



INFOCOMM'S Location Based Advertisement System

Product Information/Data Sheet

Product Description

INFOCOMM'S Location Based Advertisement System (iLAS) provides Internet service providers with a content management platform for organizing and selectively delivering advertising content to users depending on their physical location and demographics.

Internet service providers use INFOCOMM'S iLAS to enhance their Internet services, turning it into a new marketing medium that has additional user-location information which advertisers can use to promote and sell their products and services.

With the INFOCOMM'S iLAS, ISPs can now tap into the lucrative stream of marketing revenue by leveraging on the existing Internet services. At the same time the location based system capability enhances the end user's experience by giving them access to content that is more relevant, timely and useful.

iLAS uses WiFi Networks as a media for advertising through Wi-Fi Landing Page which is tool to manage and push advertisement via public WiFi Networks. We bring them rich features to push advertisement to the user's based on demographics, categories, devices, locations and their browsing behavior.

Live SMS campaign can be added to send advertisement SMS to user based on user's demographics, categories, devices, locations and their browsing behavior in control manner , once, daily weekly and monthly,

Real time analytics, rich dashboard and reporting makes iLAS powerful tool that means more and more marketers are leveraging location data to engage customers effectively to promote their businesses.

Features

- Web admin GUI for admin/advertisers to login to create campaign, SMS campaign, upload banners based on page advertisement space.
- Role based admin access control allows the segregation of multiple administrator roles.
- Functions for managing location and user profile groups allowing content to be categorized by location and user interest.
- Live Advertisement auto-rotation based on location and user profile information. Advertiser can publish any type of banners and they will appear in end-users device exactly as they want.
- Live SMS push based on location, user profile information and user browsing behavior.
- Ability to manage advertising campaigns; by scheduling time periods during which specific advertisements are pushed to the user, enabling time and location sensitive marketing.
- Campaign level Monthly, Daily reports leverage marketers to monetize more revenue. It has a high rate of engagement, views and a really high click through rate (CTR).
- Real Time Survey module enhance user profile database which make Marketers/Advertisers to push their advertisement right profiles.
- Rate Card modules controls the cost of the campaign and calculates the revenue generated based on views and clicks
- User browsing behavior engine can be used by advertisers to personalize and fine-tune location-based push ads and SMS for higher sales returns.
- Interactive dashboards makes non-technical user with the ability to access data and build business intelligence reports and analytics which display top device type, OS, Manufacturer, Browser, Websites, Age Group, Category, Gender and Nationality.



