Aerohive Social Login

The Aerohive Personalized Engagement Platform gives you a new way to deliver personalized experiences for technology-savvy consumers. Going beyond just providing high-speed and reliable Wi-Fi access in your stores or offices, Aerohive Social Login allows you to gain insight into business intelligence from real-time Wi-Fi statistics combined with the wealth of demographics available via social media accounts.

Challenges Facing Retailers

Online retailers have had a significant advantage over physical stores because of the available analytics, which allowed them to optimize their customer engagement and acquisition rates at a much higher rate than brick-and-mortar stores

- Conversion rates
- Webpages visited prior to purchase
- Which promotions received the most attention

With the increased number of technology-savvy users, many consumers are using their smart mobile devices in stores to

- Look up competitive pricing
- Research similar products
- Post to social media

The Aerohive Social Login Solution

In order to increase engagement, retailers need additional ways to gain insight into relevant information to provide content and services personalized to the consumer based on their preferences. Combining social media with services provided in store will help the retailer increase sales, engage more, and turn their loyal customers into brand advocates*. Aerohive Social Login allows retailers to simultaneously provide enterprise-class Wi-Fi to their consumers while gaining visibility into valuable demographics that help the retailer provide more personalized engagement opportunities and increase sales.

Why Aerohive?

Aerohive's proven technology enables organizations of all sizes to use mobility to increase productivity, engage customers, and grow their business. Deployed in over 13,000 enterprises worldwide, The Aerohive solution delivers a platform to provide superior consumer experience, optimize employee productivity, and maintain a cost-effective technology infrastructure.

Aerohive's proprietary mobility platform takes advantage of the cloud and a distributed architecture to deliver unified, intelligent, simplified and cost-effective networks. Aerohive was founded in 2006 and is headquartered in Sunnyvale, Calif.

Personalized Engagement Platform

Social Login is an integral part of the Aerohive Personalized Engagement Platform, giving retailers the business intelligence needed regarding their consumers to better understand Wi-Fi usage, types of devices, demographics of users, and user access patterns. These useful analytics combined with Aerohive's industry-leading controller-less Wi-Fi and access solutions bring unparalleled customization and personalization to the brick-and-mortar retailers, which will drive operational efficiencies and improve customer experience.

Technology Overview

Consumers can use their existing social media credentials, including Facebook, Twitter, Google+, and LinkedIn, to access the Wi-Fi


Include loyalty card information to gain additional insights into VIP users and grant access to promotions or coupons.

Fully-customizable captive web portal that promotes your brand and integrates social logins as well as loyalty program and mobile phone options:
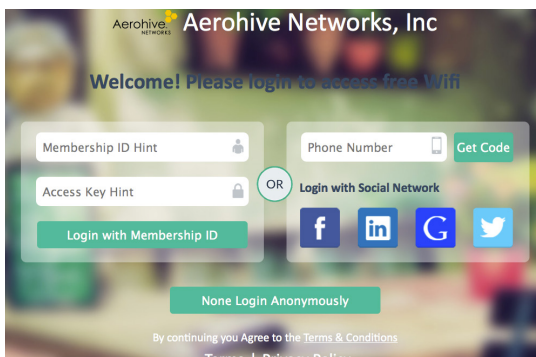
Detailed reports that display graphs about returning guests, frequency of visits, and other useful analytics:
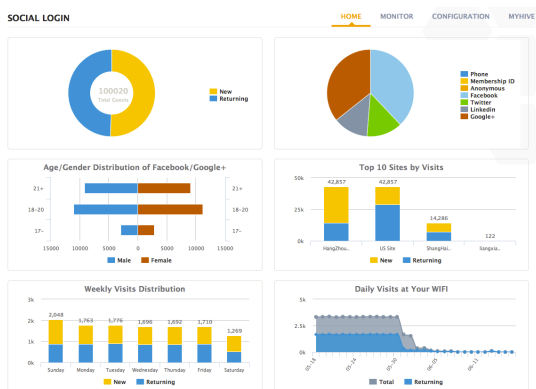
Comprehensive demographics supplied by user social profiles that can be used to correlate and sort information about consumer interests, personal information, and location: