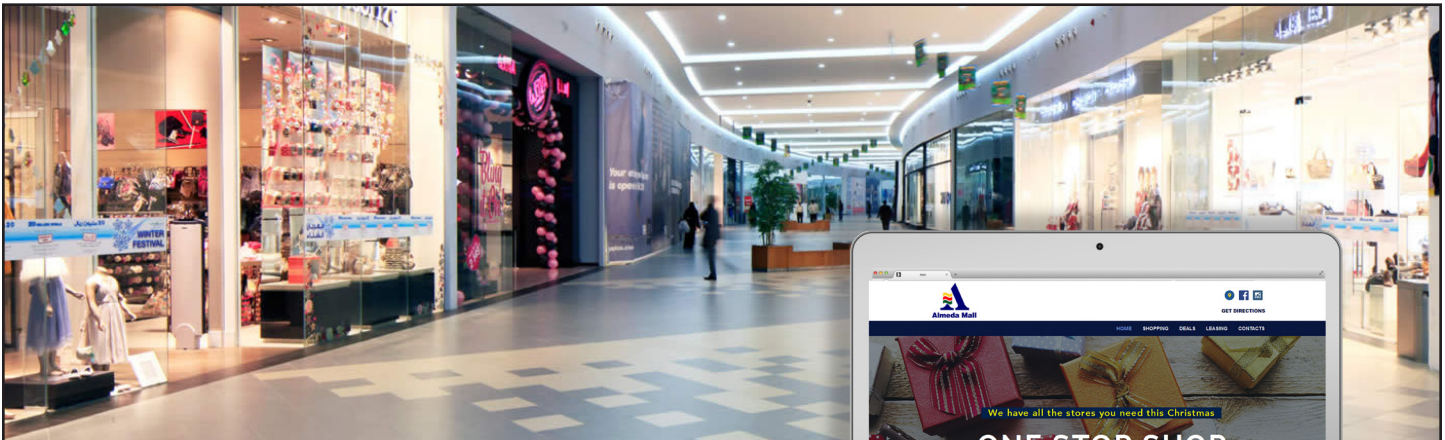


Almeda Mall Discovers a Brand New Way to Connect with Shoppers through the RaGaPa CaptiveXS Solution



Ad Insert

Almeda Mall Captive Portal

Today's modern shopping mall faces a wide range of challenges that weren't around when they opened. Along with most brick and mortar retail locations shopping malls are losing ground to online retailers and only the most aggressive traditional retail locations are seen as making headway in this competitive environment. Not only are these trends important to retail corporations they're equally as important to the property owners that retailers lease from.

The management team at Almeda Mall in Houston recognizes they hold an equal share in making sure their retail clients are successful. They understand that to compete in today's highly aggressive retail world they needed to think outside the box and introduce some innovative marketing solutions to help them and their retail tenants succeed. While free WiFi has long been a staple amenity for shopping malls, the team at Almeda Mall has uncovered the technology to augment their free WiFi and increase their marketing arsenal at the same time.

The Mall management discovered their newest digital marketing service

from RaGaPa; a marketing and monetization solution. RaGaPa CaptiveXS allows the management to insert advertising and messages



onto the mobile browsers of anyone using the Mall's WiFi connection. This provides an all new way to communicate with visitors to the Mall. Management estimates that roughly 70% of visitors interact with a mobile device while on premises. A high percentage of those visitors take advantage of the free WiFi service to access the internet.

"This is an amazing new marketing tool that we can use to promote Mall promotions and events," said Tony Cavazos, Operations Manager at the Almeda Mall. **"Almost every week there is something new happening here and the CaptiveXS solution will be used to bring existing shoppers back on a more regular basis."** Cavazos sees this as useful in helping transform their location from simply a shopping resource to a true community center.

Mall management is also considering letting retailers take advantage of the system by placing ads and coupons on the RaGaPa Captive XS solution, so that mobile users may see these offers while they are on site and visit stores immediately.

CaptiveXS integrates seamlessly into Almeda Mall's existing WiFi hardware. Once activated it places a small overlay, typically at the bottom of the screen, that presents the Mall's messages and offers. Shoppers click on the ad/message for more details or to take advantage of the offer. The system works on all platforms and screen sizes and can be updated by management in real time from CaptiveXS' cloud based dashboard.



The system provides an opportunity for instant communications between the Mall and their visitors. As an example; the Mall may be having a presentation at 3:00 PM on Saturday afternoon that many current visitors are unaware of. In addition to signs they can now place alerts on their WiFi system so that anyone going online will see the notice and stay for the event. The following week management can log onto their CaptiveXS portal and see how many people saw their online

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ad, when they saw it and how many clicked through for more details. This data can help them develop improved promotions and events in the future. Mall management can also offer free or paid advertising programs for their retail clients to help support the free WiFi service they offer.

Behind the scenes is another area the features of CaptiveXS shine. **“Ease of use is a key component of the RaGaPa solution,”** said Gagandeep Singh of RaGaPa. **“Our clients love the wide range of features CaptiveXS offers but they also like the simple intuitive dashboard we offer.”** The CaptiveXS dashboard

lets the Mall management view daily analytics such as; daily visitors, repeat visitors, top accessed sites, plus device and browser details.

Along with this Mall management now has access to WiFi user demographic information including; gender, age and user email addresses. CaptiveXS dashboard is also used to create custom portal pages that require social login to access WiFi. Other features include; content filtering, data capping and overall enhanced security features to prevent hacking, virus and malware attacks.



“We see the RaGaPa CaptiveXS solution as a win-win for Mall management, our retail clients and our Mall visitors,” continued Mr. Cavazos. It will be part of our overall marketing strategy from now on. For details visit: www.CaptiveXS.com or email Info@RaGaPa.com