

## SOLUTION OVERVIEW

# CONNECT WITH YOUR CUSTOMERS USING FACEBOOK WI-FI

### OVERVIEW

Retailers are on the front lines of market transitions brought about by mobile and e-commerce. Changes in how and where we buy mandate new tools to engage customers, build brand loyalty, and harvest meaningful business insights.

Today's shoppers are mobile power users, and they expect to connect to in-store Wi-Fi. That's why free guest Wi-Fi boosts loyalty, and in-store discount- and advice-driven ads drive revenue. It's also why guest Wi-Fi and shopper analytics are top of mind for merchants.



### DELIVERING THE BEST USER EXPERIENCE

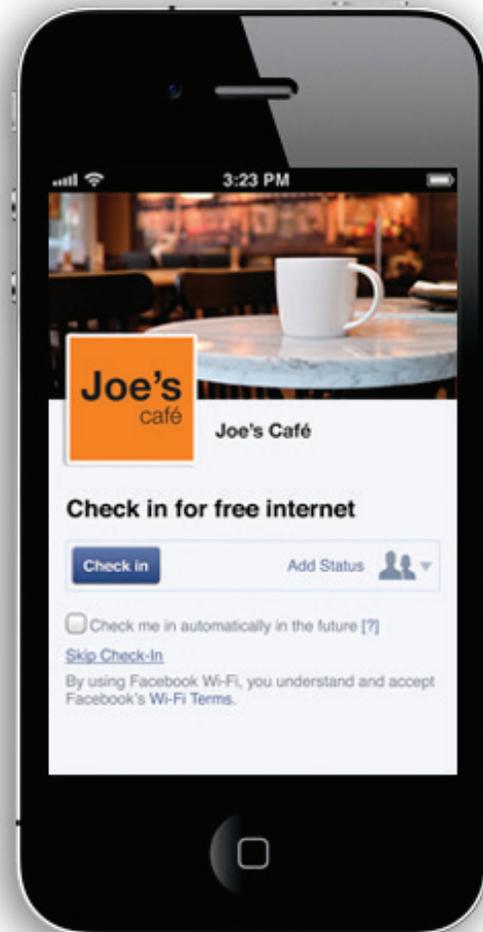
Aruba and Facebook teamed to create a simple, elegant solution that connects and engages shoppers, and lets them share their preferences and on-site experiences. And it does this using nothing more than Facebook credentials and the same Aruba Instant Wi-Fi infrastructure already used for guest and employee access.

The solution is easy to set-up and simple to use:

- Just a couple of clicks on the Aruba dashboard activates Facebook Wi-Fi and redirects sign-ins to Facebook's authentication servers;
- When customers log into the network using their Facebook credentials, up comes the merchant's Facebook splash page. No cumbersome passcodes or store associate time required.

### KEY BENEFITS

- Optimize marketing campaigns to drive revenue and boost margins
- Better understand customer likes and preferences
- Build brand loyalty
- Optimize the customer experience by understanding how your store is being used



## COMPELLING BENEFITS & INSIGHTS

Letting customers check into and Like a merchant's Facebook Page before accessing free Wi-Fi drives up engagements by increasing check-ins and traffic. The merchant's Page will also improve in Facebook Graph Search ranking, making it easier for people to find.

Page Insights will provide the merchant with valuable analytics about customers via access to demographics data about everyone who checks in and likes the Page.

These data help merchants better target marketing and advertising programs, show what customers like and want to see improved, and inform how to make the merchant's Facebook page more engaging than ever.

And best of all, it will all happen automatically. Aruba Instant with Facebook Wi-Fi makes it easy to enable free guest network access to all Facebook users. No special access codes or staff involvement required.

Merchants will know what different shopper demographics like about the ambience, merchandise, layout, promotions, and staff. They'll get direct and immediate feedback to marketing programs without having to run surveys or polls. And they'll facilitate viral marketing thru comments and feeds shared with family and friends.

It takes less than a minute and a few clicks to enable Facebook Wi-Fi guest access.

First select "Facebook Wi-Fi" for sign-on, then set the session length and terms of service. That's it – Facebook Wi-Fi is now enabled.

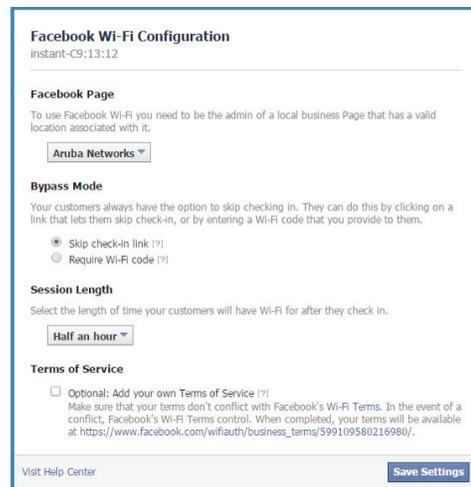
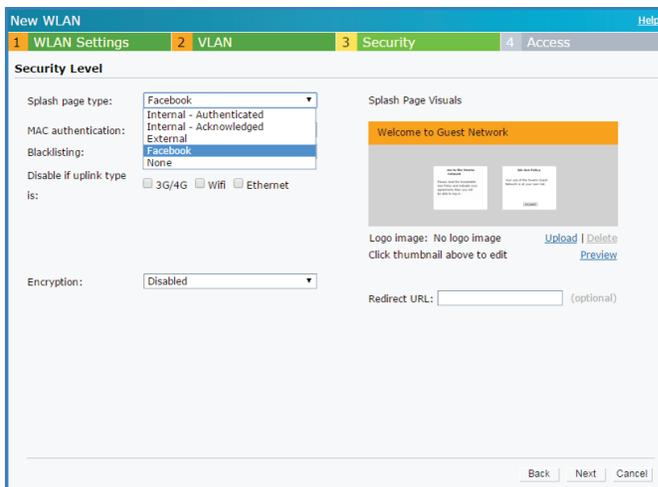
There's no additional equipment to install or applications to buy. And because Aruba Instant is Facebook Wi-Fi Certified, you're assured of a smooth deployment.

If you're not using Aruba Instant today then please check out this market-leading, enterprise class Wi-Fi solution. Scalable from the smallest shop to the largest big box, Instant features zero-touch configuration, enterprise-class security, and cloud management.

So start engaging customers, building brand loyalty, and harvesting meaningful business insights with Aruba Instant and Facebook Wi-Fi.

To get Facebook Wi-Fi for your business please visit [www.facebook.com/business/facebook-wifi](http://www.facebook.com/business/facebook-wifi).

## SIMPLE CONFIGURATION, AVAILABLE NOW



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