



solution brief

RaGaPa

Innovative Messaging and Monetization for Public WiFi Networks

Introduction

WiFi is becoming an amenity service and enterprises are looking for ways to monetize their infrastructure and increase ROI. RaGaPa provides an innovative solution that high traffic venues such as airports, stadiums, hotels, retailers, and shopping malls can utilize WiFi for high value customer engagement.

Many WiFi solutions provide customizable captive portals that can offer promotional or advertising messages, but that is just a single touchpoint that most end-users quickly skip past to get online. RaGaPa is a pioneer in In-Browser Content Insertion Technology that enables venues to successfully insert venue specific promoted content/advertisements on any of the HTTP webpages a user visits during their entire in-venue session.

RaGaPa can deliver any message type, including advertisements, promotional messages, customer surveys, and videos. Likewise, RaGaPa can assist with in-venue app onboarding, by presenting a link to nearby users and messaging that encourages them to download. Alternatively, RaGaPa can support a fully functional In-Browser App experience, with no native app downloading required. This can help remove any mobile application adoption friction and solves the application clutter problem. For instance, a sports stadium may show the team logo as a small floating icon that is present on all screens in an HTTP session. When a fan clicks on the logo, they may get a stadium map, a menu to order concessions, team statistics and links to order tickets for future games.

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The solution works seamlessly on all platforms, browsers, and screen sizes without requiring customers to download anything on their devices, and has a comprehensive campaign management capability to manage what messages get delivered to which users at what time. The campaign manager can easily integrate with 3rd party ad networks or can also be used to create custom campaigns. Campaigns, notifications, and content can be pushed in real-time to single or multiple locations, and there is a clear dashboard to view analytics data for all your campaigns across one or many locations.

To enhance ad or message targeting, RaGaPa provides deep analytics on user traffic. In addition to demographic information such as MAC address, browser type, and location, RaGaPa can capture and report on URLs, ad message impressions, ad message clicks, and total user activity over time.



It can also be integrated with Ruckus Smart Positioning Technology, (SPoT™), to send messages based on specific zones or areas within the venue. Trains stations, for instance, are using RaGaPa with SPoT to push out specific ads to people based on whether they are on the platforms or near the retail shops.

RaGaPa uses ad networks globally to enable easy monetization for venues looking for direct ad revenue. Generated revenue is then shared between the venue, partner and RaGaPa, a win-win proposition for all parties.

As the leader in public access WiFi network infrastructure, Ruckus has always delivered the best connectivity, easiest management and highest scalability. With RaGaPa and SPoT, Ruckus is adding a complete customer engagement and monetization platform.

- Geographical Location
- Mac Address/Cookie Tracking
- User Agent
- User Browser
- Destination URL
- Ad/Message Impressions
- Ad/Message Clicks
- User Activity with Time

