

## Guest Wi-Fi continues to drive customer engagement for Cedar Fair Entertainment - Expands to Additional Parks



Measuring the return on investment on new technologies is not always straightforward but that is not the case with Cedar Fair's decision to invest in guest Wi-Fi solution from RaGaPa. Following very positive 2016 results from its initial deployments of guest Wi-Fi, Cedar Fair is adding two major parks California's Great America and Kings Dominion to its portfolio of connected parks.

### A Key Contender in Amusement Parks

Cedar Fair, one of the largest amusement park and resort operators in the world, hosts more than 25 million park guests annually. Their network of parks includes well-known locations like Cedar Point, Canada's Wonderland, Kings Island, Knott's Berry Farm, Carowinds and more, making a total of 11 parks and 5 hotels across the US and Canada.

Cedar Fair is continually on the lookout for new opportunities to innovate and grow. When management realized the extent to which their guests were glued to their mobile devices while in the parks, they quickly saw the opportunity to enhance their overall guest experience by embracing that reality and providing free, fast and secure guest Wi-Fi.



### Searching for a Way to Make the Most of Guest Wi-Fi

At the start, the initial five Cedar Fair parks offering free Wi-Fi had no captive portal for onboarding their Wi-Fi users. In addition, Cedar Fair wanted an effective way to

boost the adoption of its apps that would improve guest experience, and which would open a new channel of engagement and monetization. At the same time, any solution considered had to be easy to deploy and scale.

### RaGaPa CaptiveXS is the Solution of Choice

Cedar Fair chose the RaGaPa CaptiveXS solution, as it offered a solution that met all the company's selection criteria. CaptiveXS focuses on true plug-and-play (practically instant) deployment with no technical expertise required, and it integrates seamlessly with each park's existing Wi-Fi. The intuitive, user-friendly management dashboard now lets Cedar Fair management easily access the five essential turn-key features that all guest Wi-Fi networks should have: captive portal, content filtering, content insertion, analytics, and end-user management.

### Better Business in Less Time than Before

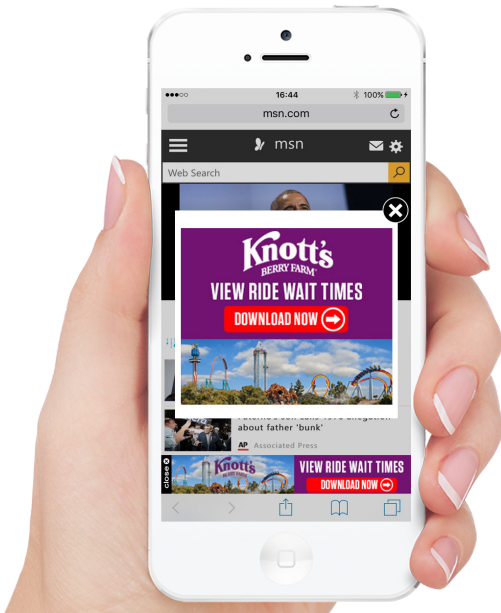
CaptiveXS places ads at the bottom of the page for anyone using a Cedar Fair park's free Wi-Fi, for example to download the parks' mobile apps that

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# RaGaPa

## p2: case study

provide park maps, ride images and thrill levels, ride wait times, and special deals. The partnership enables Cedar Fair to push videos and full-page display ads (interstitials) to develop branding opportunities and maximize in-park promotions. Views of statistics and analytics help the company optimize its business and IT decisions.



### The Results

The 2016 results proved that end-users readily adopted guest Wi-Fi. The average 70,000 daily users provided valuable data that could be used for analytics purposes. Cedar Fair could then use and monetize this data as part of its marketing, sales, product and customer service strategy.

The following are some high level results from the 5 initial parks where CaptiveXS was initially deployed: Cedar Point, Kings Island, Knott's Berry Farm, Canada's Wonderland (Canada) and Carowinds:

- **Millions of Impressions** – The single views of ads

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Matt Shafer, Cedar Fair Inc.

by individual guests is a metric that can be used to monetize Wi-Fi content insertion and advertising via Cedar Fair business partners.

- **Clicks and click-through rates (CTR)** are above the industry average – Clicks are another metric that can be used to monetize Wi-Fi content insertion and advertising (advertisers will typically pay more per click by guests, than per simple view of an ad), while click-through rates help to evaluate the effectiveness of advertising and to optimize advertising campaigns.

- **Statistics by period** – Impressions, clicks, and CTRs are also available month by month, for example, helping to plan campaigns to maximize results by targeting seasonal guest attendance (June, July, and August are months when Cedar Fair sees peaks of up to 80,000 daily Wi-Fi users).



