



## Veri-Fi AdVantage™

### Drive immediate engagement with context-based advertising

Time to understand where your users actually are. With Veri-Fi AdVantage, a powerful, cloud-based mobile ad platform, you leverage the most accurate user location data available to deliver hyper-targeted proximity ads to your consumers.

Optimize marketing spend by increasing click-throughs and conversions. Drive user activity by targeting your audience with pinpoint precision. When you deliver the right message, at the right time, in the right location, users will engage.

You can use Veri-Fi AdVantage to reach out to your users directly or drive additional revenue by allowing trusted partner brands to market to them.



Average click-through rate with Veri-Fi AdVantage is 20x higher than the industry average.

## Powered by the world's largest Wi-Fi network

With Veri-Fi AdVantage, you get the powerful benefits of ubiquitous coverage, with geo-targeted messages across the world's largest Wi-Fi network.

Veri-Fi AdVantage leverages a rich trove of hotspot location data, gathered from the iPass global Wi-Fi network, to determine proximity and trigger messages to your consumers' devices, based on the following targeting criteria:

- ✓ Location
- ✓ Message interval



## Launch your campaign in hours, not weeks

Spend less time managing, more time creating

- ✓ Complimentary to your existing digital marketing programs
- ✓ SaaS platform makes it simple to get started
- ✓ Already built in to the iPass client and SDK, nothing else needs to be deployed to user devices
- ✓ Get a faster ROI on your ad investment
- ✓ Not dependent on thinly deployed beacon technology
- ✓ Self-service ad portal enables prioritization and engagement capping
- ✓ Set a daily or fixed campaign budget
- ✓ Ability to launch multiple campaigns at once

### Part of the Veri-Fi™ family of big data products

iPass' mobile device analytics and big data offering, Veri-Fi enables a new range of applications based on accurate mobile device and Wi-Fi infrastructure location data. Veri-Fi big data comes from the iPass SmartConnect™ platform, which collects device and Wi-Fi location data on more than 62 million hotspots, in more than 180 countries and territories.

## How Veri-Fi AdVantage works

- 1 A consumer enters a location where your mobile advertising campaigns are live.
- 2 Veri-Fi AdVantage serves up a location-relevant notification (even to the lock screen) Of your user's device.
- 3 The notification takes your user to a fully branded online ad, promo offer or coupon.

## Key benefits



**Affiliate marketing opportunities**



**New revenue streams**



**Lower costs**



**More engagement and loyalty**

## About iPass

iPass (NASDAQ: IPAS) is a leading provider of global mobile connectivity, offering simple, secure, always-on Wi-Fi access on any mobile device. Built on a software-as-a-service (SaaS) platform, the iPass cloud-based service keeps its customers connected by providing unlimited Wi-Fi connectivity on unlimited devices. iPass is the world's largest Wi-Fi network, with more than 62 million hotspots in more than 180 countries and territories where iPass customers have connected successfully at airports, hotels, train stations, conven-

tion centers, outdoor venues, inflight, and more. Using patented technology, the iPass SmartConnect™ platform takes the guesswork out of Wi-Fi, automatically connecting customers to the best hotspot for their needs. Customers simply download the iPass SmartConnect app to experience unlimited, everywhere, and invisible Wi-Fi.

iPass® is a registered trademark of iPass Inc. Wi-Fi® is a registered trademark of the Wi-Fi Alliance. All other trademarks are owned by their respective owners.

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