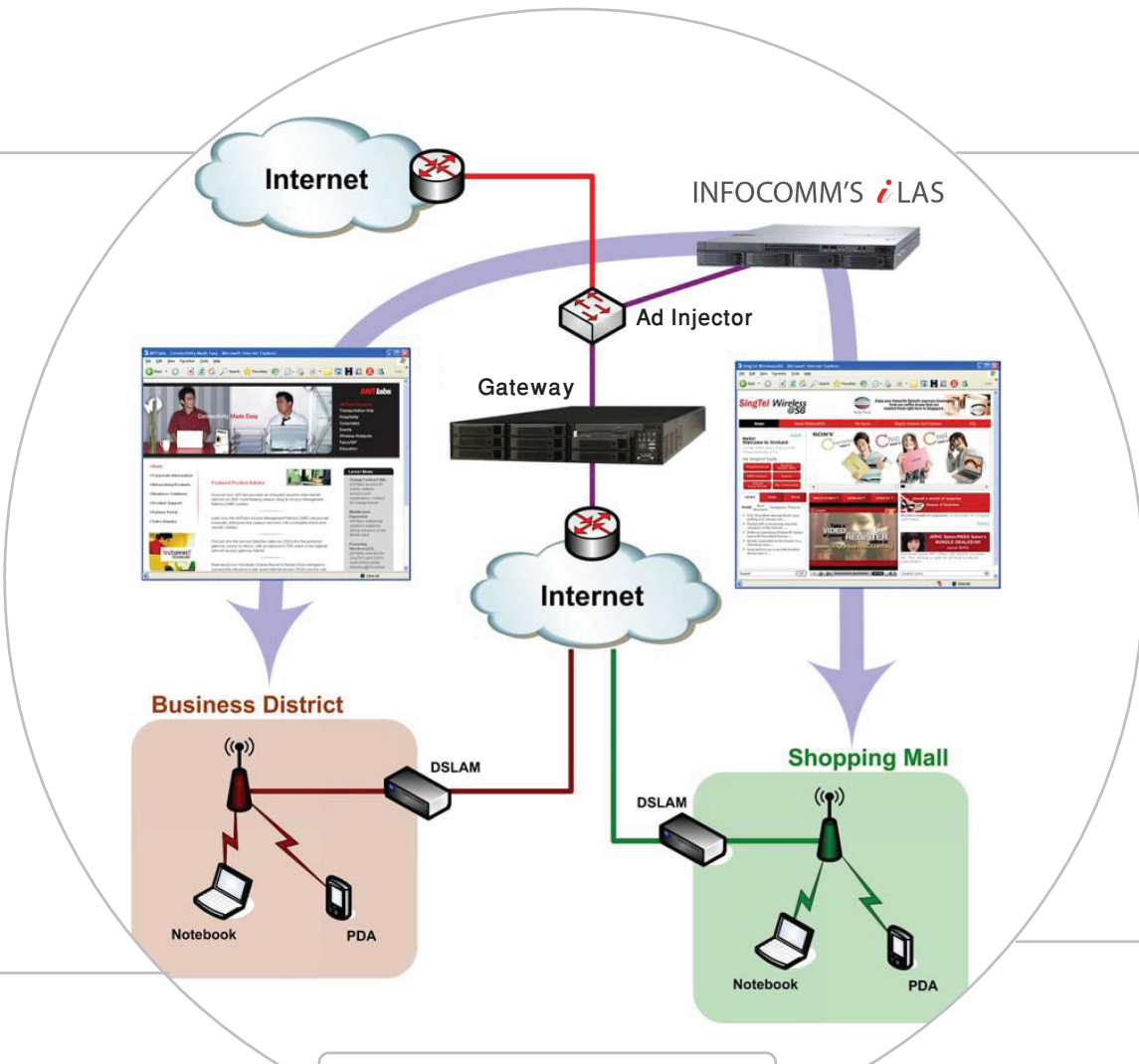
- Real time and historical reports give the details of most view, clicked campaign, top revenue generated by campaign, survey based reports, monthly revenue generated.
- Single point to collect statistics and aggregate metrics.
- Search and analyze data quickly from archive.
- Standard reports for most common use cases.
- Satisfy regulatory requirements by archiving massive amounts of data in an enormously scalable database.
- Web Admin runs on Mobile Devices. Dashboards can be viewed on-the-go from mobile devices such as Android, iPad and iPhone.



Process Flow

The diagram shows how the iLAS works in conjunction with the Wi-Fi Landing Page to enable location based content delivery in a municipal wireless deployment.

The different wireless broadband zones covering the Business District and Shopping Mall each have a unique VLAN ID. This is the location based network information required.



Advertisers will login to the iLAS to upload and manage their marketing content, creating campaigns, SMS campaign and categorizing content by location and user demographics.

The iLAS also checks if there are ongoing campaigns that are relevant to the current user and retrieves the content if necessary.

When a user connects to the Wi-Fi network, the iLAS push the advertisement banner or SMS based on location and customer profile and authorize access to the network.

The iLAS then pushes the content to user with the advertising content embedded in the webpage presented to the user after being successfully authenticated and authorized.

The iLAS cross-references the content request against its database of location and user profiles that are created by the advertisers when the login to manage their accounts.

iLAS push survey created on the location or based on customer demographics before login page.

Modules



Role Management



Audit Logs



Rate Card Management



Accounts Management



Profiling Engine



Survey Management



Category Management



Banner Engine



SMS Engine



Location Management



Analytical Engine



Advertiser Management



Campaign Management



Customer Management



iLAS Advantages



Easy to Manage

Just create campaign, apply targeting, location, categories, dates and restrictions and after a simple moderation process push your campaign/banner in real time. Just a few simple steps and you are ready to publish advertisements.



