



**GUEST WIFI MARKETING**

**FYDELIA - CONNECT. DELIGHT. REPEAT.**



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## Fydelia WiFi Marketing

Innovations update

1 Apr 2024

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WiFi is usually the first in-venue digital interaction with your brand, typically even before the guest has spoken with your staff.

**Make it an amazing first date.**



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# FYDELIA

## Connect. Delight. Repeat.

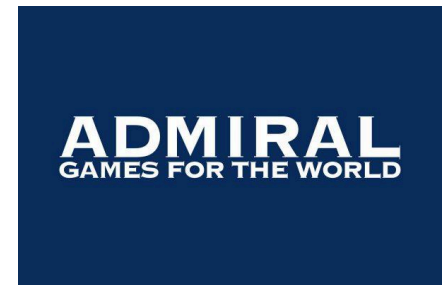
Fydedia is a powerful WiFi marketing system that is simple, fast and a massive new channel for your digital marketing database. With an average opt-in rate of 80% for fully verified emails, you can grow your marketing database fast and get to know your customer habits.

We started in 2017 with splash pages for Ponti's Restaurant Group and, from there, the OnDemand (self-managed) platform grew to over 1,300 venues worldwide. Although 80% is in the UK, you can find us in dozens of Australian hotels and pubs, in posh beach clubs in Ibiza and even on the Discover Fiji tourist buses.

Convert your anonymous visitors to lifetime members with our CRM integrations. Also, try out our world-first gamification features such as puzzle games, digital scratch cards and more.

### Who we work with

We work with hundreds of clients in over 1,300 locations worldwide, such as:



## The benefits of Fydelia

Guest WiFi is really your first digital date with your customer, so let's make it visually stunning, engaging and simple to use.

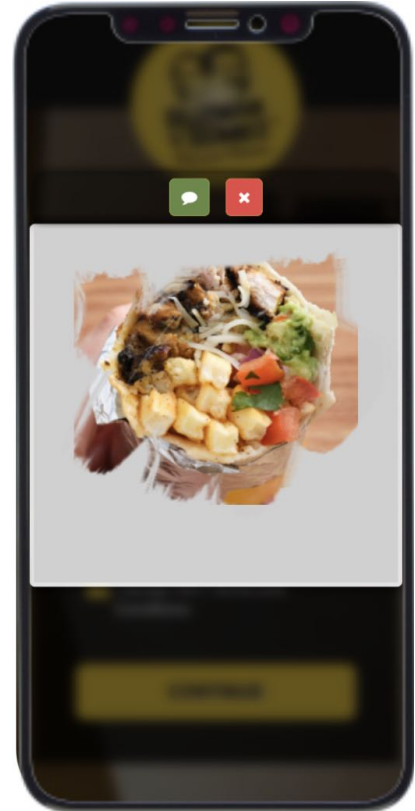
Competitors usually offer a series of questions, screens, application forms and so on before allowing the customer to connect to the WiFi service. Fydelia aims to keep it fast and simple, guaranteeing high opt in rates and return visits.

Here are just a few of our features:

## Gamification

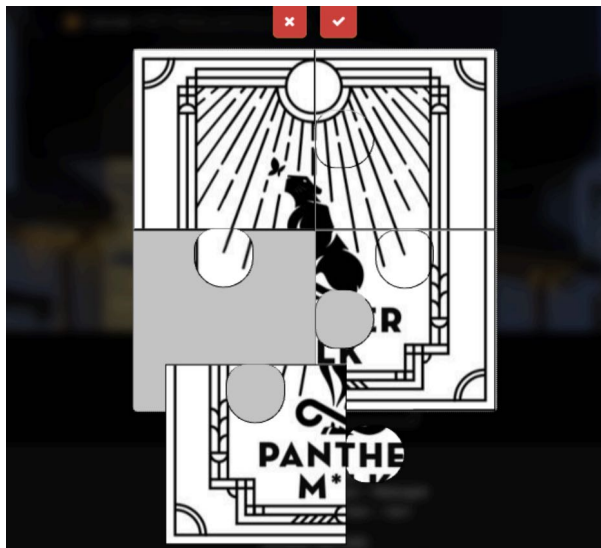
This is a fantastic way to get a group of people to all pull out their phones and connect to WiFi. Usually only one or two will use their phones for scanning QRs, Order at Table etc.

