

What is Purple?

Purple is an intelligent platform for physical spaces. Combining social engagement, marketing tools, data interrogation and location analytics to help businesses gain digital insights into real-time data and create a highly personalised experience for customers in their venues.

WiFi

Purple's "WiFi" product is for businesses who want to monetize their guest WiFi, while at the same time better understand their customers.

WiFi seamlessly connects guests to the internet through social media login or a form.

Businesses benefit from real time analytical insights, customer demographic data, information on customers behaviour within the venue, plus an array of marketing tools to send targeted customer communications.



- Personalise your WiFi login with social media
- Create templated or dynamic html branded splash pages
- Turn on/off tiered bandwidth charges for WiFi usage
- Apply content filtering
- Send real-time promotions to customers



Casinos

WiFi for Casinos

From small independents to large scale branded casinos in multiple global locations, the gambling industry has evolved into a full service customer experience, which includes fine dining, bars and entertainment beyond the slots and tables.

Although the experience has changed to be more inclusive to those who aren't necessarily there to try to win big and are more about soaking up the atmosphere, the aims of the venue are the same – to encourage repeat business and reward loyalty.

Give them a reason to return

Purple lets the casino see the rich data on its visitors, from demographics through to the areas where they spend most of their time in the casino. So, if a customer likes to eat at a particular restaurant, what better way to build the relationship and secure repeat business than to offer a great discount or free celebratory drinks?

A seamless visitor experience

A casino rolling out Purple has the tools at their disposal to provide real-time information to its guests, such as drinks promotions, opening and closing times and even where to get a taxi when they are ready to leave.

All of this provides a seamless visitor experience which doesn't end when the individual leaves, as the Purple Portal can be used to let people know about upcoming events, offers and news.

Contact us

Company Name: Avita Communications

Email: sales@avita.ie

Telephone: 091 511 411

