



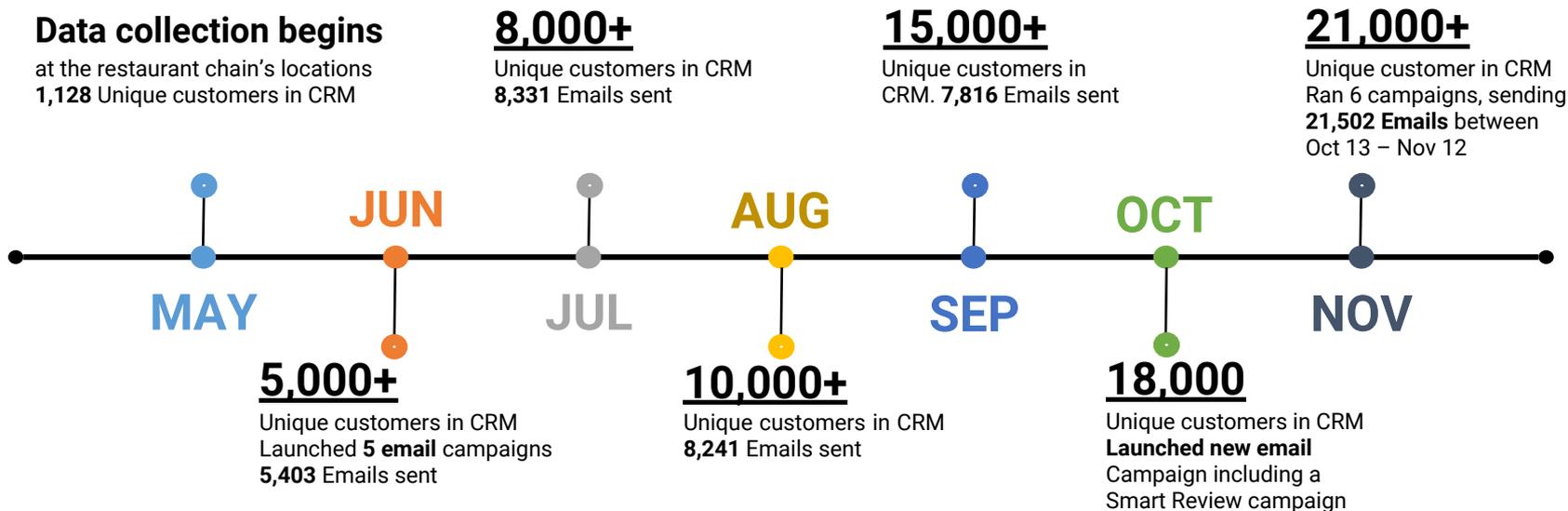
AislelabsConnect

WiFi Marketing ROI Case Study

(Anonymized Report Based on Real World Client)

Summary

A restaurant chain with 13 locations wanted to massively overhaul their CRM. They wanted to focus on collecting, engaging, and marketing to their customers in an effort to incentivize repeat visitors and reduce “at risk” customers who had not returned to the restaurant chain. Beginning with 1,128 unique customers, the restaurant chain went to collect and market to over 21,000 unique customers in their CRM in just seven months.



All the data is collected during a seven month period from 13 restaurant locations.

How Aislelabs Connect works

How Aislelabs guest WiFi can work for you



Engage your customers at a personal level by offering one-click access to your free WiFi via Facebook, Twitter, email and other popular social sites.

Gain actionable insights into who your customers are, including their age, gender, location, interests, and what they like, all within the Aislelabs Connect platform.

Why Aislelabs Connect



Aislelabs Connect is a powerful **Customer Acquisition** platform through which you can add hundreds of thousands of customers to your **CRM**. With Connect, you can capture your customer's email addresses, public social profiles, and more.

**In 7 months, the restaurant chain added
20,000+ users in the CRM**



Aislelabs Connect allows marketing managers run sophisticated marketing campaigns **Engaging Customers** visiting your locations. Target your CRM users across all digital channels including social, email, SMS, surveys, and online advertising with a clear understanding of the ROI and traffic each campaign drives to your venue.

**In the last 5 months, we have successfully managed to
engage customers who were tagged as Loyal or At
Risk to increase repeat visit.**

The CRM

MOBILE

10,000+ customer mobile numbers. Engage customers by supplementing Email campaigns with SMS notifications

SOCIAL PROFILE

7,000+ Customer Social Profile to Engage customers based on profiles

EMAIL ADDRESS

20,000+ Email addresses to Engage Customers via Email Campaigns



DEMOGRAPHICS

17,000+ customers' demographic information collected. Customize your customer experience.

BIRTHDAYS

16,000+ Customer birthdays in the CRM. Engage your customers by making them feel special on their birthdays

BEYOND 7 MONTHS

From **0 to 20,000+** customers acquired. In 2 years, you will have **100,000+** customers in the CRM with data collection at all locations

Value of Customer Engagement

The cost of customer data acquisition was on average **\$0.32** per customer.

CUSTOMER REVIEWS

Get feedback on your customer's dining experience. Users providing Positive feedback can be routed to various review sites such as Yelp, Trip Advisor etc.

SMART COUPONS

Send Smart Coupons to your customers and track their redemption rate and return visit patterns



KNOW YOUR CUSTOMERS

Get marketing opt-ins from your customers and understand their demographic and visit patterns

TARGETED CAMPAIGNS

Send personalized Email marketing campaigns to your customers to increase loyalty

LOYALTY

Create campaigns based on Track the number of customers who returned to your location after receiving the campaign Email

Email Campaigns: Overview

Summary: Email marketing helps you connect with your audience to promote your brand and increase sales. 6 ongoing email marketing campaigns were started to engage users connecting to Wi-Fi by sending coupons and a review to get their feedback.

