

The hidden potential of your Wi-Fi: how to combine technical robustness with audience monetisation?

The strategic guide to reconciling IT department requirements with marketing ambitions



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Today, Wi-Fi is no longer simply a convenience or a cost centre managed in isolation by the IT department. In high-footfall venues (shopping centres, stations, stadiums, restaurants, etc.), it has become the prime point of contact for getting to know and interacting with your customers. Yet, in many organisations, inadequate infrastructure and an inability to utilise data turn this asset into a source of frustration.

How can you turn this technical necessity into a truly profitable and self-sustaining media channel? Follow the guide!



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The 3 signs that your current Wi-Fi isn't up to scratch

Offering free Wi-Fi is a must for any establishment open to the public. However, simply having a wireless network does not necessarily guarantee that it will perform effectively for your business. Here are the 3 main signs of an underutilised setup.

1. Infrastructure costs with no measurable ROI

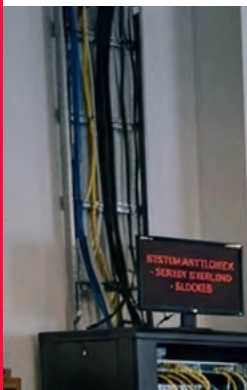
Often seen as a mere cost centre, Wi-Fi must nevertheless prove its direct profitability (advertising on the portal, collection of qualified data) as well as its indirect benefits. A smooth connection significantly increases the time spent on-site (dwell time) and builds customer loyalty. Conversely, a faulty network prompts visitors to cut their visit short. Failing to measure this impact means missing out on the true value of your infrastructure.

2. The IT bottleneck

It's a classic scenario: Marketing wants to launch a flash offer, but has to open an IT ticket and wait weeks just to change a simple image. If your teams aren't 100% self-sufficient when it comes to modifying campaigns on the fly or exporting their data, your system lacks efficiency. Wi-Fi must become an agile tool, free from technical red tape.

3. Underutilised data

Despite high footfall, many businesses are unaware of their customers' visit duration or return frequency, missing out on the potential of 'real-time' data. Detecting a visitor's connection enables immediate actions: sending them an instant 10% discount offer for a nearby shop, for example. Waiting until the next day to communicate means letting a conversion opportunity slip away.



The IT department's perspective: infrastructure for peace of mind

For the IT department, the main challenge lies in stability. The objective is clear: to deploy a solution that can handle the load, integrates seamlessly with the existing system, and does not generate daily complaints. Here are the three main criteria for IT departments to focus on:



Hyper-density and scalability

A resilient infrastructure guarantees a seamless experience, even with thousands of simultaneous connections. Designed to support your growth, the controllers must be easily adaptable (via upgrades) to handle traffic spikes (sales, Black Friday) or the addition of new sites. This ensures a sustainable investment.



Security and interoperability

Security relies on your existing architecture. Ideally, Wi-Fi solutions (hardware and software) should be able to integrate seamlessly, without replacing anything. They act as an additional layer of security that complies with your firewall rules: your corporate network remains protected, whilst offering controlled public access.



Legal compliance

GDPR, data protection authorities, log retention... Public Wi-Fi often raises legal concerns for IT departments. With a professional solution, these constraints are greatly simplified and managed. Legal documentation, secure log storage: the platform and the integrator handle the key elements to facilitate compliance and reduce the operational burden.

The Marketing perspective: the captive portal as a tool for monetisation

For Marketing departments, the captive portal should no longer be seen as a simple login page, but as a new, privileged communication channel – a true digital showcase.



A direct advertising space

By becoming a retail media platform, the captive portal goes beyond passive display advertising thanks to an immediate call to action and a 100% attention rate. Use it for your own communications or monetise it with partner brands, offering an instant conversion funnel that is highly sought after by advertisers.



A/B Testing and hyper-personalisation of the UX

Maximise your conversions through A/B testing by tailoring user journeys and visuals to targeted profiles. You can also vary authentication methods (Social Login, SMS) to streamline the customer experience whilst collecting verified data.



