



CASE STUDY

Restaurants, Bars and Cafes

THE FIRST INTELLIGENT MARKETING
PLATFORM THAT MONETIZES YOUR WI-FI

business-en.gowi-fi.pt



Wi-Fi

Campaign

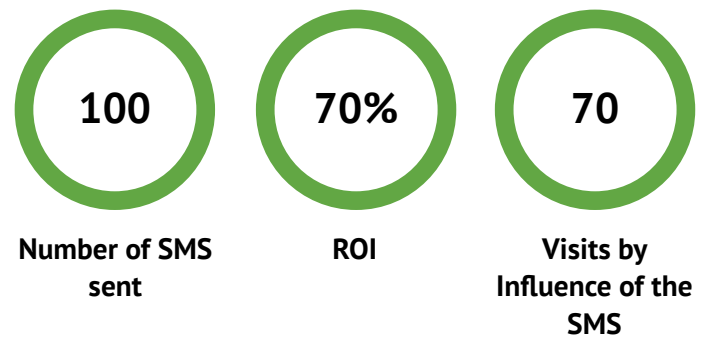
“PREGO NO BOLO DO CACO.”

The campaign of “Prego no Bolo do Caco” was created by one of the Cafes in the city of Porto, through the GoWi-Fi platform. The login page was seen by about 14 000 people, and in this figure are included people that registered in the GoWi-Fi network for the first time and people that were already registered in the GoWi-Fi community.



SMS

“Today, in the “Café Emblemático do Porto” taste the “Caco Burguer!” Change this SMS for a coffee. See ya!”



Captive Portal

During the Campaign, the login page was viewed by about 14 mil people.





**THE LOGIN PAGE WAS SEEN
BY ABOUT 14.000 PEOPLE.**

Statistics of the Restaurants Sector (Accesses)

ACCESSES TO THE CAPTIVE PORTAL.

We already registered more than 29 thousand accesses to the network in locations related to the restaurants sector (restaurants, bars and cafes).

2900

Registrations in the GoWi-Fi network in 3 months.

29000

Accesses to the Captive Portal. The login customized pages, with promotions and news, were seen by more than 29 000 consumers.

50000

Potential messages. The restaurants, bars and cafes, can send about 50 000 SMS to customers that are passing by their door, every month.

Statistics of the Restaurants Sector (SMS Campaigns)

ESTIMATE OF PEOPLE CONTACTED BY RESTAURANTS, BARS AND CAFES.

Already sent more than **1 million SMS** in campaign directed to certain target geographical areas or for members of the GoWi-Fi community that pass by the door of restaurants, bars or cafes.

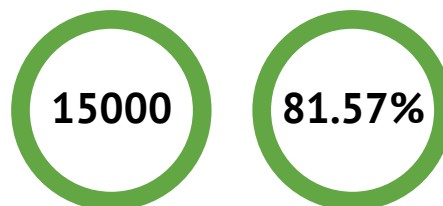
1000000

SMS sent through the GoWi-Fi platform.

8.35%

Its the ROI average of all the SMS campaigns.

CAMPAIGN WITH THE HIGHEST ROI



Number of SMS
sent

ROI