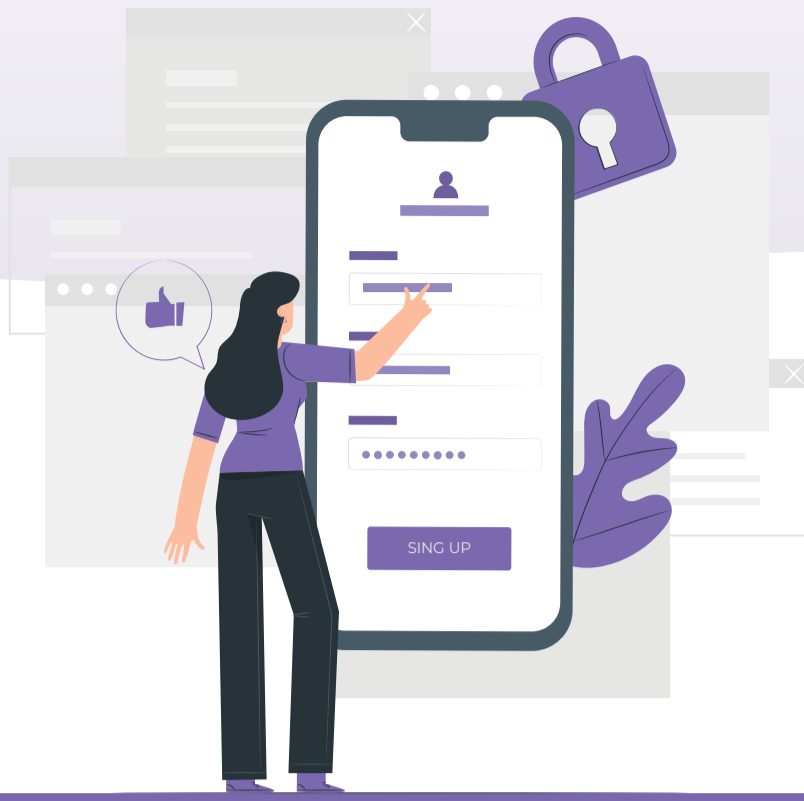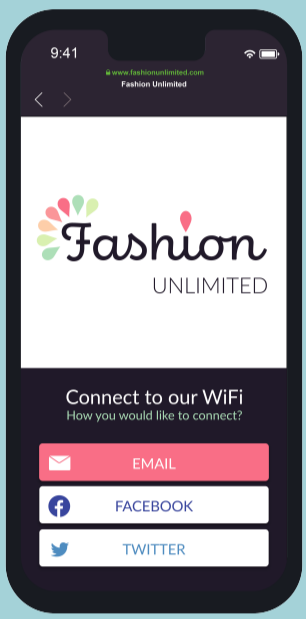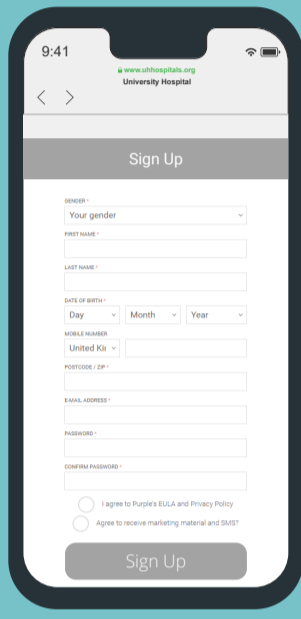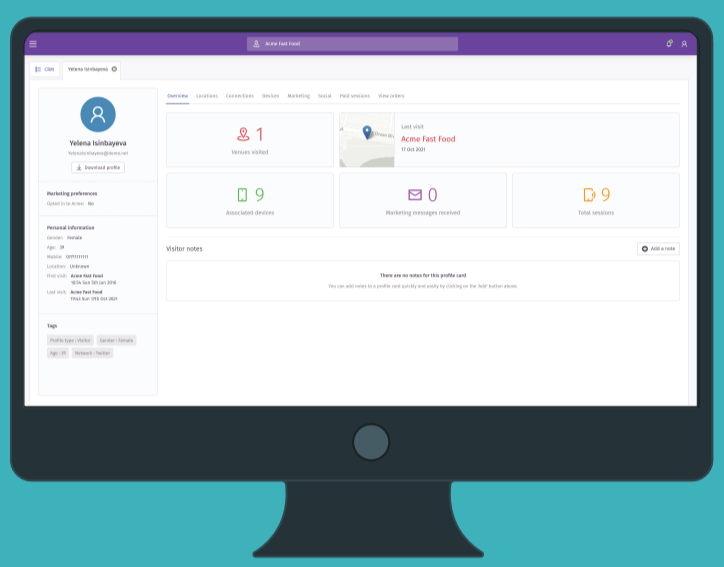# What is a captive portal?

