

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



Independent Retailers

WiFi for Independent Retailers

Independent retailers pride themselves on their personalized customer service, so it's important to maintain this when considering an in-store WiFi solution. Using Purple enhances customer service and rewards loyalty.

Cost-effective marketing campaigns

Independent retailers know that free WiFi is no longer viewed as a luxury but as a necessity by many of their customers. But traditionally it hasn't offered much benefit to the provider.

Purple gives independent retailers a way to generate a tangible return on their investment in the WiFi infrastructure and create highly targeted, cost-effective marketing campaigns.

WiFi encourages customers to spend more time in store, and make more purchases whilst they are there. Store owners can segment their customers by demographics like age and gender, or by loyalty and seasonal trends, tailoring marketing messages for maximum impact.

Social WiFi

Social media has a huge part to play in the success of independent retailers today. It helps to position original and boutique brands in front of their core customers.

Offering free WiFi in store means that your customers can easily access their social media accounts, providing an instant boost to your online profile and sharing their experience.

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