

# PURPLE WiFi

**Customers expect free WiFi –  
so why not give it to them!**

**Purple Wifi** offers software that works with a business' existing broadband connection to provide free Wi-Fi network access for customers. Users are required to sign-in using a social account, the business then gets access to valuable social demographic data, such as the age and gender of customers that use **Purple WiFi**, i.e. when users connect, how long they stay connected, and more.



**Purple Wifi** will give the business an opportunity to expand their social reach. Upon login, the customer is prompted to "like" the business' Facebook page or follow its Twitter account.

**Purple WiFi** offers a few different plans, however, subscribing to Purple WiFi Premium, includes custom branding, email and coupon marketing options, content filtering, and deeper demographic information.



More businesses should provide free Wi-Fi. It's a great gesture that creates added value in the eyes of the customer *even for people who don't use it.*

Most businesses already have an Internet connection, and a wireless network. So why not use a service like **Purple WiFi** to share the network with customers in exchange for free marketing and invaluable customer demographic data?

**Please give us a call on 0191 519 3700**