Compatibility

Compatible with any type of device browsers, Networks and Operation systems.



Quick and efficient

The launch of an advertising campaign takes a single click to reach targeted users.



Infrastructure Monetization

Providing monetization of existing Wi-Fi networks, we encourage the development of public Wi-Fi networks infrastructure.



Advertisers

iLAS is a simple panel for launching, managing and analyzing advertising campaigns with accurate targeting. You can choose locations on the map and upload or construct online different advertising formats.



Guarantee

Guarantee of viewing of your advertising banners by real users in certain locations



Powerful Reporting

Powerful reporting and analytics of your campaign in real time.



Device Capture

Vast targeting options like device type, operating system, location and manufacturer of device can make advertiser/customer to create campaign as per their need



Better Technology

The system is built to make the end users experience a perfect user experience.



Affordable pricing

Low pricing make iLAS make your system more profitable.



Understand Your Visitor

Understand your Visitor and mark better decisions as a result.



Stay In Touch With Visitor

Acquire the real customer's details which allow you to stay in touch with them by sending SMS or Banners.



Raw Reporting Support

iLas Raw Reporting will provide marketing more ideas to assist and meet their aims.



External System Integration

Allow other system to integrate with other system to fetch users details for better understanding of users behavior.



Technical Support

Any technical issues easily solved over email and phone.

