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Insights By O2 Wifi
Wifi Analytics

The Wifi Analytics portal provides you with the understanding of who your visitors are and how they're using O2 Wifi with a number of useful metrics. You can see detailed trend information on your visitors' behaviour and what they're using wifi for in your venues.

Telefónica

Benefits

Wifi Analytics allows Wifi Partners to see detailed O2 Wifi usage reports for all their brands and venues via the new and improved secure customer portal.

Wifi Analytics aggregates and anonymizes all consumer activity and enables reports to be generated showing trends.

Dashboard

The dashboard provides clear visualisation of their visitors' Wifi usage and demographic profiles across a customer's entire estate.

Wifi Partners with more than one brand in their portfolio can break down each report by brand for deeper insight into how their visitors are using Wifi and the demographic profiles of their visitors.

Wifi Partners with multiple venues can see Wifi usage trends across their whole estate, compare usage between venues and dig into detailed Wifi usage within individual venues.

Provides updates each hour with improved reliability of service for the insights.

Reporting

Comparison reports can be generated to compare Wifi usage across multiple venues, brands, dates and date ranges.

Detailed Wifi usage reports can be generated for individual brands and venues.

All reports are fully customisable and can be viewed by configurable filters to enable Wifi Partners to get a richer understanding of how Wifi services are being used in their venues.

All reports provide anonymised insight trends including metrics such as;

Feature	Included
Unique Users: unique number of users who have used Wifi in the selected brand/venue during the selected date period	✓
First Time Users: unique number of users who registered in another O2 Wifi venue, who have then used Wifi in a selected brand/region/venue for the first time during the selected date period	✓
New Registrations: unique number of users who have registered in the selected brand/venue during the selected date period	✓
Returning Users: unique number of users who have returned to the selected brand/venue during the selected date period. Users are defined as having used a minimum of 40KB of data	✓
Top 10 venue locations by number of unique users over a selected period.	✓
Age Range of Users by gender.	✓
Top 10 Postal Areas: top district level postcodes of all UK registered users.	✓
Top 10 International Users: top countries by user with a non-UK mobile number.	✓
Total data consumption.	✓
Percentage split of user's device operating software.	✓
Percentage of total data used by the top 10 websites browsed (App or browser accessed), during the selected date period.	✓

Contact Us

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Email us today and one of our Account Managers will get back to you very shortly.

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