ShopAdvisor, Inc.

On-Premise Analytics

With smartphones now an integral part of the consumer's dining experience, fast casual and QSR operators are responding by making WiFi services availa[ble ...] enter the restaurant. ShopAdvisor's mobile marketing campaigns [...] this capability through a suite of analytic and promotion services. [...] powered by ShopAdvisor can now engage the consumer with spe[...] specific radius of the restaurant location; guide them to that locati[...] into the restaurant; provide additional information and offers; syn[...] redemptions and orders with the POS; and then use that informati[...] customized offers for that customer.

DMI Research shows that mobile increases customer visits.

A recent consumer study of 2,500 diners conducted by mobile solutions provider DMI reveals how ubiquitous mobile devices have become for quick service customers.

63%
of diners have at least one quick-service app on their phones.

7[3%]
of diner[s ...] mobile [...] se[...]

ShopAdvisor can now use existing WiFi networks -- or install one i[...] mobile ad ids of customers entering the restaurant. With this infor[...] cross-reference the mobile ad id's captured in the restaurant to th[...] mobile marketing campaigns we power. This enables us to unders[...] path to purchase from initial engagement outside the restaurant al[...] or table where they place their orders. This end-to-end customer engagement capability provides restaurant owner/operators with a superior understanding of which promotions

have the highest engagement, redemption rates, and revenue impact.

Additionally, analytics can provide metrics such as returning customer count, the frequency of visits, the duration from the time the ad was served to the customer entering a location and more.

Analytics can also tell when a consumer or categories or types of consumers -- e.g., soccer moms, male millennials, healthy eaters -- are engaging with a particular promotion. This intelligence enables more cost-effective delivery of offers to the right people at the right time to ensure maximum return on ad-spend. By combining outside the restaurant insights analytics and blending demographic and psychographic information the owner/operator can create an experience that is uniquely fitted to each diner. Furthermore, this information can be used for continuous refinement of promotions including location segmentation, timing, customizing creative and more.

By combining our present capabilities with this new data asset, it adds a diverse technology provider which allows for exciting new features that enable us to activate the best data across multiple channels. This data is used for targeting and analytics within DMPs, DSPs, Publisher Platforms, Mobile Apps, and digital analytics providers. With the lack of any additional hardware such as beacons needed for this feature, it makes it quick, convenient, and simple to add it to any store or restaurant with WiFi. We are confident that this will take your campaign to the next level and bring about an even greater analysis of how to boost sales and improve foot traffic.

YOUR COMPANY
Guest Network

Free Wi-Fi

Welcome to our Wi-Fi Hotspot!

In order to take advantage of the free Wi-Fi, please connect through one of the available options.

Continue

LEARN MORE

GET COUPON

When someone comes within the radius of the signal, they can be sent an sms or notification to join the WiFi network.

From there they are delivered a splash page to authenticate their mobile id onto the network.

Next, would come a personal offer from the restaurant to entice the customer with a percentage off or BOGO deal.