

Cambium Networks & MobiMESH inPiazza

A.I. based location services and Proximity Marketing to drive the Customer Journey

Driving a Customer Journey requires the capability of acting on all of the phases of the relationship with a Customer, in and out of a physical venue. Customers and prospects need to be tracked, notified of business opportunities, followed in their path to purchase, and cared after the purchase.

The inPiazza platform provides the tools of the trade to both analyze customer's behavior and engage end users, to build up the relationship. By leveraging on Cambium Networks WiFi, Video sensors, BLE beacons and many other data sources inPiazza analyses user's flows and behaviours, provides targeted advertising and coupons, sends PUSH notifications and engages the user, feeding a CRM and creating value for the end user and for the venue owner.

In this scenario WiFi stands as one of the primary interaction tools, allowing to create a relationship with a Customer and to gather the necessary consents for GDPR conformity. For this reason the WiFi network shall ensure top performance, so that Customers keep exploiting it, maintaining an active relationship.

The combination of Cambium Networks WiFi5 and WiFi6 Access Points and the inPiazza A.I. and Proximity Marketing tools are an essential brick to any Omnichannel Strategy that wants to drive the Customer Journey in a joint digital and physical world.

KEY FEATURES OF OUR SOLUTION

- WiFi Engagement platform, with a powerful captive portal to grant a frictionless user experience.
- Flexible return management policies, to grant automatic onboarding that overcomes the MAC randomization issues.
- Targeted, location-based advertising platform, to deliver focused advertisement campaigns.
- Geo-fenced and BLE-driven PUSH notification platform, to bring interaction out of the physical venue.
- A.I. driven data analytics, fed with WiFi, Video, demographic and many other data, to extract value from the whole customer base
- Cloud platform, one-touch activation
- GDPR and CCPA compliant



