

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



Event Management

WiFi for Event Management

WiFi is essential for large scale events hosted over several weeks and across multiple sites, to small conferences. It has always played a key role in delivering connectivity and multimedia services for exhibitors, delegates, supporters, speakers, the media and performers alike.

Attendees want to instantly check speaker or performance slots, view floor plans and programme guides, pre-order merchandise and organise their time visiting exhibition stands. Purple connects event management companies to their visitors with access to a plethora of information in real-time.

Engagement tools

Event questionnaires can be filled in to gauge an attendee's immediate reaction and allows for a fast response to feedback. This keeps event managers up to date, in real-time, with what attendees want.

Event management companies can gain a huge amount in return in terms of rich analytical data which can deliver reports on demographics and online behaviour.

Organisers can then promote relevant facilities, highlight charitable fundraising activity, announce subsequent events, collect data for future marketing promotions and generate data to influence future event management planning.

Getting something back

With events, there are sponsorship packages available, often including the WiFi. A sponsor could be featured as part of the user log in and WiFi landing page.

Contact us

Company Name: Avita Communications

Email: sales@avita.ie

Telephone: 091 511 411

