



Sponsored Free Wi-Fi Using Mobile Marketing and Big Data Analytics

Paper Number 3153

"The combination of sponsored broadband connectivity, transparent consumer monitoring, full legal compliance and analytics based mobile marketing constitutes the uniqueness of ZapFi's offering."

A. ABOUT ZAPFI

1. Company Logo



: intelligent mobile marketing

2. Company Description

ZapFi builds a network of sponsored Wi-Fi Zones through which the registered users can surf for free. With the subscribers' consent, ZapFi analyses their online behaviour. Based upon this analysis, sponsors and advertisers can send highly relevant marketing messages that are in line with subscribers' profiles. This time-and location-based analytical data about their interests and surfing habits enables sponsors and advertisers to closely engage with current and prospective customers.

The combination of sponsored broadband connectivity, transparent consumer monitoring, full legal compliance and analytics based mobile marketing constitutes the uniqueness of ZapFi's offering.

3. Company Address

ZapFi International S.A
Route de Mersch 79
L-7432 Gosseldange
LUXEMBOURG

4. Vat Number

LU25001817

B. ABOUT THE SPEAKER

1. Name & Title

Gery Pollet, CEO

2. Photo



3. Short Bio

Gery Pollet founded the company in 2010. In his role as Chief Executive Officer, Gery is responsible for the execution of ZapFi's corporate strategy, market direction and day-to-day management. Gery's prior experience spans numerous roles including Managing Director, founder and corporate executive. Gery has a successful track record for bringing technology advanced ideas to market. Gery's latest business success was Aquanta, specialised in the development of internet telephony applications. Prior to that, Gery founded ITinera Services, an ISP with a focus on the SME market and the first ISP in Belgium to use satellite technology. Gery's first start-up was Planet & Partners, the first consumer ISP in Belgium.

C. ABOUT THE PRESENTATION

1. Title

Sponsored Free Wi-Fi Using Mobile Marketing and Big Data Analytics

2. Abstract

The era of mass marketing is over, welcome to the new age of relevant marketing where “whispering” matters far more than “shouting”. At ZapFi, using the combination of “sponsored free Wi-Fi” and real-time “consumer analytics”, we help businesses to better understand who their customers are. Not only offers this now the opportunity to send highly relevant marketing messages based upon the profile and the location of the customer, it also leads to new ways to build deeper and more intimate one-on-one relationships between the business and the customer. During this presentation, ZapFi will use a few real world examples to demonstrate that the future of mobile marketing is much more about data and far less about advertising.