

Front Porch: Wi-Fi Monetization

Engage consumers with location-based in-browser content to increase awareness of your brand and offers

At-A-Glance

Solution Overview

Reach all connected consumers with graphical marketing material as they surf the web on your network. Using location data from the Cisco® Mobility Services Engine (MSE), Front Porch provides venue operators a network-based, in-browser notification solution that addresses key communication and marketing goals.

- Deliver location-aware content using Wi-Fi
- Offer interactive web content without the need to download an app

Venue operators can deliver location-based graphical and interactive content directly to mobile devices. This results in increased awareness and utilization of special offers, mobile apps, and partner promotions.

Joint Solution Technology Overview

The Front Porch service is available as a cloud service or as a high-availability appliance. Integration with Cisco Wi-Fi architecture is fully supported, including location and analytic services through Cisco MSE.

Front Porch detects devices that have been assigned an IP address and categorize the devices using MAC address identifying capabilities, screen resolution, and operating system. Using location data from the Cisco MSE, venue operators can target special marketing campaigns for users in each geo-fence zone.

Benefits of Wi-Fi Monetization

The deployment of login auto-authentication means that Wi-Fi operators are adopting in-browser messaging to restore brand impression opportunities. The login page is being replaced with post-login graphical and interactive content. This creates more opportunities for extended and repeat consumer engagement.

Benefits include:

- Increase spending from special offers
- Turn 'showrooming' into shopping
- Boost mobile app adoption and usage
- Increase speed of payment from offers
- Grow loyalty club sign-up rates
- Display location-relevant map information

Consumer Mobile Experience

Front Porch delivers content to the browser as a semi-transparent graphical overlay, typically looking like a tool bar at the bottom of a web browser. Consumers interact with the content, and the content expands and displays more information. This is accomplished without disrupting a consumer's web surfing experience and without the need for client installation or device configuration.

For More Information

Please visit:

- Cisco Connected Mobile Experiences at www.cisco.com/go/cmxe
- Front Porch product page at www.frontporch.com



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