



CASE STUDY

Shopping Centers

THE FIRST INTELLIGENT MARKETING
PLATFORM THAT MONETIZES YOUR WI-FI

business-en.gowi-fi.pt



Wi-Fi

Campaign

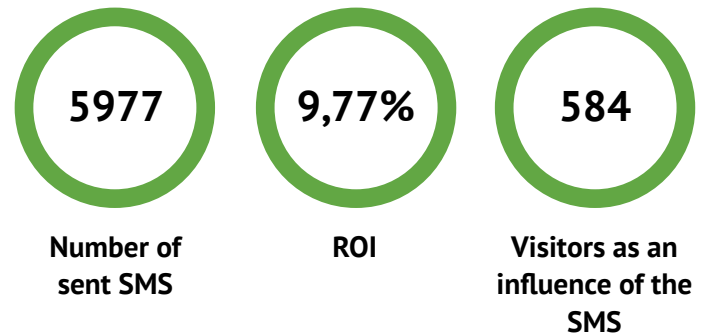
DINOS LIVE.

In March, one of the Shopping Centers has built a SMS campaign to promote an exhibition related to Dinosaurs.



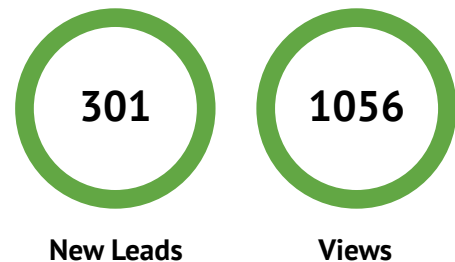
SMS

"From the 21st of March to the 10th of April, grab the family and bring them to see an exhibition with dinosaurs in our Shopping Mall. We're waiting for you!"



Captive Portal

During the Campaign, and in the period between the 17th and 30th of March, the login page reached a significant number of views, 1056.



**500 PEOPLE
HAVE VIEWED THE
LOGIN PAGE WITH
COMMUNICATION RELATED
TO THE EXHIBITION
IN ONE WEEK.**



Access

ACCESS TO THE CAPTIVE PORTAL.

In the city of Aveiro, about 38 000 people have saw the Login Page customized by the Shopping Center.

38000

Views of the login page

Leads

ESTIMATE OF PEOPLE TO BE CONTACTED AND LEADS GENERATED BY THE SHOPPING CENTER.

In this Shopping Center there have been about **5 300 people** that registered in the GoWi-Fi community.

The platform allows the communication via SMS to be targeted exclusively to this audience if that's what the Shopping Center wants.

425

Average number of new members in the GoWi-Fi community that register in the network for the first time.