

THE FUTURE OF WIFI

# DID YOU KNOW?



BY 2017, 60% OF CARRIER NETWORK TRAFFIC WILL BE OFFLOADED TO WI-FI. – WIRELESS BROADBAND ASSOCIATION



75% OF PEOPLE SAY A WEEK WITHOUT WIFI WOULD LEAVE THEM GRUMPIER THAN A WEEK WITHOUT COFFEE – ICONIC DISPLAYS

## THE COST OF DOING BUSINESS IN THE DIGITAL AGE

Cisco predicts providing Wi-Fi will be a “cost of doing business” – Like providing lighting and heating, customer-facing organizations will expect Wi-Fi to “just be there”.

### CUSTOMER DATA

Requiring a signup, or email for Wi-Fi access is now a standard, rather than option. Security and Marketing both top of mind.

## TURN WIFI FROM EXPENSE TO PROFIT GENERATOR

While customers expect wifi to be there, Wi-Fi doesn't necessarily have to be "free". Wifi-Marketig turns guest wifi into automated profit generator.

### WI-FI QUALITY

Wi-Fi quality is key. Most businesses are planning to increase Wi-Fi capacity by at least 20% in 2014. – Infonetics

## WIFI-MARKETING STATISTICS

**22+**

AVERAGE DAILY WIFI LOGINS PER RESTAURANT

**175+**

AVERAGE MONTHLY EMAIL OPT-INS (COFFEE SHOPS RECEIVING 1000+ PER MONTH)

**26%**

HIGHER EMAIL OPEN RATES