By offering highly engaging value exchanges such as Digital Scratch cards, Puzzles and prize draws you will increase WiFi engagement, increase data quality and of course increase your opt-in rates. This helps to encourage groups of friends to all connect and have a bit of fun, while you significantly increase your audience size.



## IMPACT

**The Lisini scratch card attracted a whopping 82% marketing opt-in rate when games were first launched**



Gamification does not only need to be scratch cards either, taking other forms such as slider games or puzzle-solving. In this example, strong branding of a new product launch was required. If guests completed the puzzle, and opted in for marketing, they would receive their free Panther Milk cocktail.

Presentation animation of games can be done too such as with Christmas Crackers popping, or red envelopes as we did with the [Chinese New Year 2023 campaign for Ping Pong Restaurants.](#)

## 100% verified emails

Get 100% validated emails into your CRM without the guest having to take any action. Traditional verification methods, such as guests getting 15 minutes of internet access while they check their mailbox and click a “verify” link, are cumbersome and extremely annoying for guests.

Fydelia checks emails right down to the SMTP (mail system) level and will gently invite the guest to check their email if it is not valid or active.

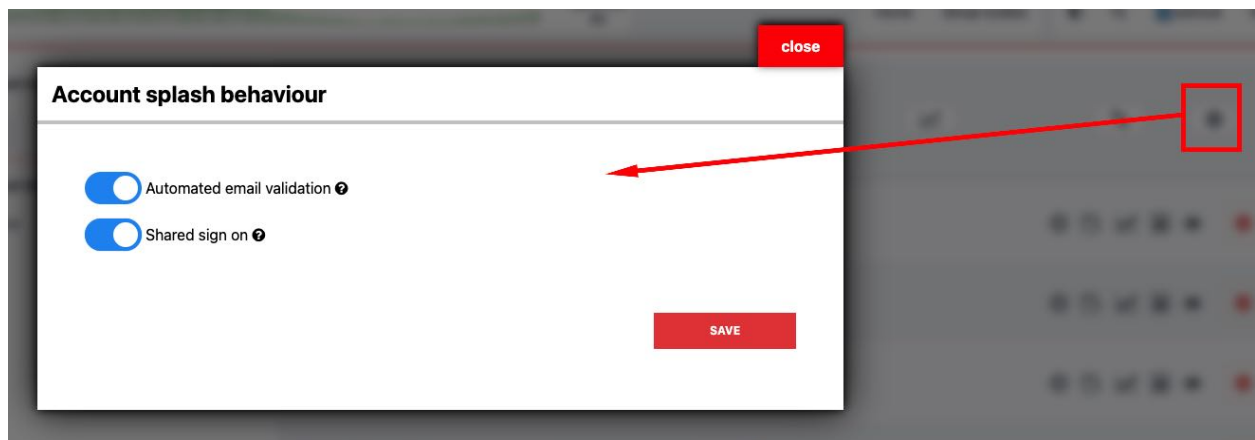
## Shared Sign-on

The guest WiFi experience really should be a one-and-done sign-in process. With Fydelia, this is also true across an entire estate. Fydelia will automatically log in guests to future venues that are under the same Fydelia account, provided they have previously logged in at one of the other venues.

### *Proof of Presence*

Even with instant sign-in at all venues in the account, Fydelia will always inform your CRM that the guest has returned, allowing you to use WiFi proof of presence for monitoring your overall marketing performance, campaign attributions and so on.

