

PepMall's setting and accessibility has made it the location of choice for some of the world's renowned retail names and reputable companies.

Login with Facebook for internet access



Login With Facebook

No Thanks

Pepmall Public WiFi

Terms & Conditions

Social Wi-Fi with Facebook Login



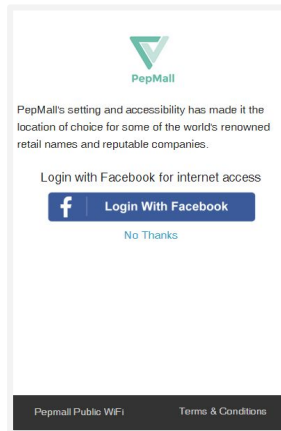
Free Wi-Fi Can be Traded for Something...

- Customers often expect free Wi-Fi in public places.
 - 80% of mobile consumers are influenced by the availability of in-store Wi-Fi when deciding where to shop. (JiWire, Mobile Audience Insights Report)
 - 36% of customers have backed out of an in-store purchase because they could not do research on their mobile device. (Wi-Fi Alliance)
- Users could be willing to fill out personal information for their Wi-Fi.

Login With Facebook: 3-4 clicks, Integrated Ads

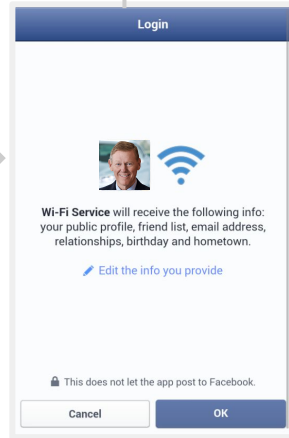
1

Enter the Captive Portal: Graphics from provider's Facebook page. Optionally, users can access Wi-Fi without sign-in by clicking "No thanks".



2

Authorize on Facebook: Users authorize our unbranded app on Facebook.



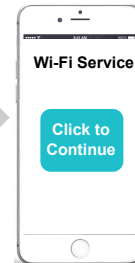
GPS Location Info

Demographic Info

InControl²

3

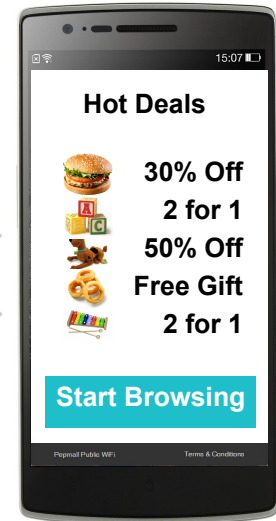
Integrated Ad Server: InControl 2 processes the data to determine which promotions to deliver.



Moving to Safari

4

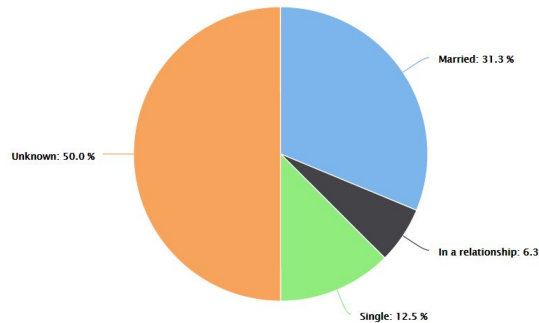
Start Browsing After Seeing Promotions: Users will be exposed to promotions before accessing the Internet.



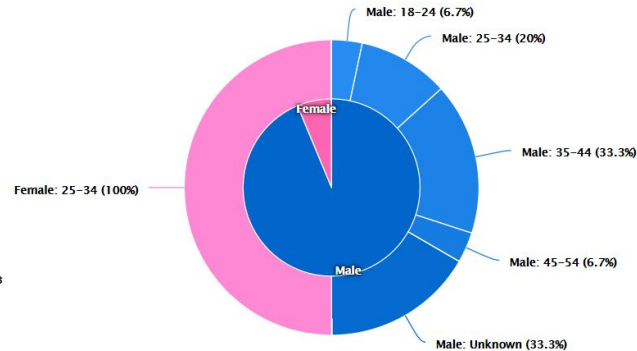
Collect Important User Information

- Collect information such as client age, gender, marital status, and home country.
- View this information in a report on InControl 2.
- Collect user email addresses for future campaigns.

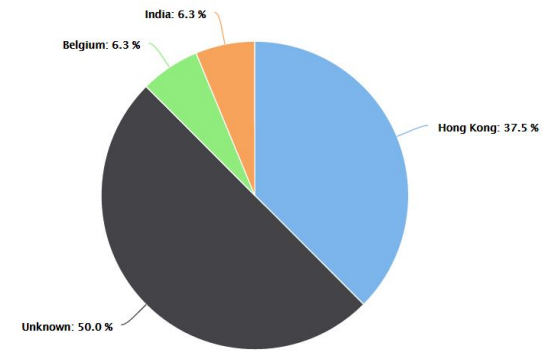
Relationship Status



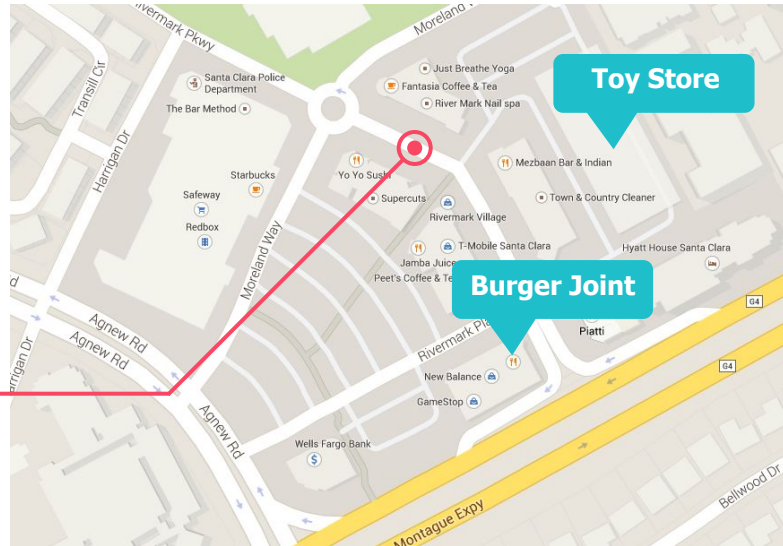
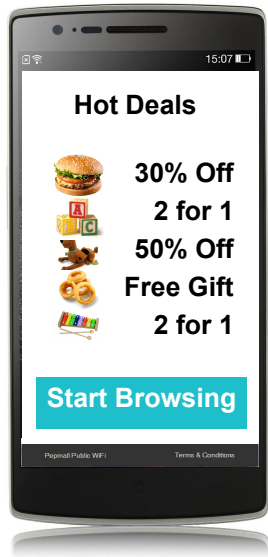
Age Group and Gender



Home Country



Next... Ad Service Support



- Wi-Fi providers can serve targeted ads during the login process.
- Ads are targeted by client location and time of login as well as demographic info.