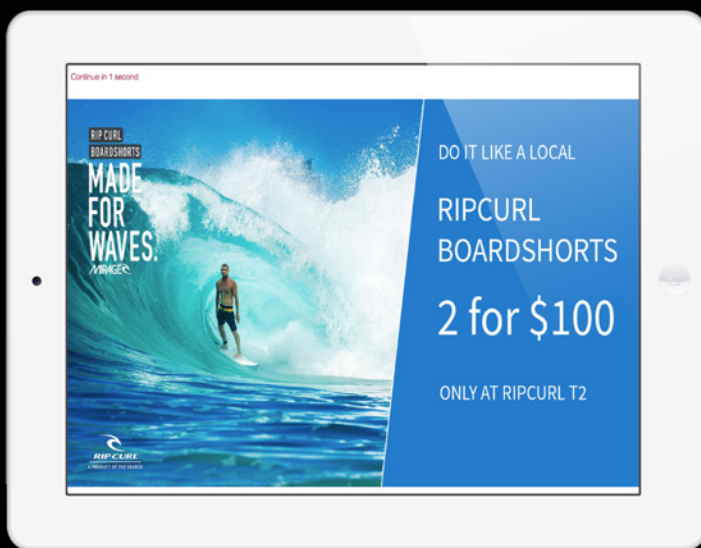# Encapto Campaign

WiFi Engagement

OVERVIEW

Encapto Campaign is the bolt on WiFi advertising module for your network that engages users like nothing else. Deploy targeted and scheduled dynamic content to WiFi users to send the most effective message to the right visitors at the right time.

Connect

Capture email, mobile, social media or other contact details to connect and build relationships with WiFi users. Integrate with marketing systems using out-of-the-box functionality or our sophisticated API.

Engage

Deliver relevant content direct to visitors' mobile devices when they're on site. Then engage via your marketing platforms after they've left.

Understand

Build visitor profiles to optimise and tailor the visitor experience.

FEATURES AND BENEFITS

Attention Grabbing Advertising

Add data capture and combine with social media, email and SMS logins for direct user engagement.

- Full screen, un-skip-able content on connect
- Scheduled and targeted by location
- Integrate with existing marketing systems including CRM, SMS, and EDM
- Capture user demographics and visitor feedback on any topic
- Generate proof-of-play reporting for memorable ROI

Full screen for full attention

Deliver full screen WiFi advertising content to visitors on connection to your network. Set ads to appear for a period of time before the authentication portal is displayed.
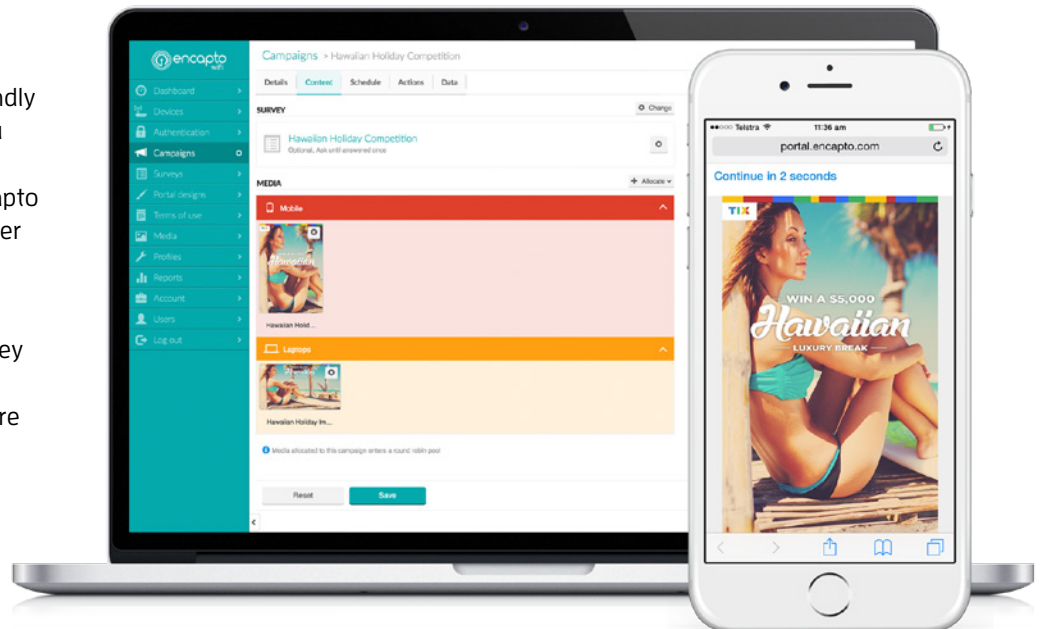
Omni-channel marketing

Link Encapto Campaign with your existing marketing channels for immersive and consistent omni-channel messaging.