Enable these two great features in just a couple of clicks:





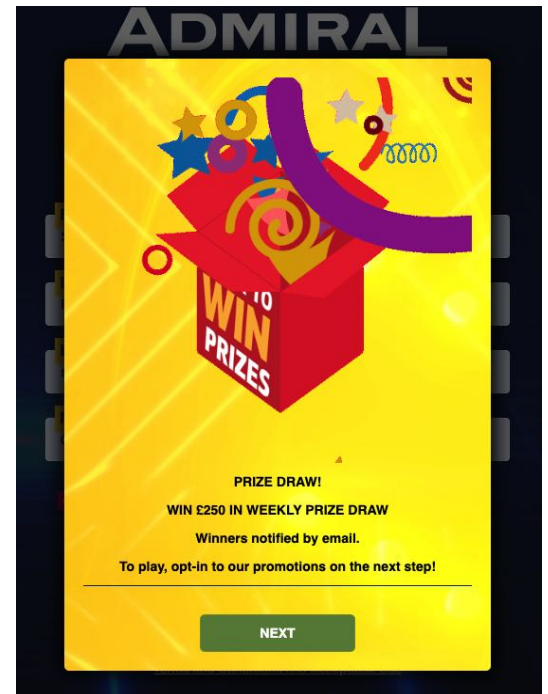
## Ad Cards - Start with “Why”

Increase your opt-in rates by showing your guests the kind of offers they will be getting if they agree to receive marketing promos. If guests understand WHY you're asking them to opt in, they're more likely to do so.

With Fydelia's Ad Cards, you have the opportunity to showcase your promotions, seasonal offers, prize draws etc right before the guest is invited to opt-in.

AdCards will:

- Increase engagement in your offers
- Build trust. The message is: It won't be spam. You will receive great offers like these...
- Monetize your WiFi by making it a competent ads channel



You can add multiple cards which guests must click through before connecting to the internet. It's free and included with your Fydelia.com subscription. Contact us now to get started.

## Fydelia - the CRM Firehose

**Fact: Fydelia is almost 3 times faster at filling your CRM**

According to recent statistics from Zonal, non-wifi data sources provide an opt in rate of around 28% on average. Fydelia averages 75% with 80%+ being the standard for pubs and restaurants.

Remember, WiFi will only work for you if you have consent to communicate with those WiFi guests once they have logged in. A healthy opt-In rate is key.

We support hundreds of integrations. Contact us now if you are still not integrated with your CRM.

# Age-based marketing

With Fydelia you can now target age groups with customized marketing messages after WiFi login. Increase campaign engagement by making your offers more relevant for your guests.

When editing your splash page form, you have no doubt seen that under the “Continue URL” section you can specify where guests are sent once they have logged in. Maybe you’re sending people to your website, your instagram page or some generic offers and promotions area of your site.

A new feature has been added which allows you to specify different destinations depending on the age of your guest, which you will have collected through our popular “Birthday popup” feature.

Setting up age-based marketing is simple:

The screenshot shows a configuration panel for age-based marketing. At the top, there is a text input field for a "Catch-all redirect URL (if age is not in any of the ranges below):" with the value "https://xyzcorp.com/default-landing-page". Below this are three sections, each for a different age range. Each section includes a horizontal slider to define the age range, a text input field for the redirect URL, and a red "X" button to delete the range. The first range is "Range 1" with a slider from 18 to 30 and a redirect URL "https://xyzcorp.com/eighteen-thirties-club". The second range is "Range 2" with a slider from 31 to 49 and a redirect URL "https://xyzcorp.com/family-retreats". The third range is "Range 3" with a slider from 50 to 80 and a redirect URL "https://xyzcorp.com/special-offers". At the bottom of the panel is a green "Add range" button.

If people skip the birthday popup, the splash page will behave as before. However if Fydelia has captured their birthday information, they'll be redirected to the page you prefer. For detailed information on getting this up and running check our Knowledge Base article here:

<https://www.fydelia.com/knowledge-base/age-based-marketing-redirects/>



## Advanced Zoning

**Arcade**

**WELCOME TO ARCADE**  
**SIGN IN TO GET YOUR FREE WIFI**

Email Address

I agree to the WiFi terms and conditions.

