

ARUBA INSTANT ON & AISLELABS

Transform Guest Wi-Fi into a Powerful Marketing Tool

Wi-Fi hotspots are on the rise globally and are projected to grow four-fold from 2018 to 2023. Traditionally, guest Wi-Fi services have been an IT cost center. Aislelabs and Aruba have partnered to monetize Aruba Instant On guest Wi-Fi leveraging customer-related data to drive highly targeted, AI-powered marketing campaigns via e-mail, SMS, social, digital ads, and surveys.

AISLELABS CONNECT

Aislelabs Connect transforms Aruba Instant On guest Wi-Fi into a customer data acquisition and digital marketing platform to enhance revenue, loyalty, and engagement. The service offers a suite of free and premium services that can be configured and start generating results in just minutes.

UNIQUE VALUE PROPOSITION

The joint solution offers many unique added-value capabilities:

- Measures the return on investment of each campaign by linking on-line and off-line sales to specific marketing programs;
- Support for custom integration with CRMs (Salesforce, Oracle, and others) and third-party business applications;
- Global 24-7 support with regional offices in North America, UK, Middle East, and India;
- Dedicated Customer Success team with expertise in deploying the joint solution across different vertical applications.

Get started with Aislelabs here: <https://www.aislelabs.com/instanton/>.

Free Tier Features	Premium Tier Features
<ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - Facebook® - Instagram® - Twitter® - LinkedIn® - E-mail login • Basic customizable captive portal <ul style="list-style-type: none"> - Multilingual support (170 languages) • User details <ul style="list-style-type: none"> - Aggregated reports - Limited access to user profiles (view 10 recent user profiles) 	<p>Free tier features plus:</p> <ul style="list-style-type: none"> • Advanced marketing <ul style="list-style-type: none"> - Full featured e-mail marketing - Unlimited e-mails with no extra cost - Built-in social (Facebook/Instagram) advertising - Feature rich automated email campaign options, based on visit history, frequency of visits and/or demographic information - Numerous "set and forget" pre-built campaigns to fully automate your digital marketing efforts - Built-in smart coupons to engage loyal and at-risk customers - Smart Reviews features to increase positive user ratings of your venue on sites such as TripAdvisor®/Yelp®/Zomato®/Google Local®/Facebook Local® - Integration with digital-ad platforms to externalize all collected data - Enable location based digital campaigns using the customer profiles and visit history natively through the Aislelabs solution - Full-featured SMS campaigns with location based triggers (additional SMS costs apply) • Visitor details: <ul style="list-style-type: none"> - Unlimited collection and storage of detailed customer profiles and customer history - Customizable, location-based surveys to obtain real-time visitor feedback per venue - Unlimited CSV exports and API access • Customized reporting and advanced analytics • Premium onboarding and account management support • SLA applies



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