Campaigns: Each of the 6 campaigns were designed to engage with customers at different levels of loyalty.

- Free Appetizer campaign for Initial Visit
- \$10 Off upon Exit on 3rd Visit
- Free Appetizer campaign upon Exit on 5th Visit
- Birthday Dessert – Customers receive a free dessert coupon on their birthday
- Free Appetizer campaign for At Risk Customer
- Smart Review – Sent to all customers who visited any of the locations from October 17 to November 12, 2018

Result: A total of **21,502 Emails** sent over the period of 4 weeks with 88.47% of the emails successfully delivered. **2,490 customers returned** to the restaurant chain after receiving one or more of the above campaigns resulting in **\$24,900 ROI on the campaigns**. A total of **117 Coupons claimed** have been claimed during this 4 weeks period.

Success Story: Example 1



Delores R.
Whitster, ON
0 friends
1 review

★★★★★ 10/27/2018

Best experience ever! Make sure to save room for dessert, because that was the best part of the meal! I found the ambiance to be very charming. I was happy to see how clean everything was. The entrees are simply to die for. I'd give more than 5 stars if I could!

Was this review ...?

Useful Funny Cool

Email Campaigns

Campaign Name --	Content ID --	Open --	Click --	Scheduled Time --
Free Appetizer on Initial Visit (6 Hours After)	510	Yes	No	26 Jun 2018 6:51 PM
Free Appetizer for At Risk Customer	506	Yes	Yes	17 Jul 2018 6:54 PM
Free Appetizer for At Risk Customer - Oct 12	506	Yes	Yes	23 Oct 2018 6:38 PM
\$10 Off Upon Exit on 3rd Visit - Oct 12	595	No	No	27 Oct 2018 5:30 PM
Smart Review	1362	Yes	Yes	27 Oct 2018 5:30 PM

Connections

Location --	Time --
Whitster	27 Oct 2018 5:30 PM
Whitster	2 Oct 2018 6:38 PM
Whitster	26 Jun 2018 6:51 PM

Aislelabs Connect platform tagged Delores Roland as an **“At Risk”** customer on 23 Oct 2018. This triggered the Free Appetizer for At Risk customer email campaign which gave her a free appetizer on her next visit. She visited the Whitster location on 27 Oct 2018. During this visit she also received a \$10 off discount coupon as this coincidentally her 3rd visit. After her visit, the Smart Review campaign triggered asking her for feedback. Through this email campaign she gave a **Thumbs Up** and also left a **5 star review on the restaurant chain’s Yelp profile**.

Success Story: Example 2

Sara Evelyn Robertson

3 Connected Visits Whitster, Ontario Hulcor, Manitoba



Loyal

Email	saraerobertson@email.com
birthdate	2018-10-30

Coupon Analytics

Claimed By ▼▲

saraerobertson@email.com

Time ▼▲

30 Oct 2018 6:19 PM

Email Campaigns

Campaign Name	Content ID	Open	Click	Scheduled Time
Free Appetizer on Initial Visit (6 Hours After)	510	Yes	No	23 Sep 2018 12:58 PM
Free Appetizer for At Risk Customer - Oct 12	506	No	No	19 Oct 2018 2:53 PM
Birthday Dessert - Oct 12	531	Yes	Yes	30 Oct 2018 12:00 AM
\$10 Off upon Exit on 3rd Visit - Oct 12	595	Yes	No	30 Oct 2018 4:50 PM
Smart Review	1362	Yes	No	30 Oct 2018 4:50 PM

Connections

Location	Time
Whitster	30 Oct 2018 4:50 PM
Whitster	28 Sep 2018 2:48 PM
Whitster	23 Sep 2018 12:58 PM

Sara Evelyn Robertson first connected to the restaurant chain’s Whitster location WiFi on 23 Sep 2018. On 19 Oct, this customer was **classified as an “At Risk” customer** and was sent a **Free Appetizer coupon**. On 30 Oct, the **Birthday Dessert campaign triggered** and Sara received a **Free Dessert coupon**. We can see it on our platform that Sara **claimed** this at 6:19 PM on **30 Oct in the Whitster location**. This campaign successfully engaged an “At Risk” customer on her birthday to increase repeat visits.

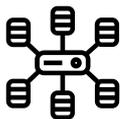
Aislelabs Connect Features



Support for **customizable splash page** design featuring your logo and branding with support for different languages. Easily customize the captive portal with built in templates



Understand **visitor behavior** through demographic information such as age, gender, location, interests, and more. Compare statistics across time and multiple locations



Support for **different social sign-in** platforms such as Facebook, Twitter, Google+, Instagram, and more. Choose between social login, email, SMS, and other authentications



Build **customer loyalty** by adding thousand of new customers to your CRM database and grow your campaign lists. Get marketing opt-ins from all subscribing customers



Create **multi-channel marketing** with support for instant emails, SMS, personalized newsletters, social posts, or paid media ads. Conduct online surveys and gather feedback.



Proven to bring visitors back to the venue and **increase repeat customers**. High open rates and high repeat rates for campaigns using Connect WiFi lists



THANK YOU

Contact:
+1 647-493-2416
sales@aislelabs.com