

CASE STUDIES #1

(• Location Based Services or Live Campaigns Client: Starbucks tender in a mall

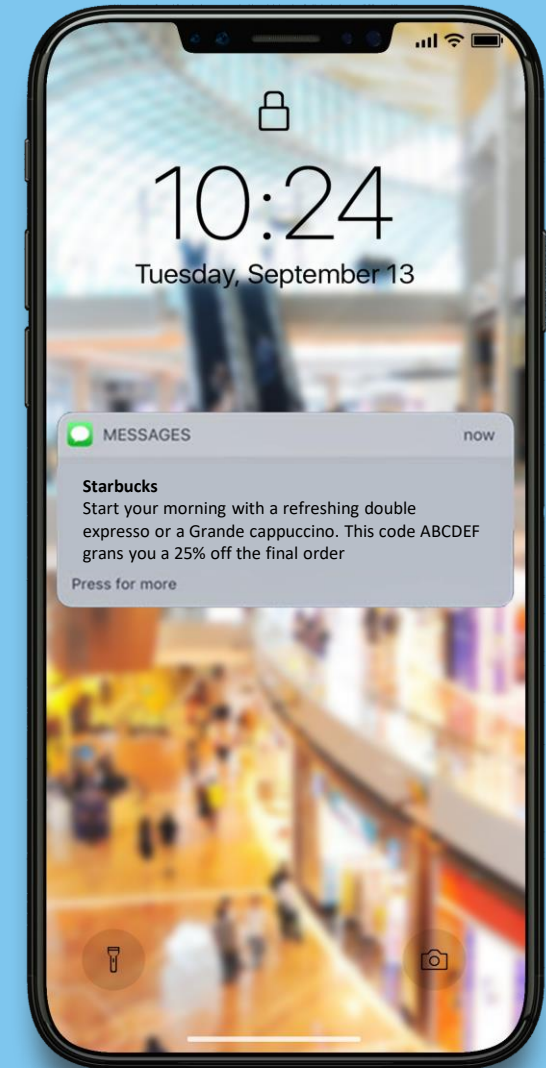
(• REQUIREMENTS

- User is present in the venue's proximity or inside the venue
- Connection hour is between 7 - 10am
- User provided demographics details in the past

(• SOLUTION

- Wiacom can send a message for a tender using a specific demographics: men/women, 18 55 y.o

NOTE: We can run multiple campaigns simultaneously if demographic segment is different or same target is associated to different APs



CASE STUDIES #2

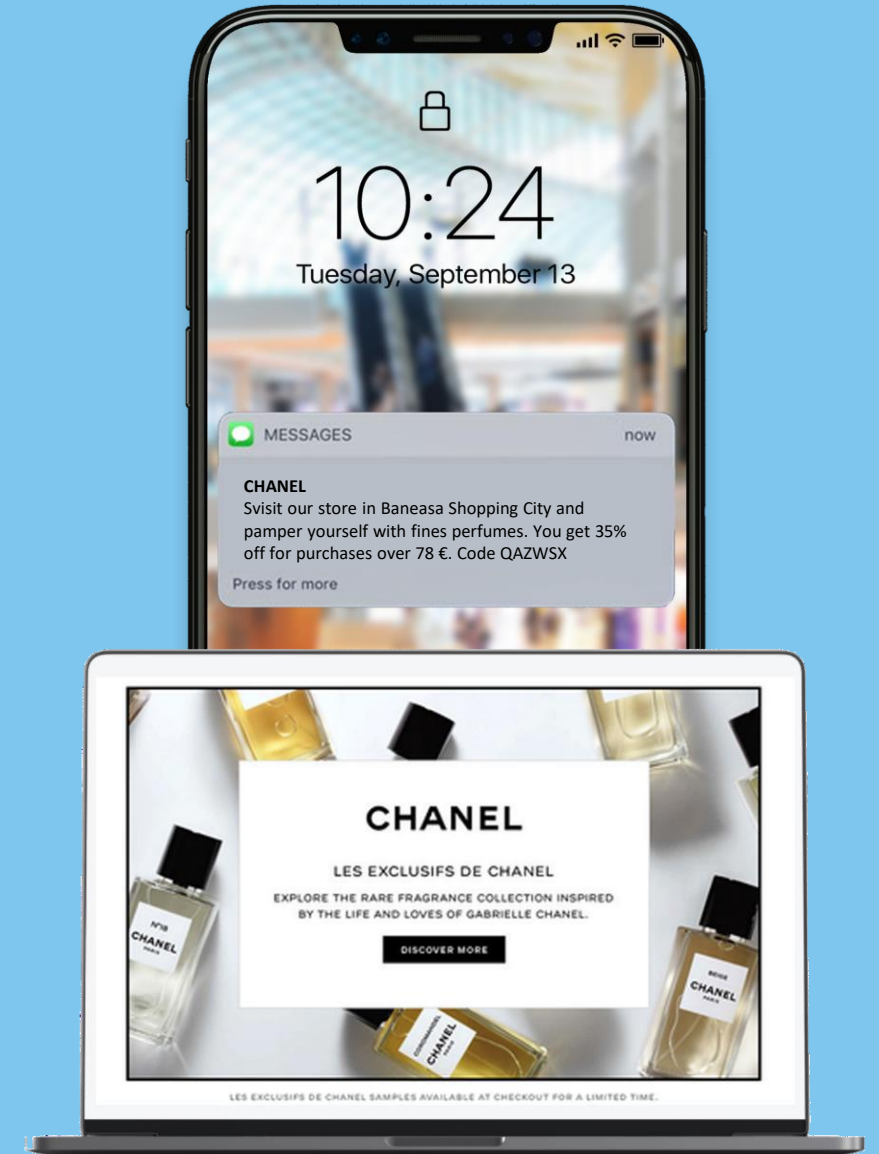
((• **SMS / Email campaigns using entire database**
Client: CHANEL tender

