

## Supercharge Your Hotel's Marketing with Guest Wifi

### THE CLIENT



### INDUSTRY

Hotels

### REGION

Worldwide

### ABOUT

Hotels face growing challenges from platforms like Airbnb and must adapt to a tech-driven marketing landscape. Guests now rely on online reviews, social media, emails, and digital ads, making it essential for hoteliers to embrace these channels. To stay competitive, a strong digital marketing strategy is key to attracting and retaining customers.

### PLATFORM FEATURES USED

- WiFi Email Capture
- People Counting
- Location-Triggered SMS Marketing
- Location-Triggered Email Marketing
- CDP

### MEASURING ROI

Analyze the ROI of each campaign to optimize your advertisements.

### THE PROBLEM

In the hotel industry, getting to know your customers and their preferences is not always easy. There are a few digital touch points when guests visit your hotel where you can obtain more context on who your customers are—but these largely do not include visitors who are not staying at the hotel. Knowledge is power and knowing your guests and visitors' behavior beyond a name and some simple demographics is key.

### THE SOLUTION

You may already offer guest WiFi with a basic sign-in splash page, but there's a simple way to elevate it into a powerful marketing tool. With Aislelabs, you can do more than just provide WiFi – you can collect valuable information from guests effortlessly. By allowing clients to log in with a single click, you can capture email addresses, contact details, demographics, and interests. This doesn't just apply to hotel guests; it extends to visitors attending conferences, dining at your restaurants, or shopping at retail outlets within your hotel.

Even if guests don't log in to your WiFi, Aislelabs enables you to capture a wealth of data. Aislelabs' advanced business intelligence platform lets you track foot traffic patterns and collect anonymous data on visitor movements. You can measure how many people are visiting your hotel, the times they arrive, and how they move through different areas like the lobby, retail spaces, or restaurants. This data provides invaluable insights into visitor behavior and helps you optimize your spaces.

Aislelabs' cloud-based analytics platform offers hoteliers a way to understand their visitors' behavior without compromising privacy. With detailed metrics like repeat guest visits, dwell times, walking paths, and heatmaps, you'll gain actionable insights to enhance guest experiences and boost engagement. The platform's intuitive visualization tools help you make informed decisions, whether you're managing foot traffic or designing more engaging spaces.

### THE RESULTS

- Generate additional revenue by allowing trade shows to have vendors sponsor the free Wi-Fi
- Track how many visitors use guest facilities and how frequently they do so
- Encourage satisfied customers to share their reviews on social media and review sites
- Advertise to previous hotel visitors, including those who visited the retail, restaurant, or lobby areas
- Analyze the ROI of each campaign to optimize your advertisements

Marketing effectively to your guests and visitors by building a relationship with them is crucial to the success of any venture. Aislelabs offers an intuitive, powerful way to strategically execute multi-channel digital campaigns, measure foot traffic, and accurately quantify ROI.

**Request a Demo Today:**

[www.aislelabs.com/demo](http://www.aislelabs.com/demo)