

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



Chain Stores

WiFi for Chain Stores

There's a challenge for chain stores to find the perfect balance between branch consistency and personalized customer service. WiFi is a solution to both of these challenges; allowing customers to get online quickly and easily regardless of the store they happen to be in, whilst facilitating marketing communications that are tailored to customer demographics, loyalty and seasonal trends.

Responsive marketing campaigns

Using our platform, campaigns can be changed according to store size and location. This can be done at Head Office or store level. If a particular store identifies a pattern of behaviour in specific areas using our location analytics, messages can be changed to reflect this.

Match your data

Our platform is essential for helping chain stores to collect and manage data, synchronizing it with existing records in CRM and email databases. This creates a real single customer view, harnessing the combined power of in-store analytics and online campaigns.

A Secure guest WiFi network

Using Purple also means that stores benefit from having a completely separate network for guests and staff. This allows staff to be notified when specific areas of the store are busy and need more attention, whilst using devices such as tablets to show products to customers and give them another way to make a purchase.

Contact us

Company Name: Avita Communications
Email: sales@avita.ie
Telephone: 091 511 411

