



PRESS RELEASE

IKEA installs WiFi network with social media authentication and customer analytics platform

Fourlis Group's IKEA has selected Zoottle to supply its next generation WiFi network with social media authentication and customer analytics platform. Installation in all five Greek IKEAs has been completed, with rollouts in Cyprus and Bulgaria next on the list.

Nasos Analogidis, Co-Founder and BDM of Zoottle said: "We are extremely excited to be working with IKEA, and look forward to continue helping the IKEA organization better engage with its customers.

Zoottle's solution will allow IKEAs customers to login to the free WiFi network with nothing more than their social media credentials, while providing invaluable data back to IKEAs management around their customer's activity, patterns and profile. Ultimately, this will allow IKEA to engage their customers with more targeted communications and offers, thus increasing efficiencies and revenues.

About Zoottle

Zoottle is a startup founded by IT, Telco and Web services veterans with worldwide sales, marketing and services experience. Zoottle's mobile solutions enable its clients to capture customer information, improve customer engagement, analyze relevant metrics and increase revenues. Zoottle has offices in London, UK and Athens, Greece, with US offices slated to open in summer 2014.

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