Mojo Engagement

Meet Your Guests at the Intersection of Physical and Digital

Mojo Networks is leading a revolution in prolific enterprise WiFi. By elevating WiFi into the cloud it is introducing the world to a radically simple way to manage networks of any size that generate unprecedented value.

The Mojo cloud managed platform enables a complete workflow for wireless access, security and engagement that leverages a purpose-built cloud architecture to produce enterprise-grade wireless networks for every application required, and ensures high reliability through an approach that is automated, scalable, secure and cost effective.

Mojo Cloud Managed WiFi Engagement

The cloud enables Mojo to support the entire engagement workflow, from guest network configuration and splash page design through direct engagement and analytics review. The goal is simple: support a network that can immediately respond to guests when they connect in real time, develop a platform for data analysis to better inform future decisions, and provide the tools needed to make a unique, personalized and brand-focused experience for every single guest.

Real Time

It's the moment that your guests show up when meaningful relationships are forged. Meet them at the intersection of physical and digital and talk with them, not at them, when it matters most.

- Create custom splash and landing pages using images, text and dynamic content so guests can directly interact with the brand
- Incentivize guests to share information about themselves with direct integration to relevant programs and specials
- Alert third party platforms with active MAC address data and opt-in guest data automatically

Measured

The biggest picture informs the smallest and most impactful decisions. The cloud processes unparalleled amounts of data and beautifully visualizes and transforms it into relevant concepts that enable quick and intelligent action.

- High level trend analysis of traffic patterns, proximity and repeat visits
- Demographic analysis of age, gender, location and more
- Graphical and visual approaches to data presentation with access to raw data for external analysis as well

Personalized

Elevate Guest WiFi so everyone feels that their experience is special. The cloud supports the tools needed to uniquely personalize the user experience while they connect and while they browse.

- Support multiple splash pages easily for use in specific regions or location groups
- Communicate over multiple mediums including WiFi, MMS, Social Media and more
- In-browser communication triggered by specific website visits or time spent on the network

The Mojo Promise

When fully implemented, Mojo access points automatically connect with the cloud to display stunning splash pages every time a new user connects. Guests can connect in multiple ways, each providing a unique blend of opt-in information share and direct interaction. From there, guests can continue the conversation through browser notifications or other online means.

The result is an immersive experience for every guest that develops and reinforces the relationship between them and the brand.

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About Mojo Networks, Inc.

Mojo Networks is redefining the modern WiFi platform. Imagine the scalability to set up millions of access points with a few clicks, all from your smartphone. Envision an Internet experience that engages users with your business to drive results. Stay secure on the same WiFi cloud powering Fortune 500s, Global 2000s and the highest levels of government. And enjoy the cost savings of a cloud-first solution without the pricey markup of proprietary hardware. Welcome to the era of prolific connectivity. Founded in 2003, Mojo Networks (formerly known as AirTight Networks), serves customers in the Fortune 500, Global 2000 and large carriers around the world. Set up a free trial of Mojo Networks today at www.mojonetworks.com.

Mojo Features and Technologies

Mojo Networks believes that innovation in the wireless space is far from over. It strives to deliver new and compelling features that make the deployment, management and support of wireless engagement easy. These are just a few key features Mojo delivers with its cloud managed platform to bring the best to wireless engagement everywhere.

Mojo Guest Manager takes your public networks to new heights by elevating them to the cloud and introducing a host of advanced features and controls.

- Supports multiple plugins for guest authentication that include social media, web forms, SMS and credentialed access
- Hosts beautiful and stunning splash pages that let guests connect and communicate directly while they browse
- Consumes data at multiple levels and displays graphical and visual data analysis

Social WiFi is the concept behind creating guest networks that offer methods of connecting users to WiFi, specialty programs and social media platforms at the same time.

- Leverage open authentication to connect users through Facebook, Twitter, LinkedIn, Google+, Instagram or Foursquare
- Allow guests to share data and offer the chance to Like or Follow the brand to receive direct messages and content
- Learn about guest demographics to create a more personalized experience when they visit

Mojo Canvas is a web-hosted, interactive design app for creating modern splash and landing pages for guest networks.

- Create custom splash and landing pages without the need for web design skills
- Develop unique ways for guests to connect and share information such as through social media, web forms and more
- Support cool new ways to communicate with guests after they connect through SMS, in-browser ad insertion and more

WiFi Analytics aggregates massive amounts of data collected via passive scans, active scans and user connections to provide insight into traffic patterns, behavior and demographics of WiFi users.

- Conceptualize data in easy-to-understand buckets like Dwell Time, Foot Traffic, Conversion, Repeat Visits and more
- Break down data into useful demographic groups like gender, age and location
- Quickly view analytics at all levels, from the very top level to the most granular view, across time segments and location groups

Mojo Engagement also delivers...

- Per plugin QoS properties like session timeout, blackout time, per user bandwidth maximum and redirect URL
- Scheduled and on-demand reporting for WiFi analytics
- Built-in API client for third party data integration using standard REST verbage
- Mobile-optimized version of Mojo Canvas for on-the-go editting and activation
- Leverage MMS, SMS and in-browser messaging to communicate in a variety of ways

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