



CASE STUDY

Large Shopping Center

WIFI ENGAGEMENT & ANALYTICS

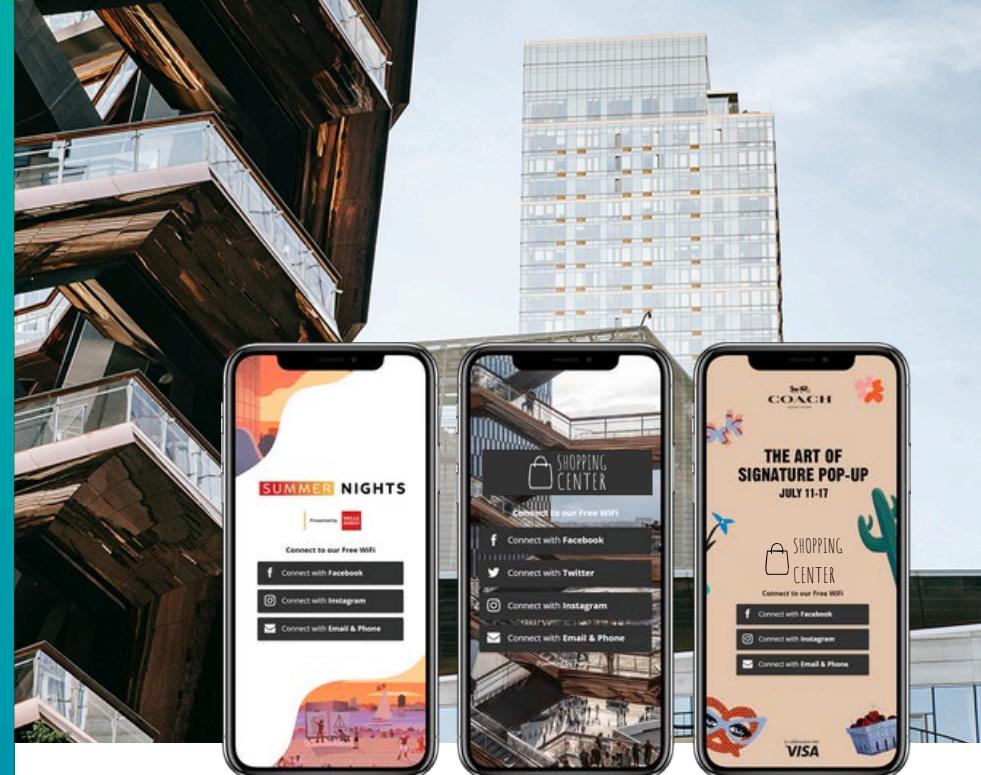
Objectives

Bring next generation visitor analytics to the shopping center

Drive increase in value of all realty and residential space

Seamless experience across the entire 'city'

Drive ROI from advertising and sponsorship



Overview

At 28 acres and 18 million square feet, this ever-expanding shopping center is the largest private development in the history of North America. The 'city within a city' is home to more than 100 diverse shops and culinary experiences, offices, cultural institutions, modern residences, public plazas, gardens and groves, and a hotel.

Solution

WiFi Engagement & Analytics cloud software has been installed with over 2,000 access points, enabling the shopping center to offer a branded WiFi access journey for guests, while also collecting valuable customer data via a captive portal. Guests are able to access the network quickly using a short registration form or their social media credentials. The shopping center has also made full use of custom HTML splash pages to advertise upcoming events and help drive awareness.

Results

- Over 100,000 visits per month
- Collected 300,000 new CRM records
- Custom HTML splash pages, advertise upcoming events to help drive awareness
- Generated ROI through sponsored content and remarketing efforts
- Visitors access the network quickly using short registration form or their social media credentials

