მარკეტინგული პროგრამული უზრუნველყოფის ფუნქციონალის ტექნიკური მოთხოვნა

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| WiFi Ad user Interface | |
| Full Screen Ads | კი |
| Ad design is optimized per each device screen size for better  performance | კი |
| User friendly authorization design | კი |
| Format supported: JPG | კი |
| Format supported: GIF | კი |
| Format supported: Video | კი |
| WiFi Ad authorization methods | |
| Authorization method: Custom CRM authorization | კი |
| Authorization method: SMS authentication | კი |
| Authorization method: Facebook Log-in | კი |
| Authorization method: Manual Authorization (name, surname,  email, age, gender and/or country) | კი |
| Authorization method: Google Log-in | კი |
| Authorization method: Skip button | კი |
| Authorization method: simple “Connect” button | კი |
| WiFi Ad configurations | |
| Create custom sequence of authorizations | კი |
| Authorization button configuration (color, text, font, language) | კი |
| Set custom disclaimers according to local regulations | კი |
| Show different Ads based on whether user agreed or disagreed to  the disclaimer | კი |
| Deloitte approved Privacy Policy and Terms of Use in compliance  with GDPR | კი |
| Add custom Terms of Use according to client’s needs | კი |
| General redirect URL | კი |
| OS based redirect URL (Android, iPhone) | კი |
| Different redirect URLs based on whether user agreed or  disagreed to the disclaimer | კი |
| Show a different Ad to those who have already seen one | კი |
| Launch different Ads per venue, zone or a particular AP | კი |
| Launch several Ads in one venue, zone or AP via allocated  percentages | კი |
| Assign custom UTM marketing tag to each Ad | კი |
| WiFi Ad Dashboard Analytics | |
| Venue based / Campaign based total views | კი |
| Venue based / Campaign based unique views | კი |
| Venue insight statistics - Number of visits of users | კი |
| Venue insight statistics - Average session length | კი |
| Venue insight statistics - Time load | კი |
| Device insight Statistics - Device type and vendor | კი |
| Device insight Statistics - Operational system | კი |
| Device insight Statistics - Browser | კი |
| Customer insight statistics - Demographics (Age, gender, country,  city) | კი |
| Customer insight statistics - percent of Facebook and Manual  authorizations | კი |
| Data export via JPG, PNG, GIF, SVG, PDF, JSON, CSV, XLSX, Print | კი |
| Add custom annotations to charts and export with annotations | კი |
| Email Customization, Targeting and Sending | |
| Email building engine: Build your own email templates with your  design | კი |
| Upload your HTML email template | კი |
| Send targeted Emails to users that have visited particular  locations | კი |
| User emails are checked with a bounce checker in order to  ensure that the email exists | კი |
| Send targeted Emails to users that have seen particular Ads | კი |
| Send targeted Emails to users that have been imported manually  into the system | კი |
| Send targeted Emails to particular users based on demographics  (age, gender, country, etc) and loyalty type (new, repeat, loyal,  lost) | კი |
| Automated email sending. Set rules so that each future customer  receives an email automatically. | კი |
| Send unique voucher codes to your users inside of emails | კი |
| Send targeted emails based on previous emails sent and open  rates | კი |
| Email Sending Analytics | |
| Statistics - Collected Emails | კი |
| Statistics - Sent Emails | კი |
| Statistics - Opened emails | კი |
| Statistics - Returning clients. Number of clients returned after  receiving an email. | კი |
| Statistics - Link/Voucher clicks | კი |
| Statistics - Vouchers redeemed | კი |
| Venue Management | |
| Access points could be grouped into zones and zones into venues  for easy management | კი |
| Set session duration (time log-out) | კი |
| Set restriction of upload, download speed (per AP, per venue) | კი |
| Configuration of who is a loyal, lost, new and repeat customer | კი |
| **სულ ჯამური ღირებულება დღგ-ს ჩათვლით** : |  |