The RaGaPa Monetization solution provides an income producing model for businesses offering internet access to their patrons.

Overview: Currently when a business chooses to offer internet access to their patrons they may absorb the cost of the service or charge users the full amount of the internet and network service costs. The RaGaPa solution monetizes the venues’ internet access by using our exclusive proprietary patent pending technology that inserts advertising or venue specific promoted content seamlessly into the web browsing experience of your patrons regardless of what websites they visit.

We call this “Monetize Your Network:” Because you have the opportunity to gain revenue by selling advertising or promoting products and services that would be of interest to the customers using your network.

For example, a shopping mall may want to sell advertising to the various stores within the center. A Coffee Shop may want to sell space to local businesses in the neighborhood.

In addition to revenue for your business the RaGaPa solution delivers a faster, more secure network than anything you may have had before and the process is truly trouble free.

The User: Before RaGaPa users visiting websites saw local and national ads that in most cases are of little interest to them because they are not targeted to their location or interests.

Using it’s unique content insertion technology RaGaPa inserts messages on the users browser that are relevant to their geographical location and something the venue wants them to see.

All this is done without installing any software on the users machines. RaGaPa works easily on any platform and browser.

The Advertiser: Superior benefits from capabilities included in the RaGaPa solution:

• precise location targeting
• website agnostic content insertion
• profile based targeting
• prime advertising real-estate on every webpage user visits
• deep user analytics
• simplified campaigns
• wide range of content - media options
• online reporting and accounting

The Venue: RaGaPa “Venues” can be any retail or business operation that offers internet access to their patrons.

Hotels, airports, shopping centers, restaurants, recreational areas have an new opportunity for recurring revenue stream, deep user analytics and increased network security.

RaGaPa can also integrate 3rd party ad networks and location based ad services.

With RaGaPa solution the venue can insert any promotional content into user’s web browsing experience.
RaGaPa Technology Options:

RaGaPa Cloud Solution:
The RaGaPa Cloud Based Solution uses any existing wired or wireless network and routes the internet traffic through the RaGaPa cloud. To the venue and the end user this technology is seamless and trouble free. The RaGaPa cloud based solution then places In-Browser promoted content onto any user’s browser who is on the RaGaPa Network.

Typical Technical Specifications for the Cloud System
• High speed internet connectivity
• DSL/Comcat system with 1.0 Mbps minimum
• Edge wireless router and/or firewall
• Router required to do policy based routing or establish GRE tunnels or IP sec VPN tunnel

RaGaPa Appliance Solution:
The RaGaPa Appliance uses physical hardware instead of the cloud based solution. The RaGaPa In-Browser promoted content injection technology is built into the appliance itself. Larger venues with high volume traffic can benefit from the RaGaPa Appliance Solution.

Typical Technical Specifications for the Hardware System
• High speed internet connectivity
• DSL/Comcat system with 1.0 Mbps minimum
• Modem/router with RJ-4S Ethernet minimum 10/100

Monetization Campaign Manager
Discover the impact of your RaGaPa marketing efforts through the RaGaPa Campaign Manager Dashboard. You’ll get access to rich analytics including web-pages viewed, messages clicked on, browsing activity, branding impressions and more. It’s a complete analytics feature to help you assess the success of your Branding Campaign.

Analytic data is critical to refining your messages, promotions and solutions to your customers. RaGaPa is an ideal system to measure effectiveness.

RaGaPa’s Security features:
• Data encryption over network
• Kid safe networking
• Blocking all explicit sites
• Virus and spyware protection
• Firewall protection
• Data theft protection
• Session hijack protection
• Network attack protection
• Bittorrent blocking of illegal downloads
• Enhanced bandwidth performance

For further details and pricing please visit us at: http://www.ragapa.com/HotSpotBranding