

THE FUTURE OF WIFI



DID YOU KNOW



OFFERING WIFI CAN BOOST YOUR SALES

Businesses who offer free WiFi to boost sales numbers have a success rate of 72% (Source: iGR)



WIFI MARKETING IS CUSTOMER FRIENDLY

74% of people would be happy for a retailer to send a text or email with promotions while they're using in-store WiFi (Source: OnDevice Research)

THE COST OF DOING BUSINESS IN THE DIGITAL AGE

Cisco predicts WiFi will be a "cost of doing business" – Like providing lighting and heating, customer-facing organizations will expect WiFi to "just be there".

TURN WIFI FROM EXPENSE TO PROFIT GENERATOR

While customers expect WiFi to be there, WiFi doesn't necessarily have to be "free". WiFi Marketing turns guest WiFi into automated profit generator.

CUSTOMER DATA

Requiring a signup or email for WiFi access is now a standard, rather than option. Security and marketing are both top of mind.

CUSTOMER SERVICE

80% of business owners said WiFi kept their patrons happier in waiting rooms than other freebies like candy, water or magazines (Source: Comcast)

WIFI MARKETING STATISTICS

- 62% of local business customers spend more time in store if Wi-Fi is available (Source: iGR)
- 56% of social network users have stated they would use their social profiles to login in return for a customized experience with a brand. (Source: CMO Council)



FRESH DIGITAL MARKETING