

Wi-Fi Customer Acquisition Cost - Diner & Cafe Chains



Client's Stores & Visitors

 **100** # of stores  **5%** % of visitors who connect to WiFi at least once

 **300** Visitors per store per day


WiFi User Acquisition


Annual # of Users Acquired (Growth of CRM) **547,500**

Total # of Users Acquired (Size of CRM after 60 Months) **2,737,500**

Cost per WiFi User Acquisition **\$0.237**

Total Cost of Ownership Over 60 Months

 **\$100** Service Cost (Monthly per Store Including Cost of Internet Connection)

 **\$500** Hardware + Setup Cost (one time per Store including installation cost/ Cabling cost if applicable)

Total Cost

\$650,000

In-Store Purchase

Email/Social Campaigns (for in-store purchase) per month

1

Open Rate (% users open campaign content)

15%

Conversion (% users who visited the store after opening the email)

2%

Average Purchase

\$10

Estimated Annual Revenue: Offline Purchases

\$985,500

Purchase Influenced by Positive Reviews

% of actual visitors viewing the positive reviews per year

1%

% of influenced users (new customers that viewed the review)

5%

Average Purchase

\$10

Estimated Annual Revenue: Positive Review

\$273,750

Break Even

Break Even Time Period (months) **9**

WiFi Users Acquired for Break Even **~410,000**

ROI over 60 months

Estimated Annual Revenue **\$1,259,250**

Estimated Total Revenue **\$6,296,250**

ROI

868.65%