Our API enables easy exchange of data and event triggering between Encapto and your CRM, EDM, and POS systems.

Fully Custom User Journeys

Use Encapto's onboard Portal builder for elegant, mobile friendly branded captive portals. Or you can develop and host your own portal using our API to call Encapto surveys, auth methods and other features.

Our modular approach enables adding and ordering user journey elements – from full screen advertising through data capture and portals – for a fully custom WiFi experience.

FEATURES AND BENEFITS
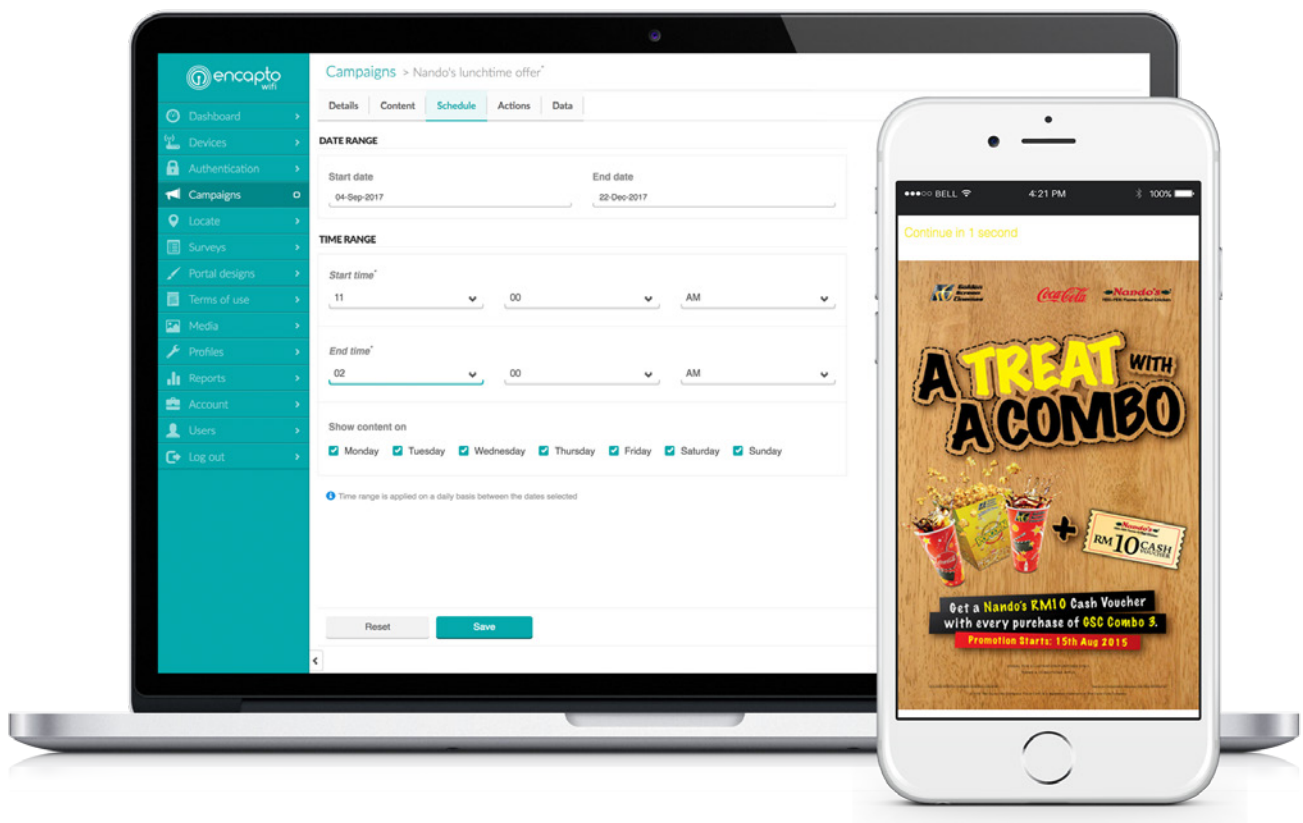
Scheduled and Targeted

Reach your audience with scheduled and targeted campaigns. Encapto Campaign is where data capture, portals and web redirects come together for seamless user engagement.