Captive portals display login interfaces for guest WiFi connections, like those you find in restaurants, cafes, airport lounges, and hotels. Businesses can then make the most of these portals to capture key insights into customers that enter their physical venue/store.

Choose a method to connect to WiFi

Visitors will then enter some basic information

Your captive portal will then gather information and you can view insightful data about your visitor

What kind of data can be collected?

There is a range of useful insights that can be collected when businesses use captive portals.

Name

Age

Gender

Location

Interests

PROFILE

Name

Emails

Mobile Numbers
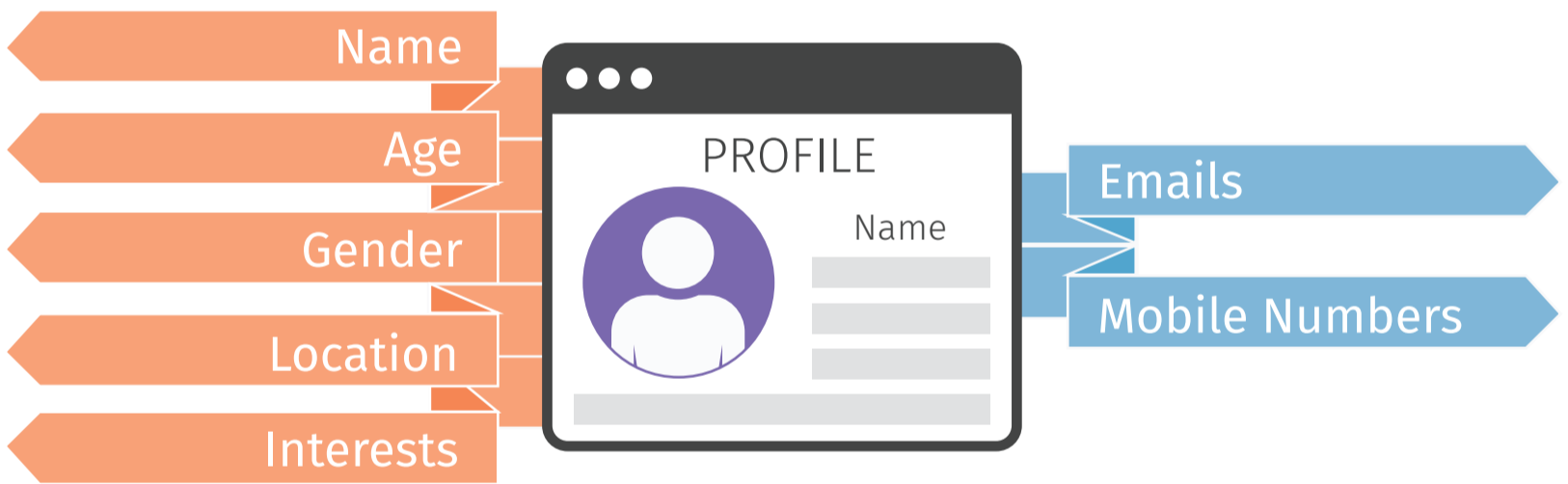
Primary Data	Communication Data
Demographic information such as age, gender, location, and interests (this is also known as 'Primary Data' meaning first hand)	Other captive portals will collect more basic information such as emails or mobile numbers to improve direct marketing communications with customers

What are the benefits of using captive portals?

Understand who your customers are by capturing richer insights

Set bandwidth limitations for customer WiFi to protect internal operation systems

Combine collected data with sales analytics to better understand customer purchasing

Increase annual revenue by using collected data for personalized marketing that can drive customer return rates

Protect customers from network hackers and phishing attack by displaying legit login pages

purple