

USING WIFI ANALYTICS TO
OPTIMIZE YOUR MARKETING:

A GUIDE TO ACCOMPLISHING YOUR GOALS



USING WIFI ANALYTICS FOR MARKETING

The best marketing campaigns are built around accurate, thorough data. Using WiFi analytics gives you access to precisely the kind of data you'll need.

If you are new to the world of WiFi analytics, the concept may seem intimidating at first. Fortunately, it doesn't have to be. All you need to do is

learn what each metric means, and then apply that data to a marketing decision.

This guide will help define the metrics you'll find in the Bloom Intelligence platform and show you how you can apply some of these metrics to your current marketing strategy or create new and more effective strategies and tactics.



THREE MAIN CATEGORIES:

1. Customer Acquisition Metrics

These metrics will help you measure new customers coming into your physical location.

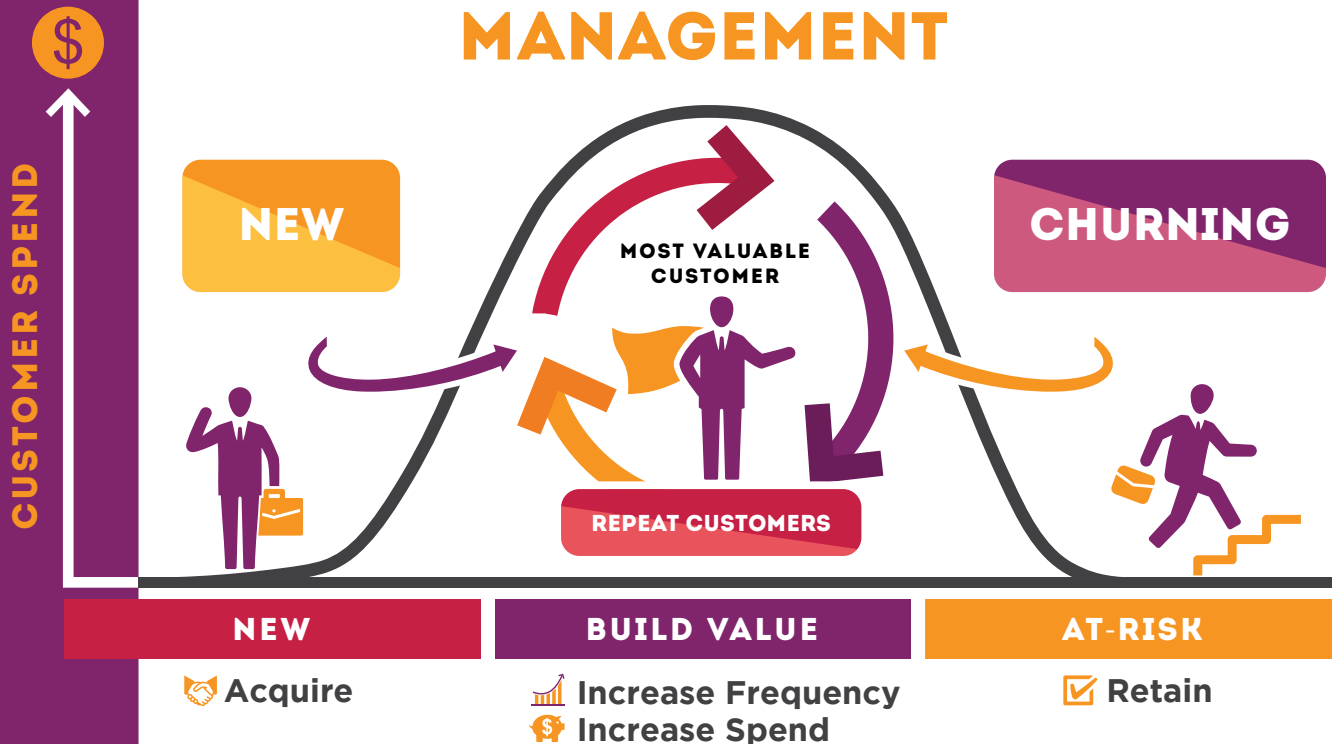
2. Customer Engagement Metrics

These metrics allow you to measure increases in frequency and spend, as well as customer behavior.