Campaigns can be deployed to a single hotspot or a group defined by location, audience metrics, or any parameter you specify.

- Run one or more Campaigns at a single location
- Display Campaigns across multiple sites based on user profiles

- Select round robin or share of voice display
- Set a default campaign per hotspot
- Schedule campaigns relevant to the time of day and day of week

Deliver special offers to those special visitors or engage via a fully-fledged competition. Encapto Campaign has the flexibility to maximise the impact of your message.

FEATURES AND BENEFITS

Deep understanding with Data Capture

Add an Encapto Survey to your Campaign for deep visitor understanding and engagement.

Fully customisable

Pose the questions that need answering:

- What is the user's demographic profile?
- How would they rate their experience at your venue?
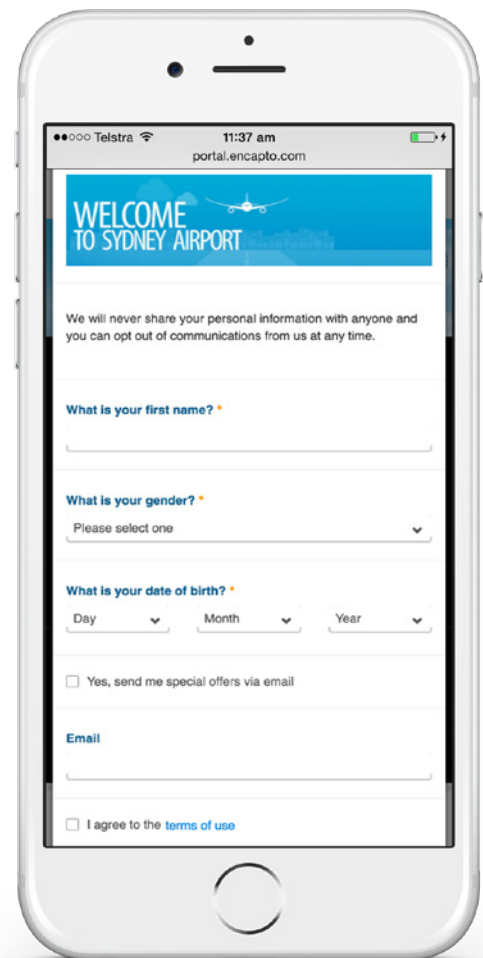- What are their contact details and are they happy for you to send them info?

Data privacy compliant

- Assign terms of use to your survey so visitors know how their information will be used.
- Set sensitive questions (or whole surveys) to optional.
- Add contextual information to questions for a fully informed data subject.
- Use Encapto's advanced permissions to assign access to data to those with a need to know.

Survey Logics

While a visitor's experience might change from visit to visit, their name and mobile phone number probably won't. Encapto's survey logics eliminate visitor harassment by enabling you to:

- Ask a question once of each user
- Ask an optional question until a user answers it
- Ask a question once every week, month, year (or any time period)

SELF SERVICE PORTAL COMING SOON

Encapto's self-service portal will mean you can allow any user who has provided a verifiable unique identifier to access Encapto (such as an email or phone number) to access data you hold about them. It builds trust and in some jurisdictions, it's soon to be the law.

FEATURES AND BENEFITS

Reporting and Proof-of-Play and ROI

Combine campaign view and data capture information with WiFi usage, presence and location data to enable actionable insights.

Analytics & Reporting

Produce summary dashboard style overviews or detailed customisable graphical reports showing:

- Demographics
- Contact information
- User profiles
- Visitation patterns
- Advertising views
- Live and historical data
- Device type and browser versions
- Time online and data usage
- New users
- Return users

Analytics & Exporting

Drill down into your data to see exactly who's viewed a Campaign and export at any level. Automatically export campaign data to your own system using Encapto's sophisticated API, or just hit the CSV download button on any report view to analyse in the app of your choice.

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