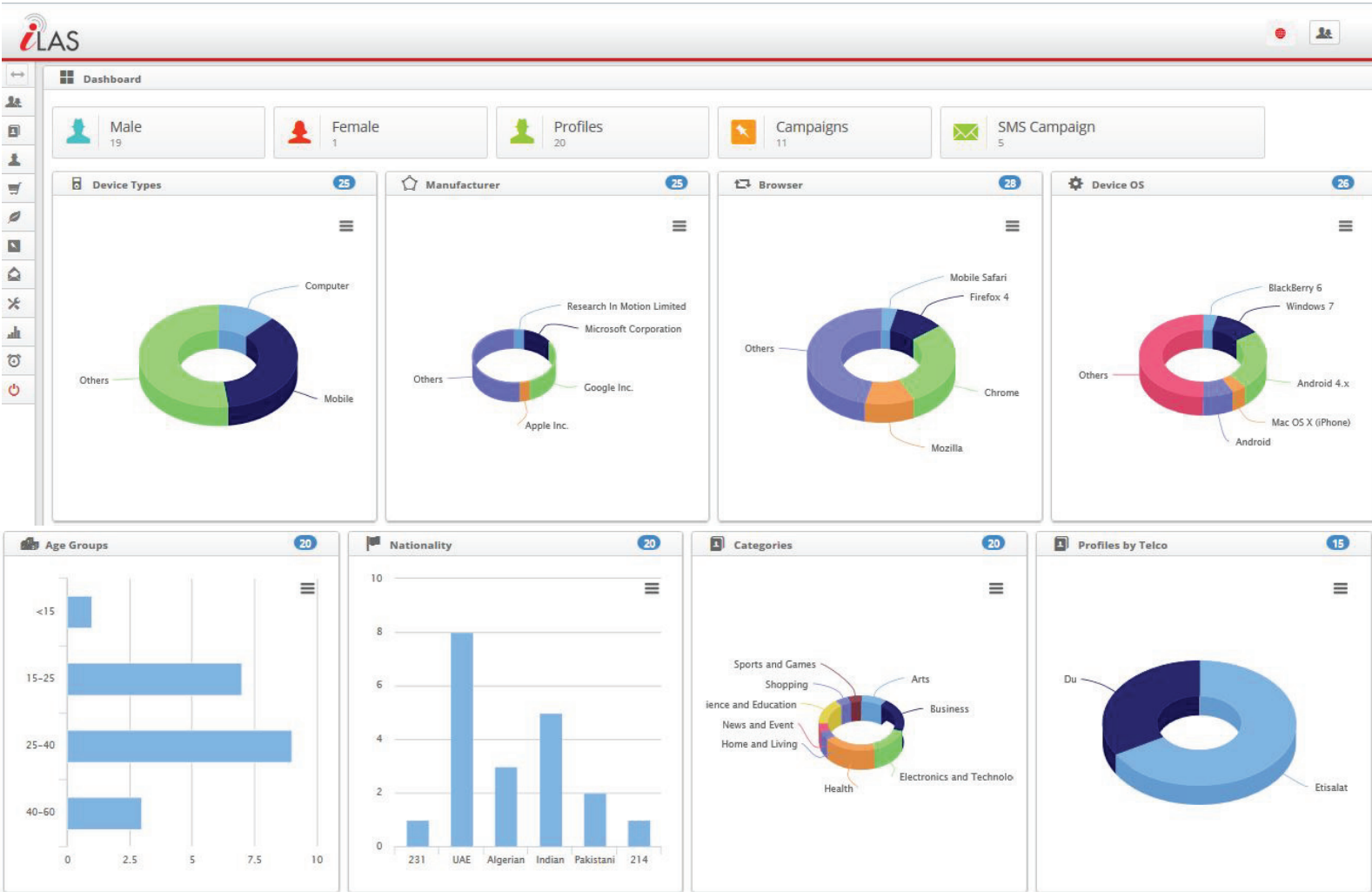


Continuous Updates

We continuously improve and upgrade the system, and that includes you in the updates so you don't get left behind.