3. Customer Retention Metrics

These metrics will help you identify and target loyal customers, as well as those who are at risk of churning.

CUSTOMER LIFECYCLE MANAGEMENT



By understanding and using these metrics effectively, you'll have the data you need to help you develop marketing campaigns for every step of your customer journey, from attraction and acquisition, through building customer value, to retaining your best customers indefinitely.

When creating a new marketing campaign, it is important to document a marketing goal along with the strategy and tactics you'll use to achieve the goal. You also need to define the metrics you'll monitor to determine the success of your campaign.

Now we'll take a look at several real-world examples of how you can use the Bloom Intelligence WiFi metrics to help you create and monitor specific marketing campaigns.



1

ATTRACT MORE NEW CUSTOMERS

Let's say that your goal for this campaign is to increase overall new customer acquisition by 20% in the next 30 days. If you are currently seeing 100 first-time customers every month, your goal would be to see 120 first time customers by the end of the 30-day campaign.

GOAL

- Increase First-time Visitors Returning to Your Physical Location by 20%.

METRIC

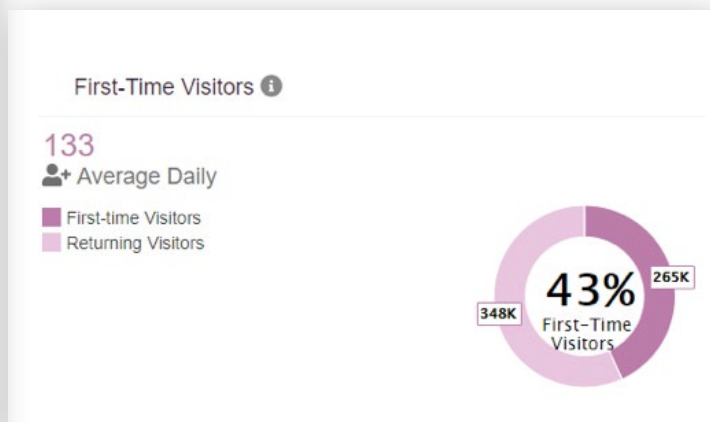
- First Time Visitors

STRATEGY

- Create more awareness in your local area and provide promotions to generate incentive.

POSSIBLE TACTICS

- Implement online locally-targeted advertising.
- Purchase advertising in a local newspaper or flyer.
- Offer a special discount for the next 30 days.



CAMPAIGN MEASUREMENT

You will see the First-time Visitors indicator increase as you make progress toward your goal.

2

GET NEW CUSTOMERS TO COME BACK

Let's say that your goal is to increase new customer return rate by 20% in the next 30 days. If you are currently seeing 100 first-time customers returning every month, your goal would be to see 120 first time customers return by the end of the 30-day campaign.

GOAL

- Increase First-time Visitors Returning to Your Physical Location by 20%.

METRIC

- First Time Visitor Return Rate

STRATEGY

- Give first-time visitors incentive to return.

POSSIBLE TACTICS

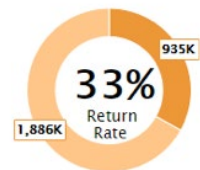
- Provide first-time visitors with a coupon for their next visit, valid for 30 days.
- Create a triggered "upon registration" WiFi marketing campaign.
- Train customer service/staff to identify and engage with first-time visitors.

First Time Visitor Return Rate ⓘ

934,900

↶ Returning Visitors

■ Returning Visitors
■ Non-Returning Visitors



CAMPAIGN MEASUREMENT

You will see the First-Time Visitor Return Rate increase as you progress through your 30-day campaign.

3

GET MORE BUSINESS

ON A SPECIFIC DAY

Monday business has been decreasing. For this campaign, you want to increase customer traffic on Mondays. Here's what you might decide to do.

GOAL

- Increase customer traffic on Mondays by 15% over the next 4 Mondays.

METRIC

- Popular Visit Times

STRATEGY

- Give customers an incentive to visit on Mondays.

POSSIBLE TACTICS

- Offer menu specials on Mondays.
- Offer discounts on Mondays.
- Create signage to advertise Monday deals.
- Advertise Monday deals online or in local media.



