

ABOUT SOCIALSIGN.IN

SocialSign.in provides premium network authentication services and Guest Wi-Fi Marketing solutions to partners, organizations and enterprises using patented proprietary software specifically tailored for scaled Guest Wi-Fi networks.

Guest Wi-Fi is one of the most requested guest amenities and businesses have rapidly expanded their investment in Guest Wi-Fi infrastructure to meet customer demands. For businesses, now they were able to check the box that they were offering Guest Wi-Fi but lacked a mechanism to validate Wi-Fi data profiles and leverage the channel as a marketing and lead generation data source. Those that did collect customer data faced issues such as bad or fake logins, no connection from the Wi-Fi channel to their email or crm database, and a lack of mechanism to create a marketing journey at the point of onsite interaction. To clear these hurdles, there needed to be an end-to-end solution for the onsite customer journey, from point of log on to post visit re engagement strategies.

Businesses use our platform to leverage their Guest Wi-Fi to engage visitors on-site with a branded, personalized digital experience to acquire validated, first-party profiles. Our technology works without needing to change visitor behavior, install an app, or change your existing hardware. SocialSign.in's data validation process ensures that only accurate and valid customer profiles are collected.

SocialSign.in removes the silo between your Guest Wi-Fi data and your CRM database to bridge the gap between online and offline experiences for your guests.

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SocialSign.in's solution extends digital marketing initiatives to our client's physical location to improve guest experience, gain a deeper understanding of guests, and build your digital audience. Guest Wi-Fi marketing call to actions are key to diversifying your visitor engagement strategy, growing 1st party data, and increasing sales & marketing ROI. Each connected visitor is served a personalized and relevant experience with engaging content based on location, social interests, and other relevant data each time they use their mobile devices on-site. Our clients use the data collected to put their customers on a marketing journey that is right for them based on onsite behavior. SocialSign.in's platform ensures that Guest Wi-Fi authentication is done right, every time.



FIRST PARTY DATA



DATA VALIDITY



LIVE ENGAGEMENT