

A woman with long dark hair is smiling and looking down at her smartphone. She is wearing a dark, textured turtleneck sweater. The background is a light-colored world map, and the entire image has a red overlay. The text is centered over the woman's torso.

Convert your guest WiFi users  
from shoppers to buyers!



ENTERPRISE

# Your customers want to be connected all the time and anywhere

- Adoption of smart devices and social media platforms are driving demand for WiFi and producing vast amounts of information about how consumers are behaving and what they are interested in.
- With the increased mobile device usage, consumers see WiFi enabled places as ideal locations for checking emails, searching for information and making purchasing decisions.
- **There have never been so many opportunities to capture customer data!**





Offering free WiFi provides a better customer experience, encourages customers to stay at your location longer and increases the chance of repeat visits.

But are you getting all the value out of your WiFi investment that you could be?



The background is a photograph of a library or community center, overlaid with a semi-transparent red filter. In the foreground, three people are seated at a long table, working on laptops. In the background, a man in a suit and glasses is smiling while looking at a laptop. The room is filled with bookshelves and a sign that reads "NORTH COMMUNITY BANK".

GoBig monetizes WiFi through  
the power of information.

# What is GoBig?

GoBig is a next generation guest WiFi marketing platform that enables retailers to easily collect data about their customers, communicate targeted messages and manage marketing campaigns - all from the cloud, anywhere and at any time.

GoBig  
automates the  
collection of customer  
information and ensures  
customer data is private,  
secure and opt-in.



# All-In-One Marketing Solution



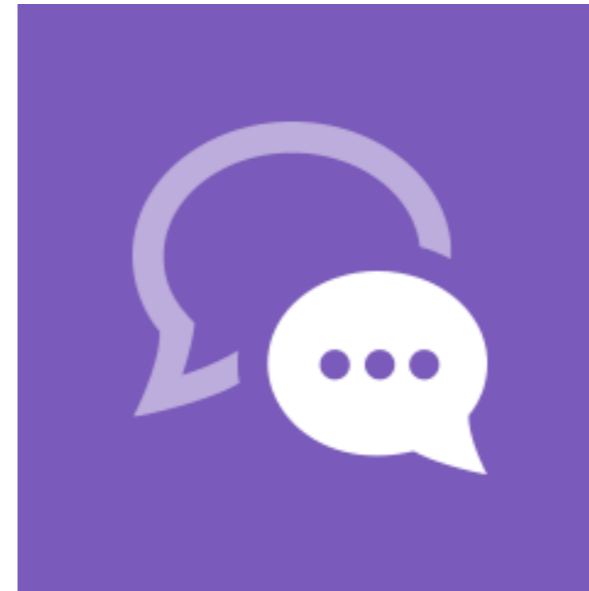
## Connect

Customers login to your Guest WiFi using their social media or mobile number. Data is captured and verified via API & cloud database. GoBig even captures leads from your own website.



## Collect

GoBig wireless device automatically captures available data from the customer's social network profile, including when they visited the store and length of stay and stores it in GoBig's customer management system.



## Communicate

Easily create and customise email, mobile text or social media messages, promotions and coupons and send them automatically via GoBig's built-in marketing software while customers are in your store, post visit or when they return.



## Cloud Platform

You have access to one centralised marketing platform that enables you to easily manage customer data, create, automate and monitor marketing campaigns, analyse campaign results and produce reports.

# What's included?



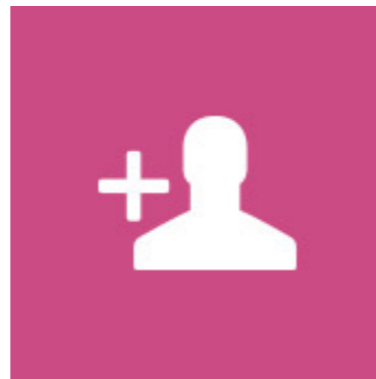
## Guest WiFi Device

100% cloud managed, each GoBig WiFi device provides coverage for up to 200' and supports 20-30 simultaneous users.



## Social Media Login

Users login to your WiFi with Facebook, Google+, LinkedIn, mobile text message or can even use your store's loyalty card.



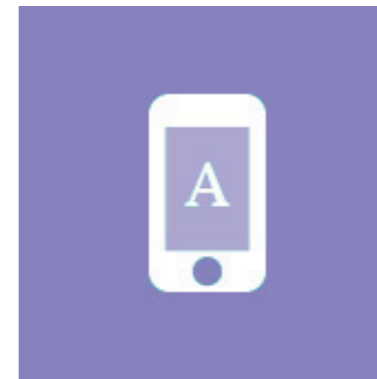
## Customer Data Capture

We auto capture customer data through Facebook or mobile login. The data is stored in a customer management system in your GoBig account.



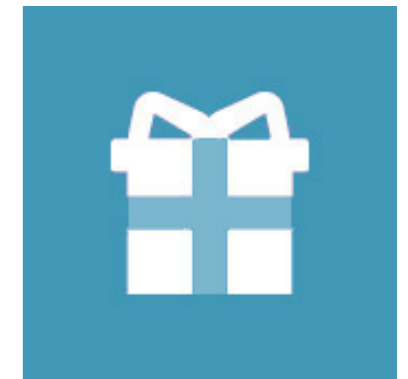
## Email Marketing

GoBig's Email Marketing Software is easy to use and has great templates! You can even automate your email campaigns!



## Mobile Text Marketing

Send text messages to your customers or create your own mobile keyword campaign.



## Rewards Program

Reward your customers by creating your own offers using GoBig email and mobile text marketing.



GoBig cloud platform can also be customised to pull or push data on almost any WiFi or network enabled device.



