



## MONETIZING GUEST Wi-Fi IN RETAIL



### WHO IS USING WI-FI IN THE STORE?

**80%**  
Millennials use their mobile devices in store

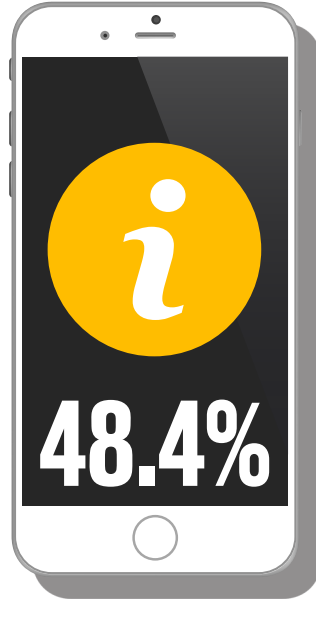
VS

**55%**  
over 35's use their mobile devices in store



More than **90%** of Generation Z says that a strong WiFi signal is important to them and their overall shopping experience

### WHAT DO SHOPPERS WANT?



Globally **54%** of consumers use their devices to compare prices, others search for product information (**48.4%**) and reviews (**42%**)

### THE IMPACT OF GUEST WI-FI



ALMOST  
**62%**  
said that customers spent more time in their shop or facility once WiFi was introduced...

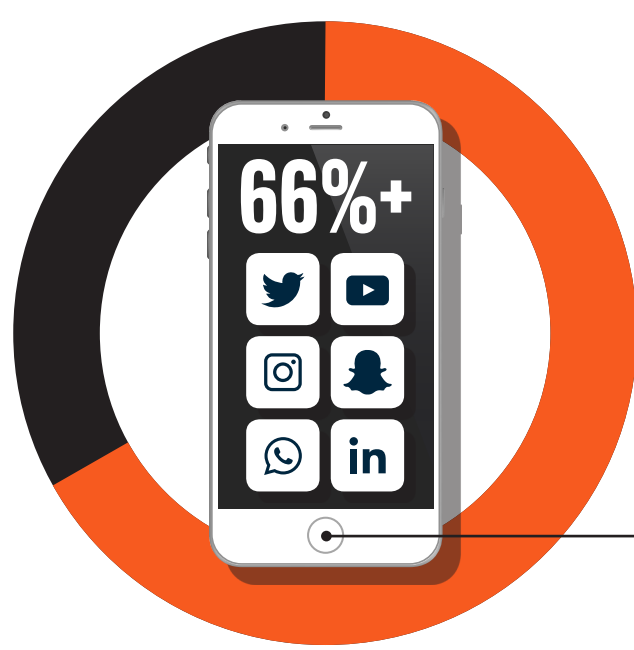
...AND... AROUND  
**50%**  
said customers spent more money, too.

**60%**  
want real-time offers while in the store.

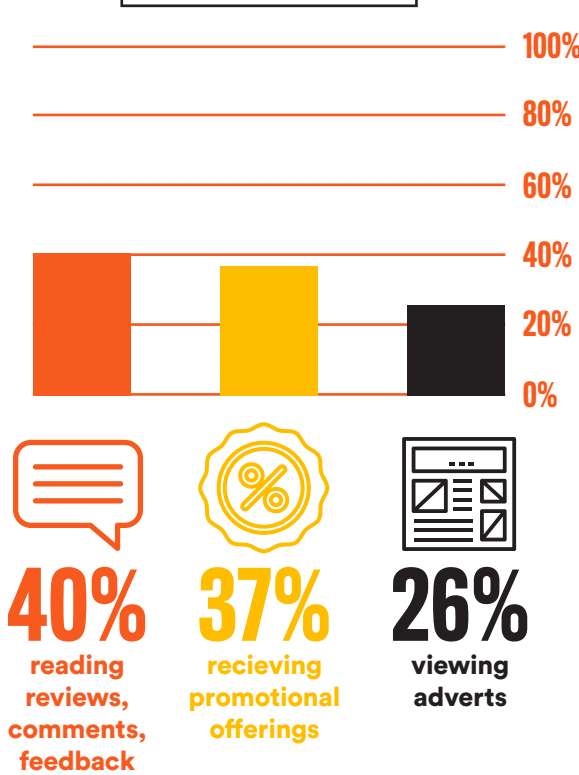


### THE POWER OF REVIEWS

More than **2/3** of US consumers say **social media** influences their online shopping behavior.



#### THE INFLUENCES



### CHALLENGES REMAIN



**39%**  
of retailers ranked 'Ability to turn customer data into intelligent and actionable insight' one of their greatest challenges



**65%**  
of shoppers are wary of having their personal information hacked using their mobile/smartphone



Contacts us to learn more about how **CaptiveXS** guest Wi-Fi can improve your guest experience

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