

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



Education

WiFi for Education

With campus buildings located across multiple sites, students and tutors want to be able to find their way around and access timetables and travel information via a mobile device.

Purple allows schools, colleges and universities to provide secure WiFi access while gathering valuable data on who is using it, how often, their age group and how they move around the establishment. The administration can also provide useful information, news and guidance. This is particularly useful during open days as the analytics can be used to engage with visitors via social media or email.

The open day experience

As visitors move around a building or network of buildings this can influence on the ground promotional activity and information through tools such as digital LEDs. It doesn't need to stop when they leave either, as the visitors can receive relevant, targeted follow up information, based on where they spend their time.

For bigger universities this might be location maps and wayfinders, so they can see where they are on a map in real-time and view updates on venue changes.

For schools and colleges it can include lecture notes, transport arrangements and even what's on the menu and how busy the school cafeteria is.

Safe and secure

Whether the WiFi service is aimed at school pupils or adults of any age it needs to be safe and secure. This is something that Purple can offer as we adhere to WiFi industry best practice and offer content filtering.

Contact us

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