# Designed for multi location use

Larger retailers or franchises can use GoBig to aggregate data across multiple store locations and have access to real-time reports including in-store users, length of stay, demographic reports and more!

## **Integrate with your existing systems**

GoBig APIs allow you to integrate data capture features with your existing social media, CRM and marketing software solutions such as Facebook, Hubspot, Marketo, Salesforce, Silverpop and more.



# The Power of GoBig

- Capture personal and in-store data about your customers, including age, gender, duration of stay at your store, web trends, social media information, “LIKES” and more.
- Send redeemable coupons tailored towards a particular customer’s preference, such as 20% off lunch in the next 30 minutes.
- Promote future events and activities by sending customised promotional offers via email or text messages.
- Send personalised greetings and special offers on customer’s birthday or other special occasions.
- Send a personalised welcome back message when a customer returns to your store and offer her a discount on a particular item.



# With GoBig you can:

- Build and grow your customer database.
- Integrate with your website and existing software solutions.
- Gain insight into customers' behaviour and shopping habits.
- Improve customer experience, brand loyalty and repeat sales.
- Track and monitor real-time feedback on promotions and offers.
- Deploy joint campaigns with your vendors and merchandisers.
- Add new revenue streams through offering advertising space.
- Grow revenue and monetize your free WiFi investment.

# Build your own applications

Improve your business operations with our low cost add-on apps from our App Store or build your own applications on GoBig Application Platform to further increase interaction with your customers or manage your business.



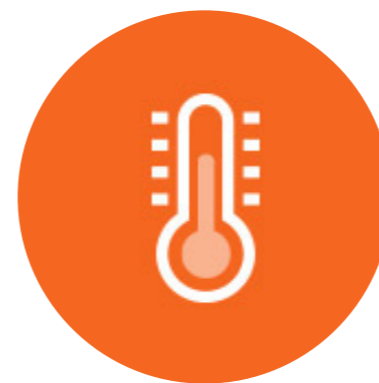
iPad Point of Sale (POS)



Analytics & Big Data



Employee Time Tracking



WiFi Sensors & Temperature Monitor



Identity Verification



Loyalty Management



You can use the GoBig system for employee time tracking, add a WiFi temperature monitor, activate the built-in VoIP service, or even use it as a text messaging paging system for restaurants or hotels.



# USA Success Rate

The product was launched on August 1st, 2013 in the USA.

## **In the first 6 months, we had:**

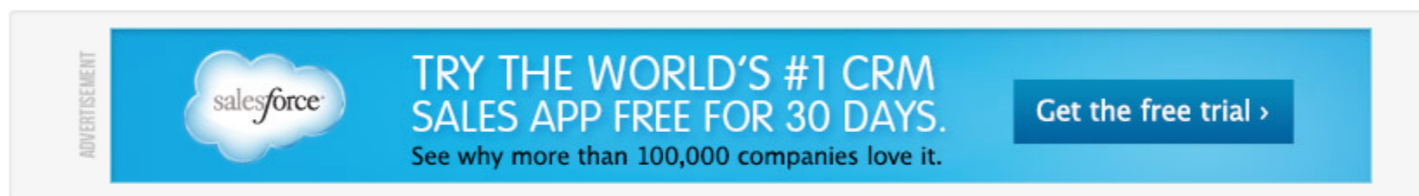
- 50+ installs in a dozen different markets
- 5,000+ email & mobile number captures
- Average 30%+ open rate on emails & texts sent to customers
- < 0.1% opt-out rate
- Best Capture Rate: 400+ captures per month per location
- Avg. Capture Rate: 1,000+ captures per year per location
- Avg. 60% social media login vs. 40% mobile login
- Equal number of female & male users login to WiFi
- Noticeable social-demographic data profiles by location

# Maximum rating from GetApp

GetApp, the largest independent online app marketplace gave GoBig a score of 10/10.

“GoBig essentially kills several birds with a single stone. The plug-and-play router hooks up to your existing Internet connection to offer customers and guests WiFi service. While you fulfill an important demand, you also are given a wide array of tools for analyzing your customers and improving your marketing strategies.”

- Jonathan Garro, GetApp reviewer



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## Reviews, Opinions & Ratings for GoBig, Inc.



GoBig, Inc. ★★★★★ 2

SOFTWARE BY GOBIG, INC.

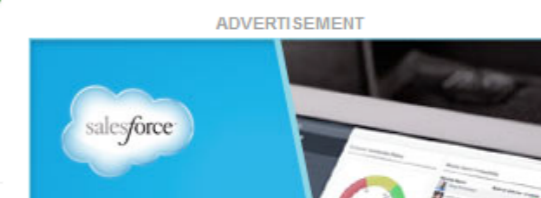
**Next Generation WiFi, Email & Mobile Text Marketing & Integrated Social Media.** GoBig is a Guest WiFi marketing & lead generation device

[Learn more about GoBig, Inc.](#)

[Request Demo](#)



## Share this page



# Be the first in your market!

GoBig is the first and the most advanced WiFi marketing solution which allows you to monetize your guest WiFi and increase sales through capturing your customers' personal and on-premise information. Create personalised messages and offerings and market directly to those people who actually want to be connected to your brand.

You can choose to receive up to 20 WiFi test devices so you can experience the potential of the service at your premises for up to 90 days, without any obligations. All you need is an existing internet connection and customers. You can easily configure your login pages and HTML emails and brand them according to your standards. After the trial expires, you can return the devices or continue using the service through a monthly subscription.



**Gain advantage over your competition!**



# Thank you!

Convert your guest WiFi users from shoppers to buyers, with GoBig.