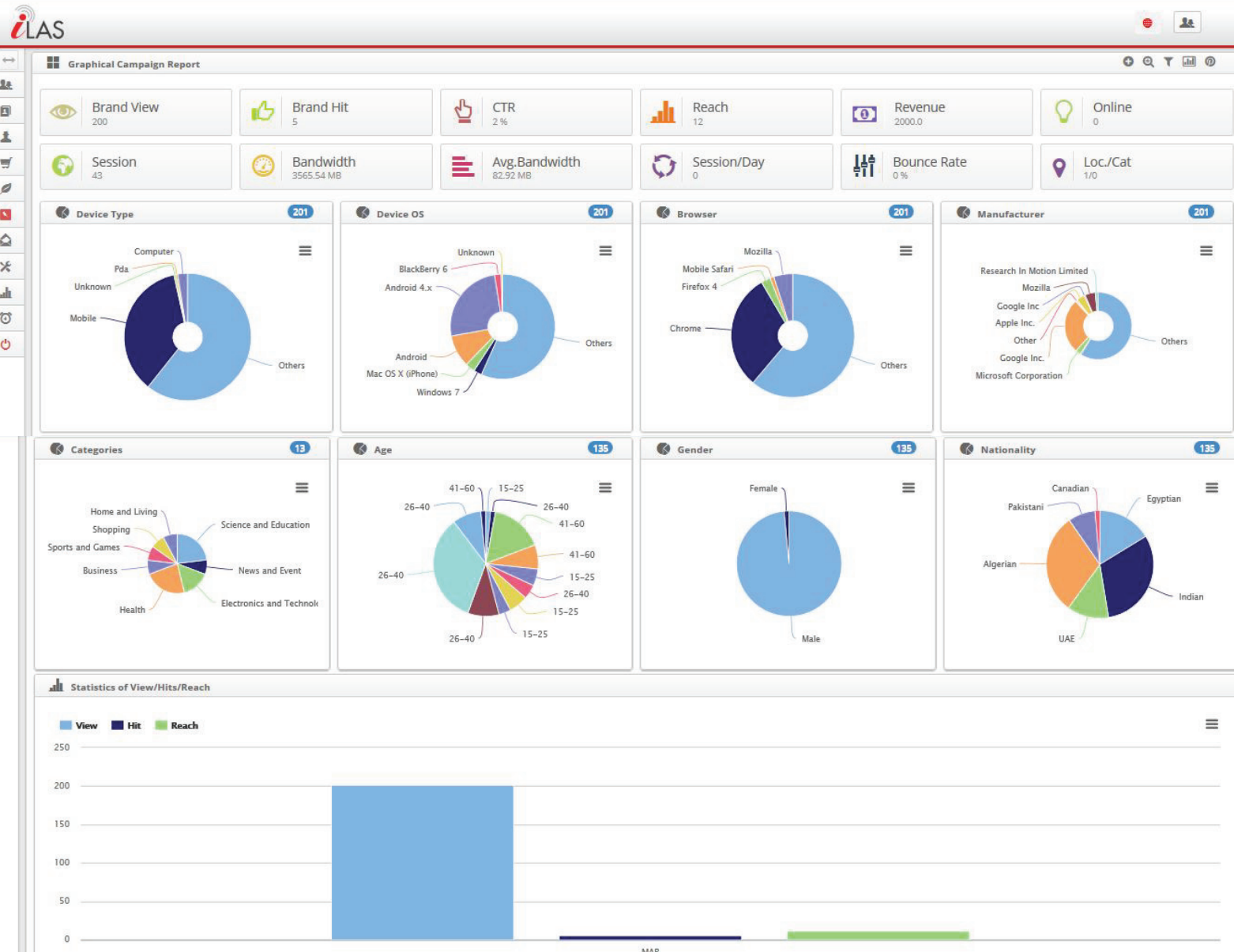
Admin Dashboard

Admin Analytics Dashboard is simply collection of user demographic, categories, running campaigns and device statistics that allows to quickly visualizing the user profiles data in the system.



Campaign Dashboard

Campaign level Analytics is collection of user demographic, categories, usage and device statistics that allows to visualizing the users data which is viewed and clicked the campaign banners.



