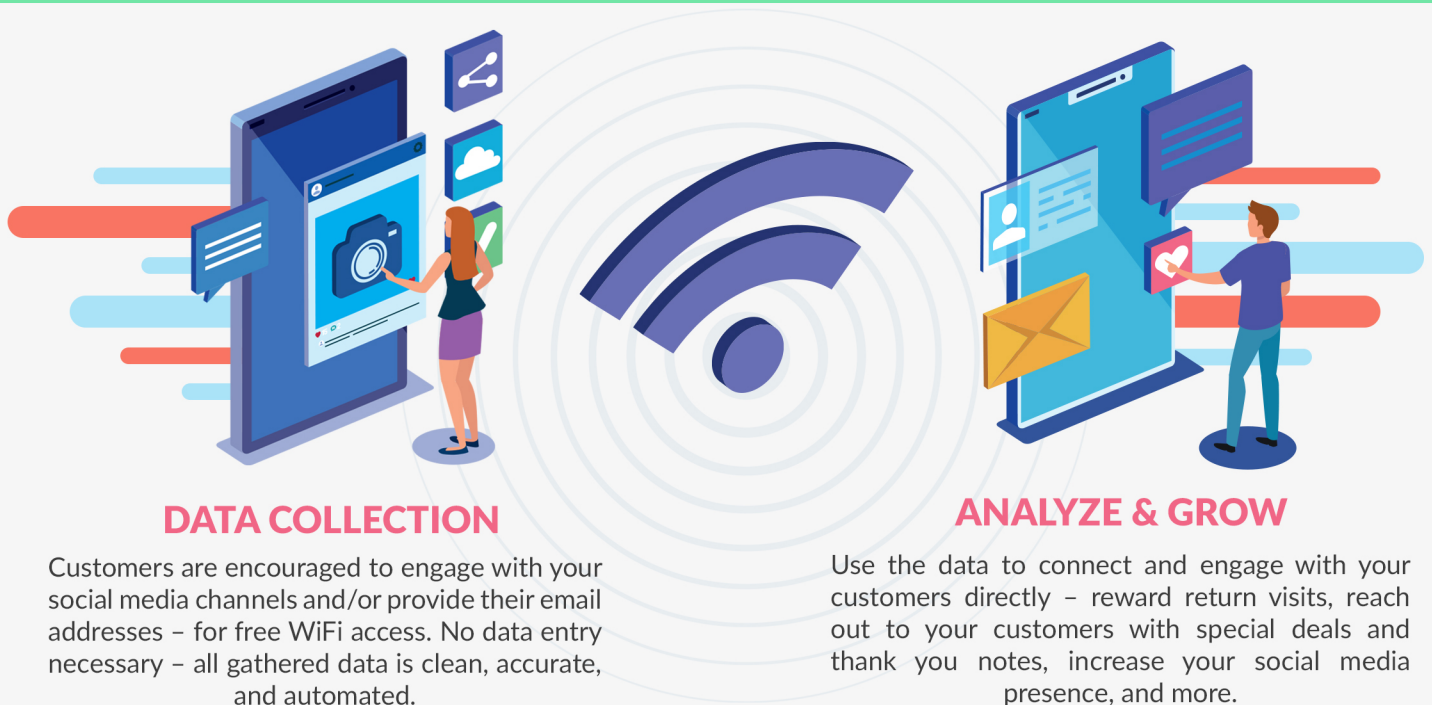




CloudBee Social Wifi helps brick-and-mortar businesses enhance customer loyalty by leveraging in-store WiFi access. Automate customer connections through highly targeted ads, email marketing, and SMS communication – making sure that you and your customers are always just a click away.



## HOW BUSINESSES CAN BENEFIT FROM CLOUDBEE SOCIAL WIFI



### Airports

Track passenger wait time and footfall trends by offering secure Guest WiFi.



### Restaurants

Provide updates to your customers through automated email and SMS – to enhance brand loyalty.



### Shopping Malls

Set up a mall network and generate advertising revenue.



### Hospitality

Offer the most popular amenity and showcase some of your digital ads to your guests.



### Venues

Create a channel for engagement using a Social WiFi and generate customer data in the process.



### Automotive

Offer Guest WiFi at dealerships and automate service reminders to customers.



### Retail

Incentivize shoppers to connect to Guest WiFi and build a network of loyal customers.



### Vacation Properties

Provide free and safe WiFi to Guests and use it as a platform for your digital ads and fresh updates.

