



## Creating Marketing Opportunities for Tenants



Shopping Center | South Africa

The Boulders Shopping Centre was looking for ways to monetize its WiFi network. Skyfii's Guest WiFi and communication tools enabled it to run a surprise and delight campaign to engage shoppers, and get tenants interested in purchasing advertising time in the center's WiFi portal.

### APPROACH

- Skyfii's Guest WiFi solution was deployed to provide managed WiFi access to shoppers, and enable customized WiFi portal campaigns.
- Boulders added a promotion for a "Spin to Win" game to their WiFi portal, providing shoppers with a chance to win prizes as they logged in.
- Shoppers that clicked on the promotional image received an SMS message with a link to play the spin wheel game on their device, and could redeem their prizes at the info desk.

### RESULTS

The campaign successfully demonstrated the potential of Skyfii's platform to deliver unique marketing opportunities:

- Over 10 tenants are now interested in purchasing dedicated advertising time in the shopping center's WiFi portal.
- Prizes had a 70% redemption rate vs. industry standard of 10-20%.
- 54% of users that received the SMS message with a link to the spin wheel played the game.