SOLUTION BRIEF

COMPANY DESCRIPTION

Skyfii helps physical venues like shopping malls, airports, and universities improve the customer experience with location-based analytics and engagement software. Skyfii also pairs its robust technology with personalized services from its team of data science and marketing consultants. This unique combination allows Skyfii to provide a complete customer experience solution for a variety of venue types across multiple markets. Skyfii is proud to offer direct integrations with LigoWave's cloud-based Infinity controller and line of NFT wireless access points. To learn more, visit **skyfii.io.**

SOLUTION BRIEF

Skyfii helps shopping centers, airports, universities, retailers, and other large physical venues improve the visitor experience through a unique combination of software and consulting.

Skyfii's analytics platform brings together a variety of data to help you learn who your visitors are and understand how they behave.

Meanwhile, it's marketing tools improve your ability to engage visitors by giving you new targeting and delivery options.

Since Skyfii is cloud-based, it can be added to your existing LigoWave Wi-Fi network remotely, and within minutes.

Skyfii also pairs its software platform with personalized services from its team of data science and marketing consultants.

Skyfii's powerful combination of software and consulting - backed by a robust integration with LigoWave's cloud-based solution - can provide you with a complete solution for improving visitor experiences.

BACKGROUND

When shopping centers, airports, universities, retailers, and other large physical venues want to create better experiences for their visitors, they face three major problems:

1. First, visitors are often anonymous—and there are few effective ways to collect information about them.

2. Next, it can be difficult to understand how visitors behave within a physical space. And it's even harder to tell what factors influence that behavior.

3. Finally, physical venues have few channels to communicate with visitors. They're often left with generic messaging options that don't reflect the varied interests of individual visitors.

Because of these persistent challenges, physical venues are often left in the dark when it comes to making better decisions about improving the experience for their visitors.

SKYFII AND LIGOWAVE

To provide physical venues with better information about visitors and their behavior, Skyfii takes data from a variety of sources, such as Wi-Fi, and aggregates it into a single system of record.

LigoWave's cloud-based Infinity controller and NFT series of wireless access points are ideal for small to medium sized businesses, and integrate fully with Skyfii's IO Platform. Data provided by LigoWave's Location and Presence Engine enables the IO Platform to trigger location-based messages, and report on visitor behavior like dwell time, customer journeys, and zone conversions.

WHY SKYFII

Skyfii helps physical venues remove these barriers and improve the visitor experience through a unique combination of software and consulting.

Every venue has different needs when to comes to understanding and engaging with visitors. That's why Skyfii offers a variety of complementary ways to help your business:

- ⊘ **Skyfii IO.** A suite of integrated visitor analytics and engagement software for physical venues.

- ⊘ **Skyfii Data Consultancy Services.** A team of data science experts who can discover the "why" behind your data.

- ⊘ **Skyfii Marketing Services.** A flexible team that can help you create and measure data-driven campaigns within Skyfii IO.

CLOUD-BASED VISITOR ANALYTICS & ENGAGEMENT SOFTWARE

IO CONNECT
Collect data about your visitors. Collect visitor profile and behavioral data from sources like Wi-Fi, BLE, people counters, POS, and more.
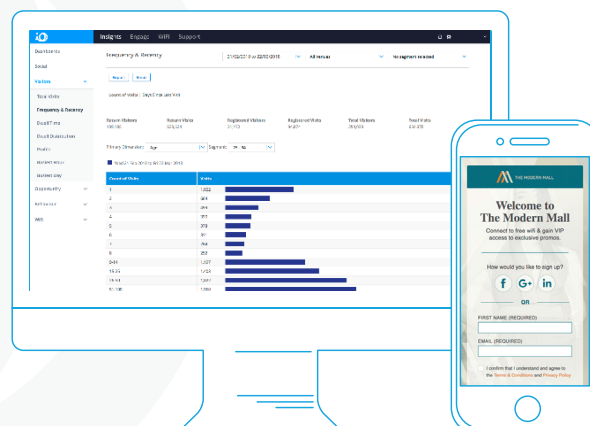
IO INSIGHTS
See how your visitors behave. Access reports that show you what kind of people visit your venue and what they do while they are there.

IO ENGAGE
Communicate with visitors. Create visitor segments based on behavior, demographics, shopper affinity, location, and more— then reach out via email, SMS, Wi-Fi, Facebook Messenger, and push notifications.

SKYFII DATA CONSULTANCY SERVICES

While the Skyfii IO software shows you the "what", our Data Science Team can help you know "why". Experts in the fusion 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:

- Shopper behavioral research
- Segmentation, buying personas, and shopper affinities
- Customer loyalty and customer lifetime value
- Custom dashboards and automated reporting
- Data enrichment, sourcing, and monetization

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, we help clients use behavioral insights to deliver effective marketing outcomes.

SERVICES INCLUDE:

- Campaign strategy, planning & optimization
- Design and content production
- Digital display optimization
- Shopper sentiment and market research
- Retailer collaborations
- Team training and workshops

USE CASES

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

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

Benchmark performance of your portfolio. Find out 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 the types of people that visit your property.

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

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