

Guest WiFi Marketing

Turn connectivity into engagement. Combine a fully customizable captive portal builder with marketing automation to convert WiFi access into measurable marketing outcomes.

Benefits of Guest WiFi Marketing

Turn intuition into action plan: where to optimize, when to intervene, and what truly moves the needle.

Data capture

Collect consent-based customer profiles via WiFi and build your own GDPR-compliant audience database.

Personalize experiences

Tailor messages and offers based on demographic and behavioral data.

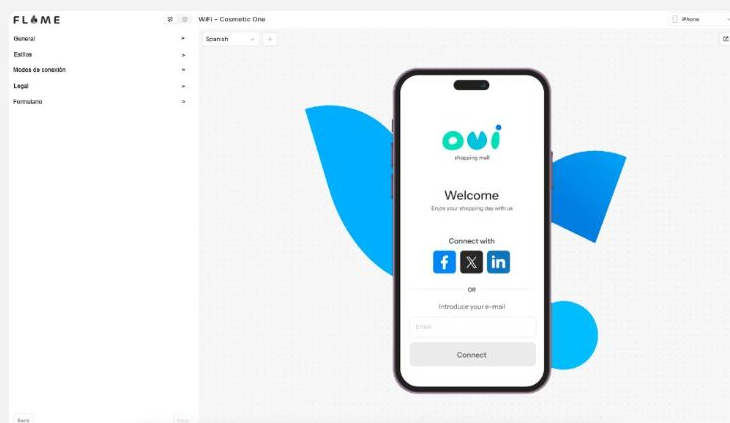
Engage at the right moment

Trigger automated campaigns when customers connect, visit or return.

Integration with your ecosystem

Sync profiles with CRM, PMS and marketing automation tools.

THE PLATFORM From connection to actionable marketing



Flame Connect combines a fully customizable captive portal builder with advanced marketing automation. Design branded login experiences, manage consent and trigger real-time campaigns based on visit patterns and location.

Integrate seamlessly with your CRM or PMS and turn connectivity into measurable marketing outcomes.

[Custom login flows](#)[Social login](#)[Landing pages](#)[Location-based](#)

The metrics that change decisions

Cross visitors with operations and sales to discover actionable patterns.

01 Unique connections

Real number of devices connected to your network.

02 Captured leads

Valid emails and contacts with GDPR consent.

03 Dwell time per visit

How long the user spends connected.

04 Aggregate demographics

Age, gender and behavior patterns.

05 Campaign conversion

How many users click and convert per campaign.

06 Re-visit rate

% of visitors returning to your space.

— HOW IT WORKS

How Flame Connect works

1 Works with your WiFi infrastructure

Flame Connect works with major network vendors (Cisco, Aruba, Ruckus, Cambium, Ubiquiti) via standard RADIUS, WPA Enterprise or HTTP redirect protocols. If your team already offers guest access, the switch usually means just adjusting the controller redirect.

2 Branded captive portal

Drag-and-drop visual editor: logo, colors, background, form fields, legal copy and 20+ languages with automatic device language detection. Visitors sign in with email, social login or your own form, always with granular GDPR consent.

3 From lead to automated campaign

Native connectors for HubSpot, Mailchimp, Salesforce, Brevo and Klaviyo, plus REST API and webhooks for custom systems, with real-time or batch sync. Optimized for MAC randomization: returning visitors are identified by registered email and behavioral patterns.

KEY FACTS

Portals	Drag-and-drop editor
Networks	RADIUS, WPA Ent., redirect
Setup	1-3 technical days
Privacy	Consent-first · 100% GDPR
CRM	HubSpot, Salesforce, Mailchimp...

Your WiFi is more than a utility — it's your most underused marketing channel.

Technical setup in 1-3 days and a branded portal within a week, on the WiFi network you already have.