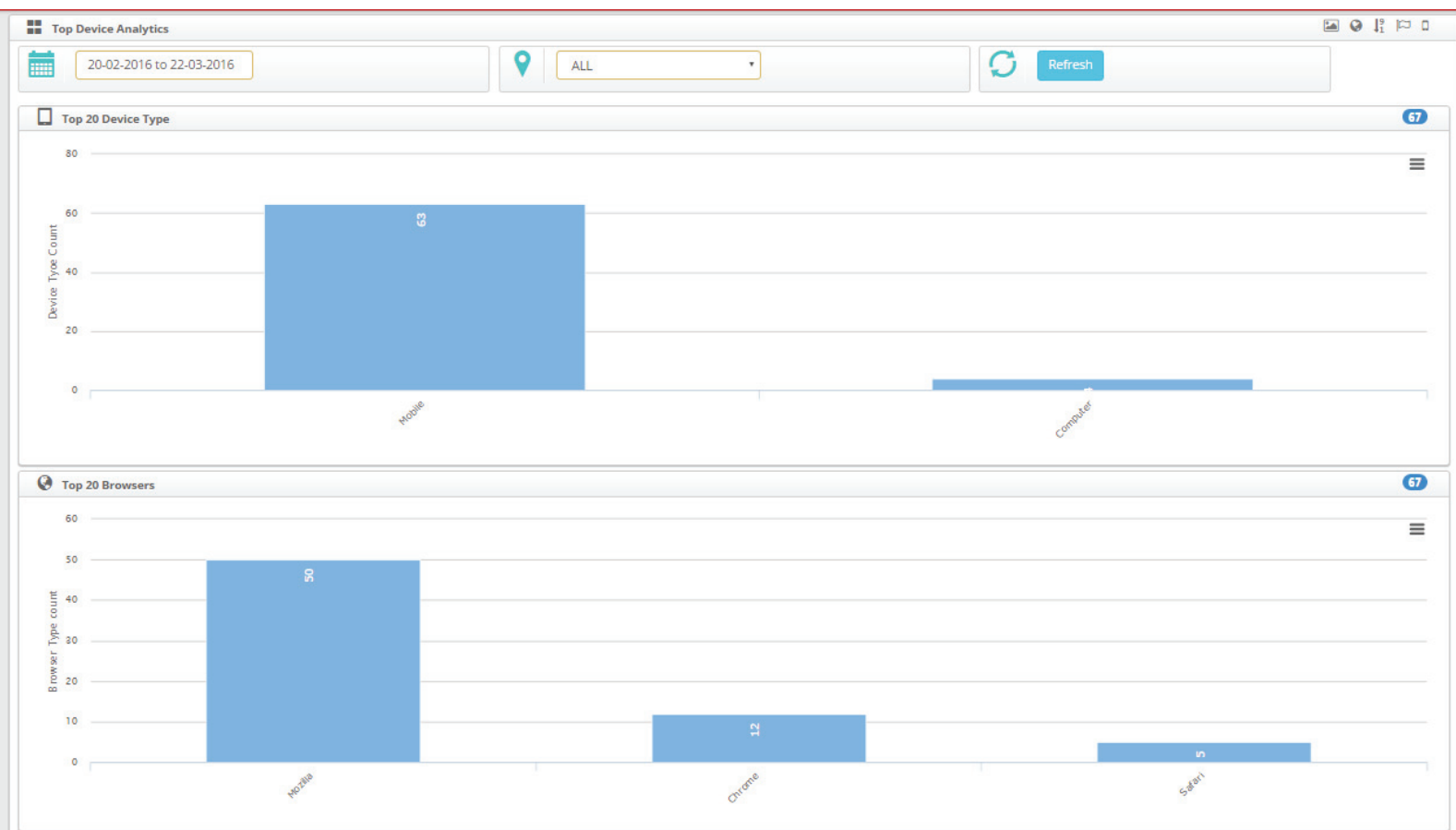
SMS Campaign Report

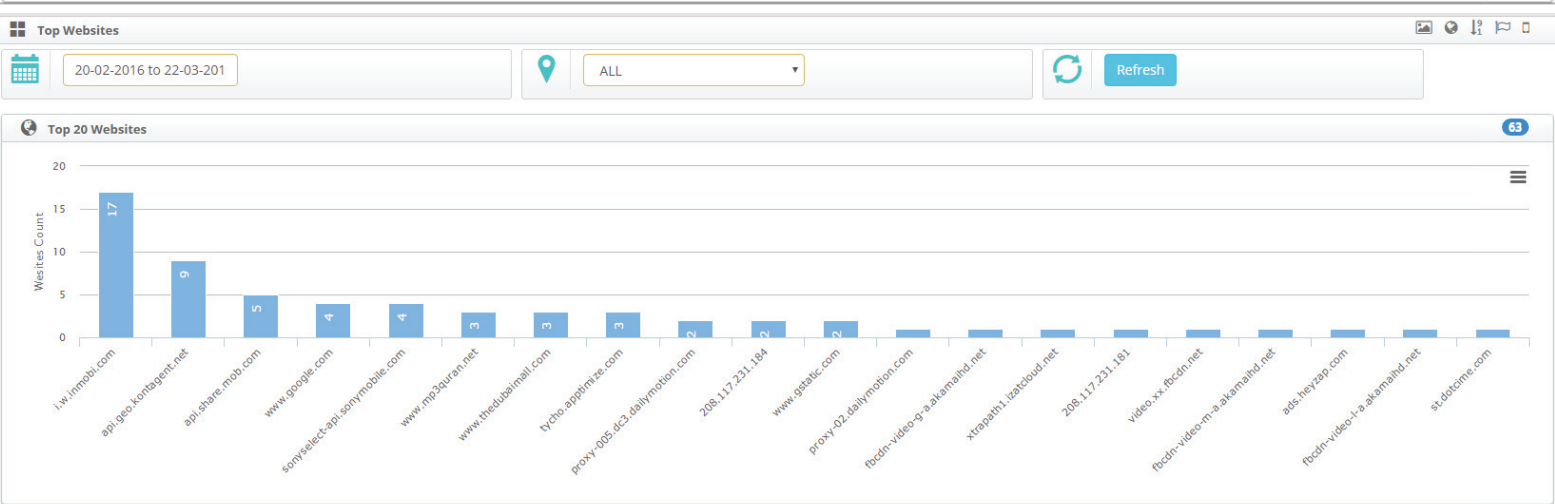
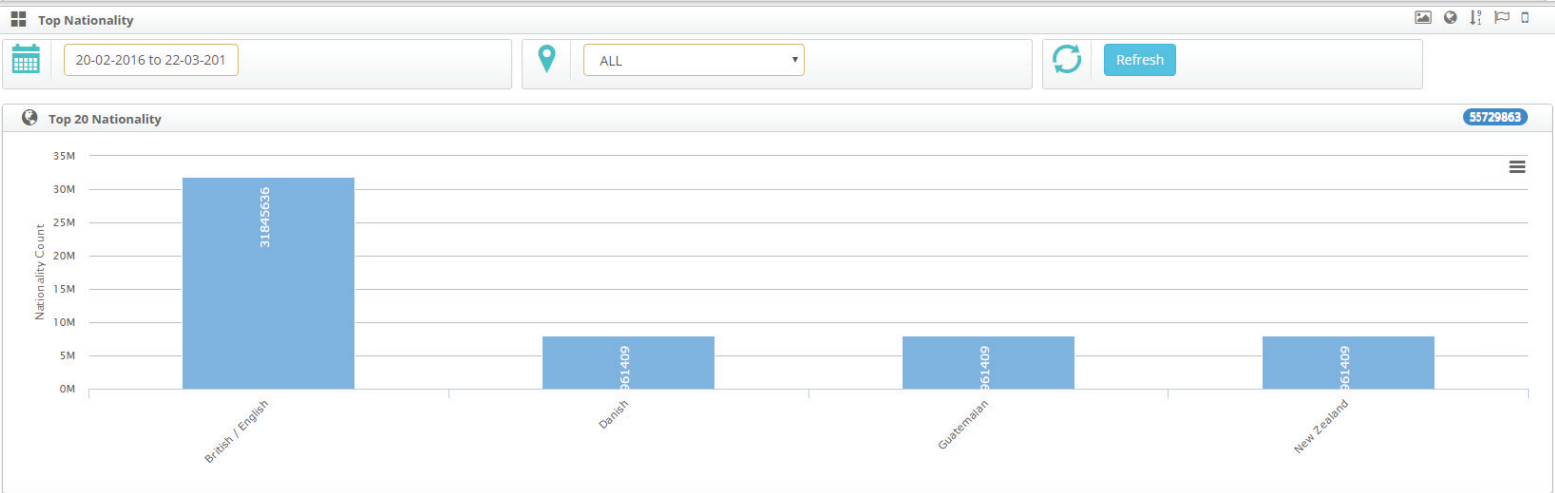