**CONTINUE**

By signing in to WiFi you agree with WiFi  
Terms and Conditions and Fair Processing Notice

Over the summer we set up the WiFi system for Arcade in Battersea, a new food hall space offering over 500 covers plus bars and private dining.

This project gave rise to a new feature where you can now configure Fydelia to show multiple brands which are broadcast on the same Access Points, on the same controller without any additional network setup. Give customers more choice with a branded experience throughout the venue.

Pop by Arcade and have a look! Now in Battersea and Oxford St

## Advanced CRM Integration - stop the opt-outs!

Question: Why would you ask someone if they want to opt in (or out!) if they already opted in with you? You're only risking an opt-out.

With Fydelia and selected CRMs\* the customer will not be asked to opt in if we see they are already opted in on your CRM. Similarly we won't ask for their birth date either if you already have it on file. This greatly simplifies the journey for the guest while avoiding accidental opt-outs along the way.

Contact us to get that enabled on your account! It's free!

\* Currently supported on Stampede, Airship, Talkbox and Bloomreach

# Rich Data

Light up your marketing with rich data flowing in from Fydelia. The following data points are now available for integration with any of your backend systems:

## CONTACT DATA

Event date/time (any format)

First name

Last name

Email

Mobile

DOB

Also available: ANY survey data either on-form or post-visit

## DEVICE DATA

Device Mac

AP Mac

IP Address

Remote IP

Device type (e.g. iPhone)

Device vendor (e.g. Apple)

Device version (e.g. 11.x)

Device OS (e.g. iOS 5.0)

Screen layout (e.g. Webkit)

Browser name (e.g. Safari)

## BEHAVIOURAL DATA

Date first seen

Date last seen

NumberOfVisits (to this venue)

FirstVisitDateTime

FirstVenueRef

FirstVenueName

LastVisitDateTime

LastVisitDay

LastVisitHour

LastVenueRef

LastVenueName

VisitHoursByDay (array)

Other venues visited (if Shared Sign On is enabled across the group)

## PRESENCE DATA

(Currently available on Cisco Meraki and all UniFi versions)

Dwell time

Dwell type (walk by, take away, eat in)

## Not to mention....

- Facebook pixel to grow your social audience
- Background videos and slideshows
- Timed content to show specific designs between specific dates or against a schedule
- Post visit surveys (Google, tripadvisor)
- In-venue surveys
- Multi-step marketing options to collect accurate birthday information
- Simple low per-venue pricing - we don't count access points
- Fill your CRM 2.5 times faster than industry standard (according to stats provided by Airship Zonal UK benchmarks)
- No additional hardware required
- Multi-language splash page support
- Single sign on across all venues
- Gorgeous pixel perfect on-brand designs. We're not a "your logo here" splash company!

...and much more! We own and run the software. If you have a nice idea for a new feature we can build it.



Massive Opt-In rates



Simple pricing



Engagement with games

## Ongoing support

All basic support is free of charge and you'll be assigned a dedicated account manager to handle any day to day queries. We can also provide free technical support to your own support team, acting as a 2nd line support service available at [support@fydelia.com](mailto:support@fydelia.com)

## Feature requests

Fydelia was created by feature requests from people in the hospitality business. Therefore if you need specific reports in your inbox each Monday morning we can design them and set them up for you.

Note that when we create reports and features that all Fydelia clients can benefit from, there is no charge. In rare cases, for very bespoke requirements, we can arrange some development time based on £500/day.

### **Direct support**

You will be assigned a direct point of contact within Fydelia to handle any run of the mill questions regarding the platform

### **Support desk**

Email [support@fydelia.com](mailto:support@fydelia.com) in order to raise support tickets with our support helpdesk

### **How to's and help articles**

We have an extensive range of articles in our [Fydelia Support Hub](#)

### **YouTube**

We're gradually growing a list of video how-to's on our [YouTube channel](#)

**More information available at [www.fydelia.com](http://www.fydelia.com)**



**SUPPORT CONTACT:**  
**SUPPORT@FYDELIA.COM**