- **Millions of Pop-up videos and banners** – The platform provides the ability to serve full videos as an additional measure of engagement with guests.

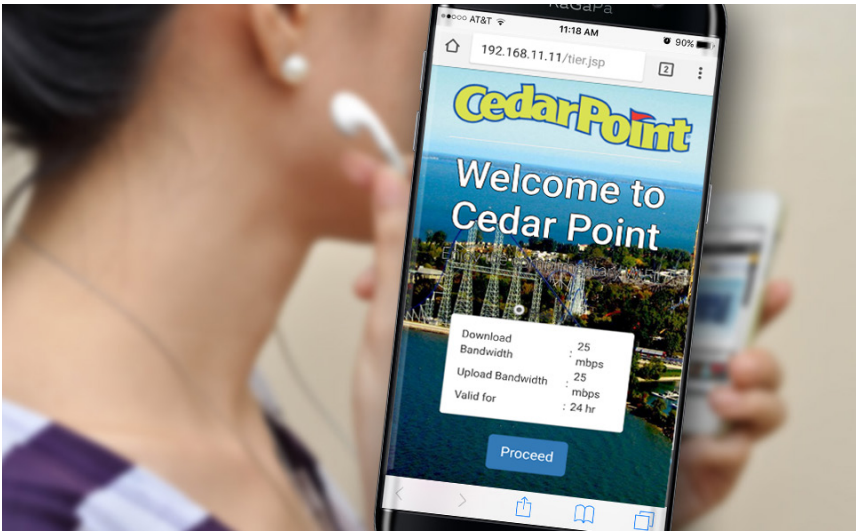
- **Device types & Websites visited** – By identifying whether guests are using Android-based, iOS-based, or other types of devices, Cedar Fair can tailor its own app strategy and monetize effectively by bringing in partners looking to engage with users of different types of devices. These statistics along with websites visited can also be combined with other information about guests, helping Cedar Fair and its partners to refine their promotions, positioning, and advertising messages.

CONTINUED



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## p3: case study



### Positive ROI Across the Board Leads to new Parks Adoption

The CaptiveXS solution delivers millions of impressions monthly with above average click-through rates in all the parks. Through CaptiveXS's Wi-Fi advertising, more guests are downloading the parks' mobile apps. As a result, the return on investment (ROI) on the deployment of CaptiveXS exceeded the solution cost in less than six months from the start of the project. With a successful launch and continuing benefits, CaptiveXS has become a key solution for Wi-Fi marketing, user engagement, and monetizing for Cedar Fair.

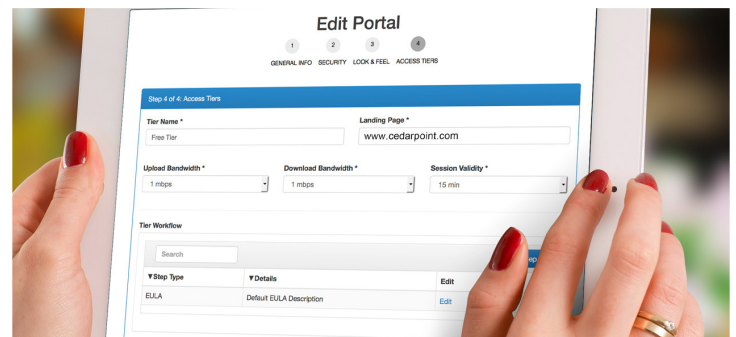
### Mobile Gaming: A Success Story

As Matt Shafer, vice president of strategic alliances for Cedar Fair, said, "We knew our free Wi-Fi presented great marketing opportunities, the RaGaPa Solution offers a new medium to reach park guests for both corporate messaging and partner marketing initiatives."

As a case in point, Cedar Fair worked with a popular mobile gaming company to exploit the marketing potential of CaptiveXS. In-session advertising of the gaming app resulted in guests clicking on the ads to download and play the game immediately. Shafer added, "Mobile gaming app marketing through the RaGaPa solution was a win-win for everyone involved. We were able to deliver an exclusive audience to the popular gaming company and they were able to attract users and build brand loyalty for years to come.

Best of all, we implemented the platform with little effort across multiple parks thanks to the assistance from the team at RaGaPa."

As a result, Cedar Fair is now adding two major parks, California's Great America and Kings Dominion, to its



portfolio of connected parks. With more parks adopting guest Wi-Fi, Cedar Fair aims at providing an optimal entertainment experience to its guests which encompasses both the physical and online experience, providing useful and timely content and contributing to improving the overall guest park experience. Guest Wi-Fi with RaGaPa's CaptiveXS helps Cedar Fair materialize the vision of omni-channel experience that can only improve the bottom line.

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Matt Shafer, VP Strategic Alliances  
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