CAMPAIGN MEASUREMENT

You will see Popular Visit Times for Mondays increase as you progress toward your goal.

4

GET MORE BUSINESS

AT A SPECIFIC TIME OF DAY

You would like a larger lunchtime crowd to frequent your establishment. For this campaign, you'll attempt to bring in more visitors between 11am and 3pm.

GOAL

- Increase daily customer traffic by 15% between 11am and 3pm within the next 30 days.

METRIC

- Popular Visit Times

STRATEGY

- Give customers an incentive to visit during lunch hours.

POSSIBLE TACTICS

- Offer daily lunch specials.
- Distribute lunchtime coupons.
- Create signage to advertise daily lunch specials.
- Advertise lunchtime specials online or in local media.



CAMPAIGN MEASUREMENT

You will see an increase in lunchtime traffic, month-over-month. You will compare month-over-month with our “Compare to secondary period” feature.

5

INCREASE AND IMPROVE CUSTOMER RATINGS

Your customer ratings are better than average, but you would like to increase them. For this campaign, you'll attempt to bring your average ratings up by 1/2 star and increase the number of ratings given.

GOAL

- Increase customer ratings average from 3 1/2 stars to 4 stars and see any increase in ratings given.

METRIC

- Average Rating

STRATEGY

- Get more customers to leave a rating and provide great service/food to increase ratings.

POSSIBLE TACTICS

- Implement an "Upon Exit" automated email message.
- Train staff to provide superior service/food and ask customers for ratings.
- If poor ratings are given, implement an email campaign with incentive to return for another chance, and re-rate.

Average Rating ⓘ

4.5 / 4.5

★ Stars / 5

From 27 given ratings.

↓ No change



BONUS TACTIC

- When customers leave a 4- or 5-star rating, trigger an email message with links to Yelp, Google and TripAdvisor asking them to rate you there!

CAMPAIGN MEASUREMENT

You will see an increase in number of ratings given, as well as an increase from 3 1/2 stars to at least 4 stars.

6

RE-ATTRACT

CHURNING CUSTOMERS

You've noticed that customers have been churning lately. This campaign will be aimed at decreasing your average customer churn rate.

GOAL

- Decrease customer churn rate by 10% within 90 days.

METRIC

- Average Customer Churn Rate

STRATEGY

- Give customers an incentive to continue visiting your establishment.

POSSIBLE TACTICS

- Offer a discount or free item for every x visits.
- Provide regular, reasonably-priced specials that are not typically on your menu/product list.
- Train staff to focus on exceptional customer service and to encourage repeat visits.
- Provide signage of your loyalty program (inherent within the Bloom platform).

Average Customer Churn Rate ⓘ

10.78% / 10.83%

↓ 0.1% decrease

👤 Average Customer Loss

July 2018

+

vs

June 2018

+



CAMPAIGN MEASUREMENT

You will see a decrease in average customer churn rate as you work toward your goal.

7

INCREASE CUSTOMER LIFETIME VALUE

In this example, you'll look at a campaign that will help your business increase its bottom line by increasing customer lifetime value.

GOAL

- Increase Customer Lifetime Value (CLV) by 10% within 90 days.

METRIC

- Lifetime Value of Customer – this metric consists of three main factors: per-person average, customer repeat rate and customer lifetime.

STRATEGY

- Give customers incentive to continue visiting our establishment and spend more per visit.

CAMPAIGN MEASUREMENT

You will see the Customer Lifetime Value indicator increase as you execute your campaign.

Lifetime Value of Customer ⓘ

\$463.50

\$\$ Lifetime Customer Value



POSSIBLE TACTICS

- Implement a customer loyalty program. This will support customer lifetime and repeat rate.
- Provide regular, premium specials that are not typically on your menu/product list. This will support per-person average and customer lifetime.
- Train staff to focus on exceptional customer service, to encourage repeat visits. This will support all three main factors.
- Offer staff an incentive, such as a free meal, for the highest per-person average for each shift, encouraging upselling. This will support per-person average.

8

BRING IN MORE HOLIDAY TRAFFIC

A holiday is approaching, and you'd like to increase your business on that day.

GOAL

- Increase foot traffic by 20% on the day of the holiday.