((• **REQUIREMENTS**

- Marketing consent
- User was connected to Wi Fi and provided an email or mobile number
- Message has to be delivered only to women

((• **SOLUTION**

- Wiacom can send the campaign on tender's behalf
- Additional we can use demographic filters to refine the audience



CASE STUDIES #3

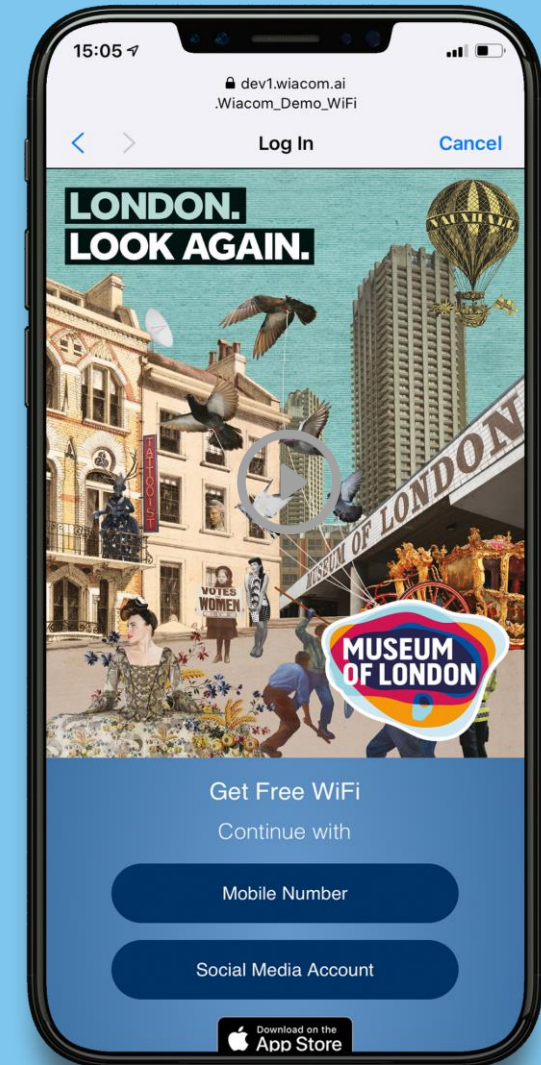
(•) **Video / Image ads running in captive portal**
Client: Museum of London

(•) **REQUIREMENTS**

- User is present in the venue
- User connects to Wi Fi

(•) **SOLUTION**

- Wiacom can display video/image ads directly in the captive portal.
Video ads can run with minimum view period(e.g. user must see the video 15 seconds before skip)



