



CASE STUDY

# Urban Markets

THE FIRST INTELLIGENT MARKETING  
PLATFORM THAT MONETIZES YOUR WI-FI

[business-en.gowi-fi.pt](http://business-en.gowi-fi.pt)



Wi-Fi

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## Login Page

### DISPLAY ADVERTISING.

Over the period of 9 months, the display advertising was seen about 18 000 times in the “Mercado Urbano de Lisboa”.



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## SMS

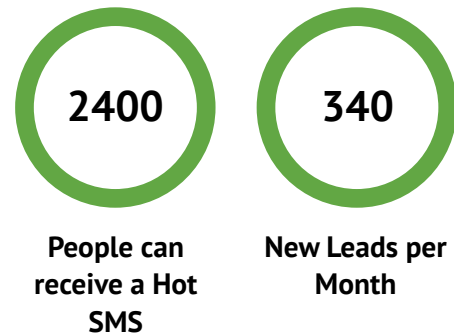
### Potential to make Hot SMS Campaigns

In a space like this, one of the main GoWi-Fi features is to communicate in a targeted way, promoting the consumption in real time, are the Hot SMS. This Urban Market presents relevant statistics, with about 2400 people that can receive an SMS of this type each month.

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## Leads

Every month are registered, on average, 340 new leads.





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