METRIC

- Daily Traffic & Popular Visit Times

STRATEGY

- Give customers incentive to visit your establishment on the day of the holiday.

POSSIBLE TACTICS

- Send out a marketing email to your list of contacts with an incentive to visit on the holiday.
- Offer a special on the day of the holiday.
- Display signage about the holiday special, letting them know you're open, and ask staff to remind customers leading up to the holiday.
- Advertise your hours and specials on or offline.


Daily Traffic

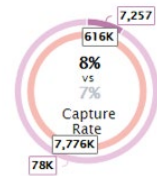
227 / 314

 Average Daily Visits

↓ 27.7% decrease

■ Total Visits
■ Total Passers-by

■ 4,731 Unique Visitors 



Popular Visit Times

7 pm / 12 pm
 Peak Time

12 pm Compared Period

Daily Average



CAMPAIGN MEASUREMENT

You will see an increase in daily traffic on the holiday.

9

GET EXISTING CUSTOMERS TO **COME BACK MORE OFTEN**

In this example, we'll look at a campaign that will help increase customer frequency, another primary way of growing your bottom line.

GOAL

- Increase Average Visits by 20% within 90 days.

METRIC

- Average Customer Repeat Rate

STRATEGY

- Give customers incentive to continue visiting our establishment on an ongoing basis.

POSSIBLE TACTICS

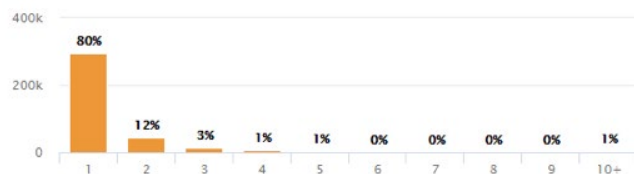
- Implement a customer loyalty program.
- Offer daily or weekly specials throughout the 90-day campaign.
- Train staff to focus on exceptional customer service, and to encourage repeat visits.

Average Customer Repeat Rate ⓘ

1.7

📊 Average Visits

■ Visitors Repeat Rate



CAMPAIGN MEASUREMENT

You will see the Average Customer Repeat Rate indicator increase as you progress toward your goal.

10

INCREASE BRAND SATISFACTION AND WORD-OF-MOUTH

In this example, we'll look at a campaign that will help increase customer evangelism and satisfaction with your brand.

GOAL

- Increase Average Visits by 20% within 90 days.

METRIC

- Daily Traffic, Customer Repeat Rate, Projected Customer Lifetime, Average Churn Rate, Email Opens

STRATEGY

- Make customers more comfortable, loyal and evangelistic with your brand.

POSSIBLE TACTICS

- Send a message to them on their birthday.
- Send a message to them when they reach a milestone.
- Send a message to them on their first visit anniversary date.
- Add a coupon for a discount or free item in any or all of these messages.

Average Customer Repeat Rate ⓘ

1.7

⚙️ Average Visits

Visitors Repeat Rate



CAMPAIGN MEASUREMENT

You will see increases in Daily Traffic, Customer Repeat Rates, Projected Lifetimes, and Email Opens, while Churn Rate decreases as you execute your campaign.

11

BUILD EVEN MORE CUSTOMER PROFILES

In this example, we'll look at a campaign that will help you increase your collection of customer profiles.

GOAL

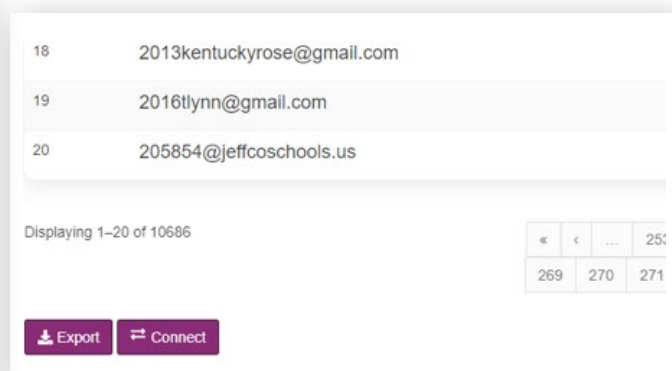
- Increase Customer Profile list by 10%.

