



WIFI MONETIZATION

Transform WiFi Infrastructure into Revenue Streams

DATASHEET



Turn WiFi from Cost Center to Profit Driver

Alepo's WiFi Monetization enables CSPs to generate new income through sponsored access, location-based advertising, and data-driven customer engagement opportunities - all while reducing network congestion.

The platform works seamlessly with all major WiFi vendors without equipment replacement, while providing real-time insights that maximize monetization opportunities. It's comprehensive suite covers:

- ✓ AUTHENTICATION
- ✓ ANALYTICS
- ✓ CUSTOMER ENGAGEMENT
- ✓ ADVERTISING

KEY CAPABILITIES

CAPTIVE PORTAL MANAGEMENT

- **Custom Design:** Fully branded, responsive login experiences
- **Multi-Language:** Localized portals for diverse markets
- **A/B Testing:** Optimize design and messaging for engagement

LOCATION-BASED SERVICES

- **Venue-Specific Offers:** Targeted promotions based on location
- **Proximity Marketing:** Push notifications in WiFi zones
- **Event Integration:** Custom experiences for events

SPONSORED ACCESS PROGRAMS

- **Advertising Integration:** Ads during login and browsing
- **Partner Sponsorship:** 3rd-party sponsored access with branding
- **Premium Tiers:** Paid upgrades for more speed and features

ANALYTICS AND INTELLIGENCE

- **Real-Time Dashboards:** Live monitoring of activity and revenue
- **Customer Insights:** Usage patterns for targeted marketing



TECHNICAL SPECIFICATIONS

PERFORMANCE

100,000+ Concurrent Users
99.9% Platform Availability
Multi-Device Optimization

INTEGRATION

Universal WiFi Controller Support
Payment Gateway Integration
CRM System Connectivity
Social Media API Integration

ANALYTICS

Real-Time Dashboards
Customer Behavior Tracking
Revenue Attribution
Performance Optimization

BUSINESS BENEFITS

WiFi Monetization: Transform Infrastructure into Revenue



NEW REVENUE STREAMS

Generate income through advertising, sponsored access, and premium tiers while creating partnership opportunities.



ENHANCED CUSTOMER INSIGHTS

Collect customer data and behavior patterns that enable targeted campaigns and improved segmentation.



NETWORK OPTIMIZATION

Reduce cellular congestion through strategic WiFi offloading while maintaining service quality.



BRAND ENGAGEMENT

Transform access points into touchpoints that strengthen relationships and increase dwell time.

REVENUE MODELS

Advertising and Sponsorship

Display ads during login, sponsored free access, and location-based contextual advertising

Premium Access Services

Tiered speed plans, time-based passes, and subscription models for enhanced access

Partner and Affiliate Programs

Revenue sharing with venues, reseller networks, and cross-promotional campaigns

"Alepo's unmatched experience and expertise in offering carrier-grade WiFi solutions helped us deploy an advanced WiFi monetization platform that not only caters to our current requirements but empowers us to be future-ready to unlock new revenue streams as the market evolves."

— CEO, Buckeye Broadband



CONTACT US
sales@alepo.com

LEARN MORE
www.alepo.com

STAY CONNECTED
linkedin.com/company/alepo