

# NETGEAR<sup>®</sup> Insight Instant Captive Portal

**A new marketing tool for your business** Bringing you an enterprise-grade, secure, customizable guest WiFi portal with easy configuration, management, and insightful analytics

POWERED BY  
**RaGaPa**

## Why a captive portal for your business?

According to surveys, consumers expect WiFi access at any business where they spend over two minutes waiting for service. In exchange for providing a WiFi service, your business receives commercial value for owning customer information, that is GDPR compliant, and having the ability to communicate and market to the customers directly.



### A perfect tool for your business

1. An analytics tool to help you understand your offline customers and build detailed customer profiles
2. A marketing tool allows you to personalize communication with key info obtained from visitors
3. Enhances business brand image and credibility through professional portal customizable settings
4. Improve customer experience with fast and secure WiFi
5. Get a log of all WiFi access for a whole year for traceability and security
6. Professional look and feel that adds to customer quality perception



### Comprehensive features

Get a professional captive portal with features and capabilities similar to a nation-wide franchise. Instant Captive Portal gives you:

- Easy portal setup
- Rich customization options
- User data collection and analytics (Demographic information for FB login)
- PayPal integration
- Multilingual support
- WiFi access voucher system
- One-year user log storage



### Easy portal setup and rich customization options

Gain full flexibility and control of your Captive Portal. You can easily customize your business splash page, landing page, marketing communications, and many more.



### Multilingual support

Insight Instant Captive Portal is available in five different languages, English, Chinese, French, German and Japanese. Easily set your Instant Captive Portal to one of these languages by selecting a language in your Insight app/cloud portal.



### User data collection and analytics

Collect demographic data (only through Facebook login, include user's name, email, age, gender, and location).



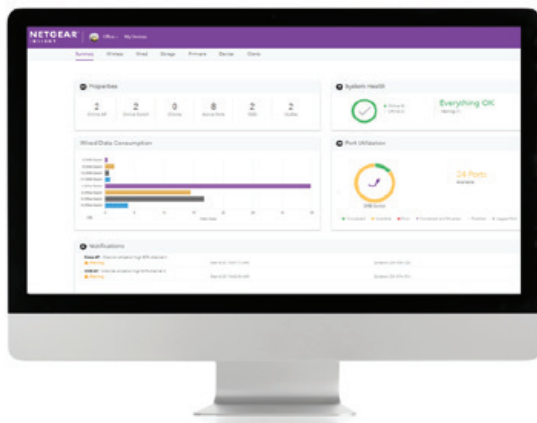
### One-year user log storage

Access and store logs for compliance for up to one year. Improve traceability when your business is prompted for an investigation.



### PayPal integration

Customize guest WiFi payment by charging your users by their usage time. Integrate payment through PayPal to enhance your users' experience.



### Great advantages Instant Captive Portal can bring for your business

- Marketing and Brand Awareness: Customize your landing page and splash page with your logo and branding to increase awareness
- Manage Network Traffic: Schedule session times, set expiration dates and device limitations to manage bandwidth limitations and prevent network slowdowns
- User analytics: Get users' emails to send follow-up emails, future promotions and build loyalty