



For Sports Stadiums

1 How can GoCloudWiFi work for Sports Stadiums?

Adam and a group of his friends are going to watch a football match. When they arrive at the stadium, they connect to the free GoCloudWiFi and browse the Web before the match starts. As GoCloudWiFi is intuitive, the stadium collects information about Adam and his friends. This information is gathered using social media authentication and includes age, gender, and dwell time in certain areas of the stadium and even the number of times John has visited. The technology recognises Adam as a valued supporter who has been to all of his team's home matches, triggering a personalised offer for a discounted season ticket. Meanwhile, Adam's friends receive offers on food and drink during half time. Everybody who has logged into the free guest WiFi can also access real-time information about match results, hospitality packages, facilities and future events.

2 What is GOCloudWiFi?

- Secure, legal, family friendly, in venue WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 What does GOCloudWiFi do?

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations

4 How can customers use GoCloudWiFi?

Friend and Wayfinding tools

Fans are more likely to spend money when they feel comfortable finding their way around. Providing free WiFi gives fans access to wayfinding apps for ease of navigation. They can point people to their seats, the nearest food and drink vendor or to the merchandise store. Similarly, a friend finding tool could show fans where their friends are. This is not only a benefit from a social perspective, but also for safety - fans can easily pinpoint each other if they are separated in the crowd.

Deliver engaging content

The scope for creating content that captures the imagination of fans is huge at sporting events. Using WiFi means that fans can watch replays, view photos from other fans and create personalised merchandise. It can link to the LED screens around the stadium and fans can vote for their favourite music during breaks.



Fanalytics

The GoCloudWiFi Portal acts like Google Analytics for your stadium. You will have access to detailed information about your fans, such as age, gender and dwell time. You can track their movement around the stadium, painting a clear picture of consumer behaviour. Armed with this information, you can adjust merchandising displays and food/ drink vendor locations to maximise monetization and use of space.

Social media engagement

If fans log in to the WiFi using a social media account - and 60% on average do - they can opt to share a message (which can be set and changed by you) to their wider network. This creates a real buzz about the event on all the major social platforms and easy access to them through Purple WiFi will encourage fans to share their experience. Of course, engagement on social media doesn't stop when the event ends either.

5

How can Sport Stadiums monetise GoCloudWiFi?

Personalised offers

Access to real-time marketing information means that stadiums can send out personalised offers to fans. Offers on food, beverages and merchandise can be sent at half time. These offers can even be triggered by the number of times a person has visited the stadium, so loyalty can be rewarded with a special discount. For example, stadiums could send an e-shot to all fans encouraging them to buy tickets for the next match, or a discount for fans on their birthday.

Sponsorship

Offering the opportunity to sponsor your WiFi and splash page is a great way to give extra value to your existing sponsors. You can create a range of different sponsorship packages concerning WiFi, from full branding on the splash page to specific offers at half time.

Improve overall Customer Experience

Venues can easily manage and offer free, family friendly and secure WiFi for their customers and encourage positive social media engagement. Customers prefer venues that offer free guest WiFi and are more likely to spend additional money when they stay longer.

Like to know more?

Please contact 1800 883 945,
email info@gocloudwifi.com, visit www.gocloudwifi.com