

CASE STUDY



Generating ROI with Guest Wi-Fi at horse-race speeds!

The New York Racing Association Inc. (NYRA)

which operates the three largest thoroughbred horse-racing tracks in the United States is a good example of an institution proud of its history and traditions but ready to embrace new technologies to deliver technology enabled experiences at the track.

Founded in 1955 and franchised to run thoroughbred racing at New York's three major tracks (Aqueduct Racetrack, Belmont Park, and Saratoga Race Course) through 2033, the New York Racing Association's mission is "Meeting the highest standards in thoroughbred racing and equine safety."

In 2016, more than 1.76 million people attended live races at NYRA tracks. Factoring in nationwide off-track wagering, the average daily betting handle totaled more than \$11 million, representing a 3.2% increase from 2015.

The NYRA recently decided to leverage its existing guest Wi-Fi offering and utilize a Monetization & Engagement Solution from RaGaPa and the results are already impressive.

Guest Wi-Fi at NYRA

CaptiveXS Cloud solution from RaGaPa allows NYRA to engage and market to its guests via the free Wi-Fi service offered at its racing tracks.

RaGaPa's CaptiveXS Cloud solution is deployed at the Belmont Park and Saratoga Race Course, which has a capacity of 100,000 and 50,000 spectators respectively. Saratoga Park is also considered the oldest sporting venue of any kind in the country. CaptiveXS Cloud solution incorporates essential guest Wi-Fi features including captive portal with social login, content insertion and user management along with deep user analytics. The solution is cloud-managed and delivered as SaaS model.

CaptiveXS Cloud integrated seamlessly with Saratoga Race Course's existing Ruckus Wi-Fi network, which consists of 250+ access points serving typically a concurrency between 10-15,000 client devices. Similarly, the solution serves more than 25,000 concurrent users at Belmont Park with more than 150 Aruba APs.

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Visit our website - <http://captivexs.com/>

Providing a better on-site experience

CaptiveXS Cloud solution provides NYRA with WiFi guest on-boarding through a fully customizable captive portal. The information collected on the captive portal is used in real-time to target the users with personalized promotions via that proprietary content insertion feature, which places an advertisement or an in-house promotional message at the bottom of the screen on any device that is using the guest Wi-Fi. The captured user emails are also used for newsletter and upselling promotion via scheduled emails.

In addition, this partnership enables NYRA to promote season passes, loyalty programs signup and NYRA's mobile applications (NYRA Bets, NYRA Now and NYRA XP). The engagement platform also helps NYRA in pushing promotional giveaways and display banners for the community relations' booth, both through the captive portal as well as in-session through content insertion.

“We looked at various engagement solutions in the market and selected the CaptiveXS Cloud solution from RaGaPa because the solution is elegant and meets both our short term and long term sales and marketing requirements”

- Bob Hughes, NYRA's Chief Information & Technology Officer.

In just over a year since deployment, CaptiveXS Cloud Solution has captured tens of thousands of marketable emails along with user demographic information and delivered millions of impressions with above average click-through rates.

“We wanted a solution that was easy to deploy and enabled us to engage with our guests in real-time with the least friction possible,” Said Bob Hughes, NYRA's Chief Information & Technology Officer. “Our choice proved right since we were able to deploy in a very short time over a well-coordinated effort just a day before the actual start of season”.

Gaining a better understanding of its customer base

In the long run, the CaptiveXS Cloud solution will also enable NYRA to start building a more detailed and comprehensive profiling of their customer base. Guest Wi-Fi provides the opportunity for horse-tracks to acquire customer insights from their Wi-Fi network including footfall traffic, consumption trends such as food and beverages, horse betting, etc. Guest Wi-Fi can also be used to assist customers with horse race schedules and alerts and provide a more personalized experience.

“We have seen great results in terms of user engagement with Belmont Park and Saratoga Race Course,” said Gagandeep Singh, RaGaPa Inc's Chief Executive Officer.

“NYRA has now a full suite of WiFi marketing features available to them through our CaptiveXS Cloud solution - from Captive Portal with social login to our proprietary content insertion solution. With all the analytics NYRA now collects, they have full insights on their users via the cloud dashboard the solution provides” he added.



Content Insertion - Show Personalized promotions at the bottom of the screen.



Customized Login Page for Public WiFi Have your own logo, color and themes.

