and focusing their attention (for example for tourism)
- **Hotels and Restaurants:** hospitality has a deep need of powerful WiFi engagement, to grant a pleasant stay to their hosts and to interact with them via Social and Reviews; inPiazza can provide a frictionless experience that will help building a strong reputation for the hospitality company



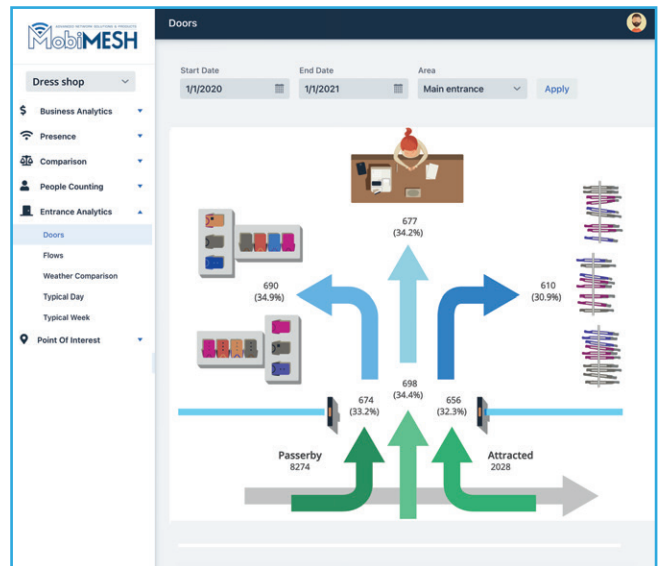
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Venue Analytics: understand the engagement path of the physical venue and visualize the funnel of the customers.



Point of Interest: Analyze the performance of a corner/window/exhibitor, verifying the "impressions" and the viewer's sentiment, age, gender etc.



Entrance Analysis: Verify the behaviour of the customers entering the venue, understanding the flows, the footfall and directions of engagement.

SUMMARY

Cambium Networks offers reliable, high-speed infrastructure. The combination with MobiMESH inPiazza platform allows venues to fully exploit their potential and to drive their customer's journey, through digital and physical touchpoints. Contact your local Distributor/Reseller to learn how Cambium Networks and MobiMESH inPiazza can deliver a full proximity engagement solution with A.I. business analytics.

To learn more about Cambium Networks Enterprise Wi-Fi and Switching solutions, please visit:

www.cambiumnetworks.com/wifi/