CASE STUDIES #4

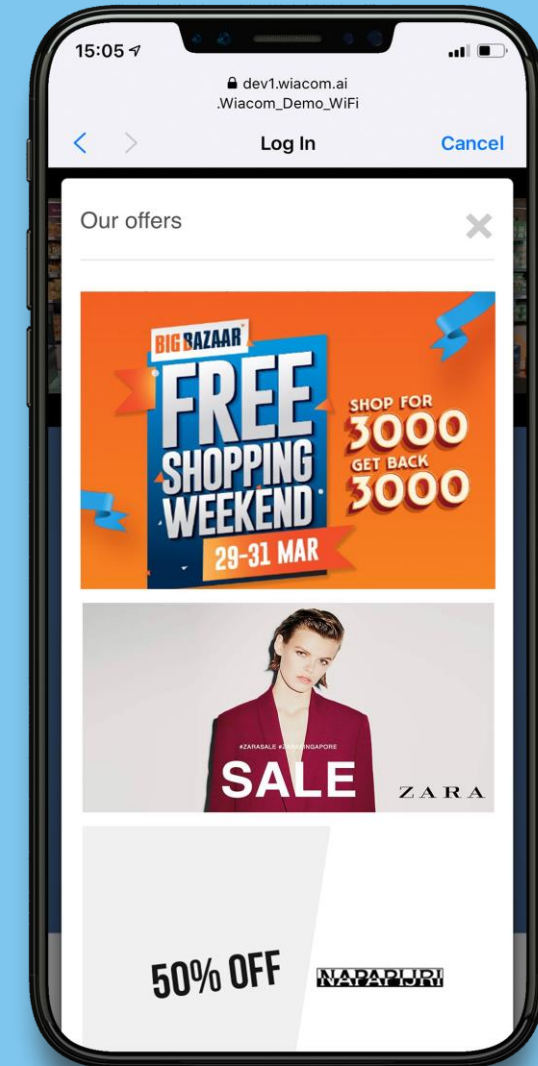
(i• Promote special offers

(i• REQUIREMENTS

- User is present in the venue
- User connects to Wi Fi

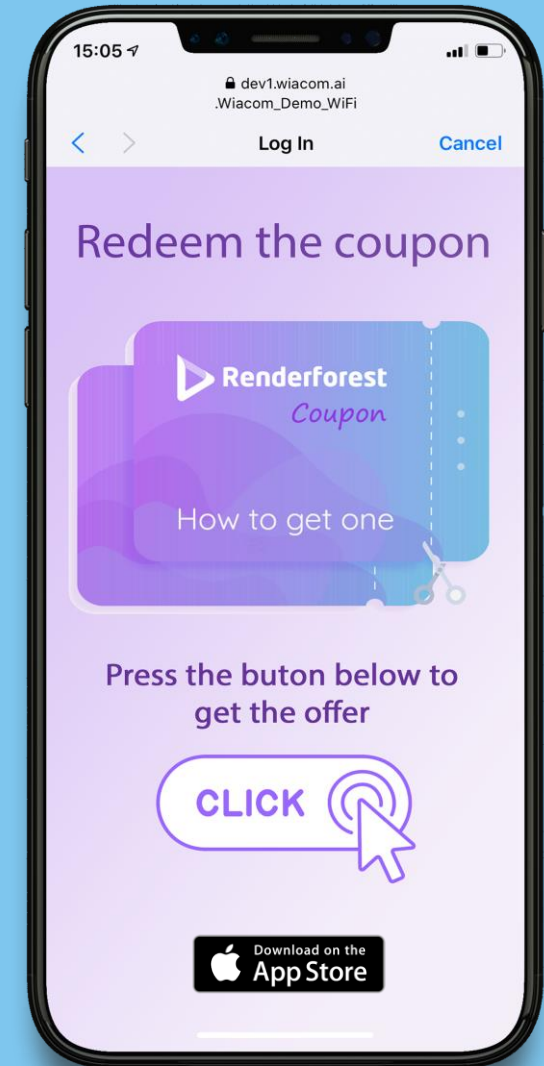
(i• SOLUTION

- Wiacom can display offers directly in the captive portal under Promo button or it can redirect users to dedicated landing page to browse the online catalog



CASE STUDIES #5

- Promote tenders' special offers, contest, newsletter subscription through landing pages
- **REQUIREMENTS**
 - User is present in the venue
 - User connects to Wi Fi
- **SOLUTION**
 - Wiacom redirects after authentication the user to a dedicated landing page.



CASE STUDIES #6

(• Target brick & mortar store in digital world

(• **REQUIREMENTS**

- User connects to Wi Fi

(• **SOLUTION**

- Wiacom redirects the user to a specific landing page where remarketing cookies are delivered.
- The cookies can be segmented per each venue apart
- The remarketing campaigns can be delivered through Wiacom's AdForm account but also by using the lists in client's DMP



CASE STUDIES #7

- **Integrate with Mobile App**
Send proximity push notifications

- **REQUIREMENTS**
 - User is present in the venue

- **SOLUTION**
 - Wiacom identifies all users based on MAC address, Email or Mobile number
 - The platform automatically communicates with Mobil App through API
 - The Mobile platform determines if the WI-Fi user is also Mobile App user
 - The Mobil App send a push notification based on machine learning
 - If push notification is turned off than Wiacom can deliver message through SMS