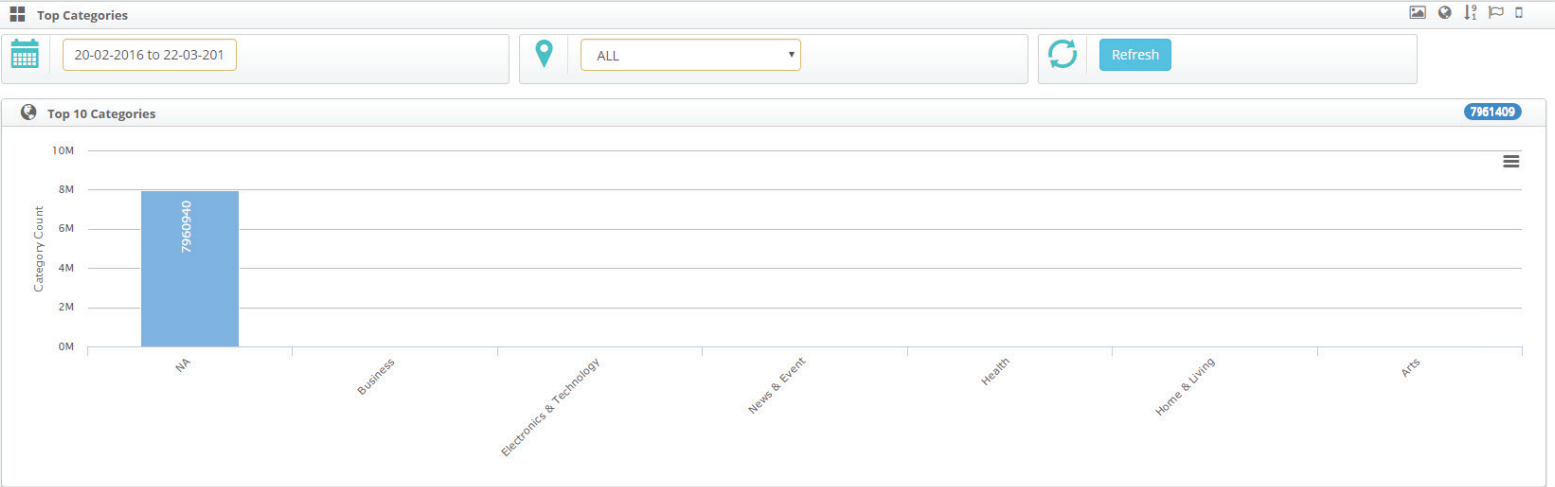
SMS campaign reports shows the number of message delivered for SMS campaign and it can be drill down to Weekly, Daily and By Categories.