METRIC

- Contacts Collected in Your Dashboard

POSSIBLE TACTICS

- Display signage encouraging customers to log into your WiFi.
- Offer an incentive for customers to log into your Wi-Fi.
- Display regular specials on your WiFi Landing Page.
- Utilize progressive profiling option, gathering more and more data each time a customer logs in.



18	2013kentuckyrose@gmail.com
19	2016tlynn@gmail.com
20	205854@jeffcoschools.us

Displaying 1–20 of 10686

«	«	...	25
269	270	271	

[Export](#) [Connect](#)

CAMPAIGN MEASUREMENT

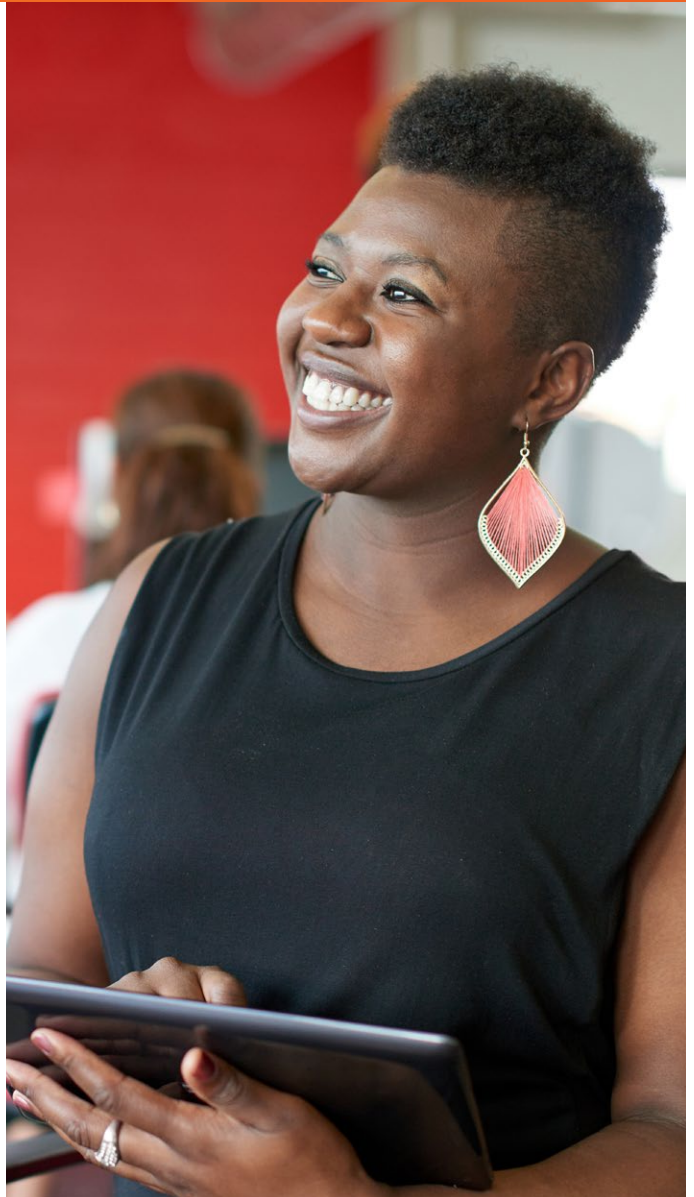
You will see an increase in the number of customers and data in your customer profile list.

IT'S TIME TO **GET STARTED**

Until recently, brick-and-mortar locations have been at a serious marketing disadvantage when compared to ecommerce entities. But now with the WiFi analytics and marketing tools from Bloom Intelligence, physical locations can gather accurate, real time data on their actual customer base.

This means one thing - no more guessing!

Now you can ideate and build marketing campaigns that you can measure precisely, allowing for robust and profitable marketing endeavors. You'll be able to accurately measure results and duplicate your successful campaigns. And if they do not perform as well as you expect, you can easily adjust your tactics and watch the results.



It's time to start using real-time, in-store WiFi analytics to uncover hidden marketing opportunities and areas where improvement is just waiting to come out.

It's not just smart – *it's Bloom Intelligence.*



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