# HOW MANAGED WIFI



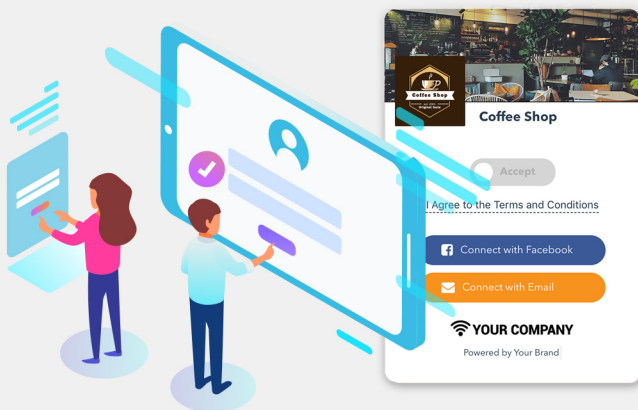
Over 50% of customers stay longer at locations that offer free Guest WiFi – the best part is that they don't mind sharing their data, for the sake of getting free data access. With this system in place, businesses can leverage all data collected to create a targeted marketing campaign. They have full control over how and which data to collect and the customers can choose which personal information they'd prefer to share – whether their phone number or email address.



STEP 1

## CONNECT

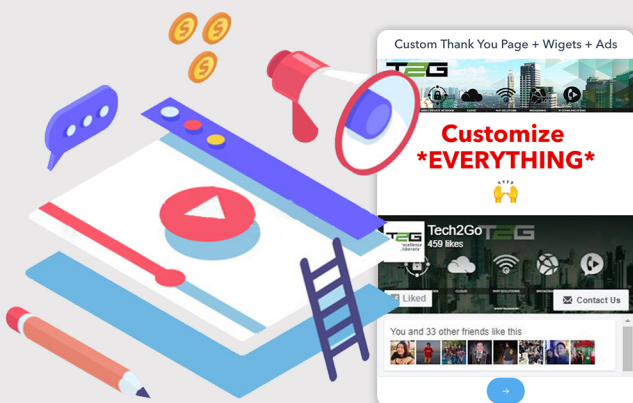
Guests will connect to your open Wi-Fi network without a password.



STEP 2

## LOGIN

To get access, guests are then asked to log in using a Tibay Republic account, email address, or voucher.



STEP 3

## CONTROL

Enterprise Support | Cloud DNS  
Protection | Reporting & Analytics | Access  
to Client Portal | Bandwidth Management  
| User/Voucher Management



#### STEP 4

## AUTOMATE

Automatically set "smart" triggers and actions, such as sending an email or SMS/MMS message through the platform or through third-party APIs.

- Trigger when guests connect to WiFi network
- Trigger when guests disconnect from WiFi network
- Trigger when guests have not returned
- Trigger when it's the guest's birthday
- Filter automations based on data points
- Delay actions for drip sequences

## BENEFITS

- ✓ Deliver a social-powered WiFi marketing solution
- ✓ Collect valuable, social data and optimize marketing campaigns real-time
- ✓ Engage with Guests via email, SMS, social ads, and through our third-party integrations
- ✓ Automate migrating all user and demographic data into your existing marketing database
- ✓ Build a retargeting list of customers who will connect to CloudBee

- ✓ Increase guest engagement and build customer loyalty
- ✓ Run your own WiFi advertising network with banner and video ads, reporting, and CTR tracking
- ✓ Build and expand your email marketing lists and social media presence
- ✓ Increase foot traffic and your customer's time spent and spending abilities.

## SOLUTIONS



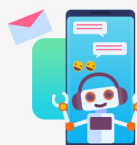
### Social Media Campaigns

Boost social engagement and awareness.



### Real-Time Engagement

Leverage existing coupon and loyalty efforts – and drive incremental usage.



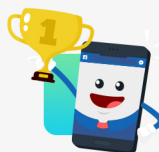
### Chatbot Initiators

Automatically trigger your chatbots on Facebook Messenger and WhatsApp.



### Loyalty & Coupons

Drive WiFi traffic through mobile contests and lead generation on-location.



### Mobile Contests & Lead Generation

Ask guests on-location for their feedback and get instant results.



### Guest Feedback & Surveys

Integrate directly with TripAdvisor for reputation management.



### Reputation Management

Leverage our built-in TripAdvisor Review Express integration.



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