Large venues use Wi-Fi data and behavior analysis for marketing and safety

Venues transform visitor interactions with Skyfii intelligent software and marketing solutions integrated with CommScope RUCKUS Wi-Fi data and location-based services

It's never been more urgent for large venues—including shopping centers, airports, universities, retail chains, stadiums and even municipalities—to better understand visitors. Knowledge is the basis for marketing efforts that create positive, personalized interactions.

In addition, large venues need to respond quickly to what's happening in their spaces in order to keep staff and visitors safe. Issues like crowd control have become even bigger concerns because of the COVID-19 pandemic.

In the past, building this knowledge was hampered by several things, such as collecting information from anonymous visitors. Or understanding how visitors behave—and are influenced by—the actual physical space they're in. Which is why venues often relied on a "test and learn" approach to marketing instead of working from real-time behaviors and profile data.

Always a limited approach, test and learn is woefully inadequate as large venues reopen.

The key is collecting and analyzing data from both the digital and physical worlds in order to create actionable, effective communications. By pairing intelligent software with data science and marketing services, Skyfii helps venue owners achieve tangible and transformative business outcomes.

Skyfii and CommScope RUCKUS

Deployed in thousands of venues and processing billions of data points every day across all regions of the world, Skyfii is a proven enterprise solution.

Skyfii consolidates and incorporates data from CommScope RUCKUS Wi-Fi access points (APs), management systems, and

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location-based services. Venue operators can leverage their Wi-Fi investment as a source for capturing profile and behavioral data. Skyfii's AI-driven software collects and analyzes all of this data to provide knowledge and insights into visitor behavior. Skyfii also provides a messaging platform that sends visitors targeted messages over a variety of channels.

Because Skyfii IO is a cloud-based SaaS platform, it can be integrated with an existing RUCKUS Wi-Fi network remotely without the need to install additional hardware on site.

Skyfii's powerful combination of software and services

Skyfii offers a unique combination of software and consulting to help its clients understand and engage with visitors:

- **Skyfii IO.** A cloud-based suite of AI-driven visitor analytics and marketing tools for physical venues.

- **Skyfii Data Consultancy Services.** A team of data scientists and researchers who can solve problems unique to your environment or needs.

- **Skyfii Marketing Services.** A flexible team of marketing experts that can help you plan, design, create, and measure data-driven campaigns within Skyfii IO.

Skyfii IO: visitor analytics and engagement software

Skyfii IO is composed of four product modules that work together to provide a comprehensive AI-driven visitor analytics and marketing platform.

1. **IO Connect—Collect data about your visitors.** Collect visitor contact information, profile details, and behavioral data from sources like Wi-Fi, BLE, people counters, POS, and more.

2. **IO Insight—See how your visitors behave.** Access reports that show you insights about the people who visit your venue and what they do while they are there.

3. **IO Engage—Communicate with visitors.** Create visitor segments based on behavior, demographics, sentiment, affinity, loyalty, location, and more—then reach out via email, SMS, Wi-Fi, social, ad networks, and in-app push notifications.

4. **IO Labs—Research and innovation.** Design, build, and optimize your venue with the support of Skyfii's data and marketing team.

Use cases for Skyfii IO and CommScope RUCKUS guest Wi-Fi

- **Grow your visitor database.** Add new visitors to a CRM and enrich existing records with progressive profiling—all through guest Wi-Fi.

- **Monitor visitor flow.** See which areas are congested or overlooked, measure the impact of layout changes, see where staff levels need to be adjusted, and more.

- **Benchmark performance of your portfolio.** Determine how locations compare on foot traffic, dwell time, window conversion, and shopper affinity.

- **Drive visitor engagement.** Send tailored offers to visitors, capture exit surveys, and better understand visitor demographics for a venue.

- **Attribute campaigns to visits and purchases.** Link data from visitor location, marketing campaigns, and POS to see which campaigns affected behavior.

Integrating data from CommScope RUCKUS

Skyfii is integrated with RUCKUS APs, management systems, and location-based services.

- **RUCKUS wireless APs.** Skyfii seamlessly runs on top of the full line of RUCKUS wireless access points.

- **RUCKUS SmartZone™, ZoneDirector®, and RUCKUS Cloud™ Wi-Fi.** Skyfii allows venues to remotely create, deploy, and update the Wi-Fi captive portal by integrating with both cloud-based and controller-based RUCKUS networks.

- **RUCKUS smart positioning technology (SPoT).** Skyfii uses data provided by RUCKUS SPoT to capture accurate location data from mobile devices in real time. This location data is used to enable everything from customer journey mapping to location-based marketing campaigns.

With Skyfii IO Insight, venue operators can turn this data into easy-to-understand reports that help them gain insights about the visitor experience.

These same insights also power Skyfii IO Engage, which allows venue operators to create highly targeted visitor segments and send tailored messages based on location, behavior, and profile.

Skyfii data consultancy services

While Skyfii IO shows what happened, its data science team can help venue operators know why it happened or predict when it might happen. Experts in the analysis of physical and digital data, Skyfii's team of data scientists helps physical venues rapidly increase the value of their data through expertise in both research and engineering.

Services include:

- Predictive modeling and forecasting
- Data mining, analysis, and research
- Machine learning, deep learning
- Qualitative and quantitative research

Skyfii marketing services

Skyfii's marketing specialists are experts in translating venue insights into data-empowered campaigns. Supported by our data science team and by the tools and data provided by Skyfii IO, Skyfii helps clients use behavioral insights to deliver effective marketing outcomes.

Services include:

1. Campaign strategy, planning, and optimization
2. Design and content production
3. Digital display optimization
4. Visitor sentiment and market research
5. Retailer collaborations
6. Team training and workshops

For more information, ask your CommScope RUCKUS reseller, or visit skyfii.com.

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow. Discover more at commscope.com.

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