Top Analytics

This is the rich reporting modules with advance filters which display the top nationality, websites, device, OS, manufacturers, browsers.














Top Banners

20-02-2016 to 22-03-2017

ALL

Refresh

Please Select Date Range.

SN#	Banner	Campaign	Brand Name	View	Report	Total Views
3		FOOD AT PIZZA HUT	Dubai Mall			521
5		ABUDHABI MASTER CRICKET	Dubai Mall			3
6		ABUDHABI MASTER CRICKET	Dubai Mall			3

Profile Search

Profile search is the advance filtering report where admin or advertiser can filter the data and find the Wi-Fi user details like MAC, mobile, Nationality, Age Group ,Gender etc.

Profile Search

ALL

ALL

ALL

ALL

All

Refresh

SN#	MAC	Mobile	Registered Category	Favorite Categories	Nationality	Age Group	Gender	Device Type	Model	OS	Browser	Manufacture
1	00:EB:2D:B5:10:20	971562535082	Electronics and Technology		Indian	26-40	M	Mobile		Android	Chrome	Google Inc.
2	38:CA:DA:B2:35:CE	971560000674	World and Politics		UAE	15-25	M	Mobile		Android	Chrome	Google Inc.
3	00:EE:BD:84:6F:B1	971526445899	Science and Education		Indian	15-25	M	Mobile		Android 4.x	Mozilla	Google Inc.
4	90:8D:6C:2E:41:51	971554550750	Business		UAE	26-40	M	Pda		Android 4.x	Chrome	Samsung
5	54:40:AD:85:02:92	971560000674	Business		UAE	15-25	M	Mobile		Android 4.x	Chrome	Google Inc.
6	54:40:AD:85:02:92	971559724781	Home and Living		Indian	15-25	M	Mobile		Android	Firefox 4	LG
7	54:40:AD:85:02:92	971559724782	Health		Algerian	26-40	M	Mobile		Android	Firefox 4	Others
8	54:40:AD:85:02:92	971526445899	Science and Education		Indian	26-40	M	Computer		Windows 7	Firefox 4	Microsoft Corpora
9	14:F6:5A:F5:05:62	971506683905	Health		UAE	15-25	M	Mobile		Android 4.x	Chrome	Google Inc.
10	FC:FC:48:D8:9F:F4	971506115110	Sports and Games		UAE	41-60	M	Mobile		Android	Chrome	Google Inc.
11	ad:cd:dexww:65	971559724782	Health		Algerian	26-40	M	Computer		Windows 7	Firefox 4	Microsoft Corpora
12	80:86:F2:7F:2C:95	971504503010	Electronics and Technology		UAE	26-40	M	Mobile		Mac OS X (iPhone)	Safari	Apple Inc.
13	ad:cd:dexww:65	971505432178	Arts		UAE	<15	M	Mobile		Android 4.x	Chrome	Google Inc.
14	2C:54:CF:EA:D4:3B	971552230301	Shopping		Egyptian	41-60	M	Mobile		Android 4.x	Chrome	Google Inc.
15	2C:54:CF:EA:D4:3B	971559724782	Health		Algerian	26-40	M	Mobile		Android	Mozilla	Lenovo
16	2C:54:CF:EA:D4:3B	971560000674	Business		UAE	15-25	M	Mobile		Android 4.x	Chrome	HTC