Database validation

Using APIs, verify the validity of entered email addresses in real time before they are imported into the CRM. By eliminating numerous incorrect or disposable addresses, you save on your email marketing tools and ensure a perfectly clean database.

The Weblib method: independence through collaboration

The major challenge for any business is to reconcile the requirements of IT and Marketing without either department holding the other back.

With the Weblib ecosystem (comprising, in particular, our Ucopia controllers and our Cloud Smart Wi-Fi solution), IT and Marketing have their own dedicated environments, whilst sharing a common vision.

IT side: oversight and delegation. The IT department (or the systems integrator) oversees the network, ensures the robustness of the infrastructure and maintains its security. Once in place, management of the login pages is handed over to the business teams: the IT department no longer needs to intervene for visual updates. The network thus remains sustainable, scalable and secure.

Marketing side: complete autonomy via the Admin Console. No more IT support tickets! The marketing team manages the experience directly via a simple, dedicated interface. With just a few clicks, and without any coding skills, marketers can change a logo, launch a real-time advertising campaign based on current events, or modify the data collection form. Changes go live instantly, with complete autonomy.

The power of the dashboard

**The lifeblood of both IT and Marketing departments is KPIs!
A central dashboard brings everyone on the same page:**

- **FOR IT**

It allows them to monitor network load and assess connection quality in real time through crowdsourcing (measuring actual bandwidth).

- **FOR MARKETING**

It is the ultimate business management tool (opt-in rates, customer journey, languages) and for tracking advertising performance (A/B testing).

Case studies: the winning partnership between IT and Marketing



Case study: a major European shopping centre

THE CHALLENGE

Poor 4G coverage was causing frustration among visitors. At the same time, the centre was operating in the dark: each shop managed its own CRM, with no data sharing. As a result, the marketing team did not know its own visitors.

THE SOLUTION

The deployment of the Smart Wi-Fi solution provided reliable connectivity for visitors. In addition, the centre's marketing team created its own acquisition channel via the captive portal. The team now manages its campaigns completely independently, cross-references visitor data and monetises the audience with its tenant brands.



Case study: a major public transport network

THE CHALLENGE

To promote the official mobile app by offering travellers who download it access to various features, including Wi-Fi, whilst ensuring a seamless experience requiring no manual action.

THE SOLUTION

Integration of the "AppConnect" SDK into the customer app. As soon as the traveller arrives, their smartphone is recognised and connected to Wi-Fi instantly and seamlessly. This ensures highly qualified data (via SMS, Google or Facebook authentication, for example) and enables targeted notifications to be sent in real time.

[Test Smart Wi-Fi for free](#) 

[Discover App Connect](#) 

About Weblib

Turning a simple technical necessity into a powerful tool for customer engagement and revenue generation is now within your reach. With the Weblib ecosystem, you can finally reconcile the rock-solid reliability demanded by your IT department with the need for agility required by your marketing teams. All this happens without any friction, thanks to agnostic solutions that integrate smoothly, sustainably and securely into your existing network infrastructure.

Our solutions adapt to your challenges, from high-density hardware for stadiums and airports to smart, dynamic captive portals to transform your customer relationship.



What Weblib offers you in addition:

- **High density:** unique technical expertise for venues with very high footfall.
- **Operational autonomy:** interfaces designed to give marketing teams freedom of action.
- **Performance Data:** record opt-in rates and high-quality data from the moment it enters the database.
- **Actual bandwidth measurement:** the truth about your users' experience thanks to crowdsourcing.
- **App Connect:** simplified and persistent connection, to engage your visitors long-term.

Does your current solution offer this level of service?

**Weblib,
European leader
in wireless
connectivity**

Thanks to its global network of technology partners, Weblib enables integration with most existing systems without disrupting existing infrastructure.



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LET'S TALK!