



## Leveraging WiFi for Shopper Insights

Shopping Center | Brazil

Aliansce Shopping Centers manages the second largest portfolio of malls in Brazil. When they sought a high-performance guest WiFi service, Skyfii delivered a solution that helped them easily connect their shoppers, while also providing rich insights about their behavior and experiences.



### APPROACH

- Skyfii's Guest WiFi service was deployed over Meraki access points across 20 malls, providing shoppers with managed WiFi access.
- Shoppers registered to the WiFi through a customized login portal, from any mall, and were seamlessly added to a customer database.
- Skyfii's IO Insight was deployed to measure how shoppers moved throughout the malls, how long they spent in them, and how often they came back.



### RESULTS

- Skyfii's solution has helped Aliansce record over **34 million visits** to its shopping centers, providing them with:
- Rich insights they can use to better understand shopper loyalty, affinity, and how shoppers interact with tenants.
  - A robust customer database that can be segmented by shopper profile and behavior, and engaged through Skyfii's omnichannel marketing tools.



**Technology Partner:** The project leveraged Meraki's cloud controlled wireless infrastructure, and Location Analytics API to collect location and presence data.



**Featured Product:** IO Connect consolidates location-based, web-based, and other data sources into a single system of record that can synchronize with multiple external platforms.