

Wi-Fi Sponsorship Media Deck

Free Wi-Fi for Viewing an AD?

YES, PLEASE!



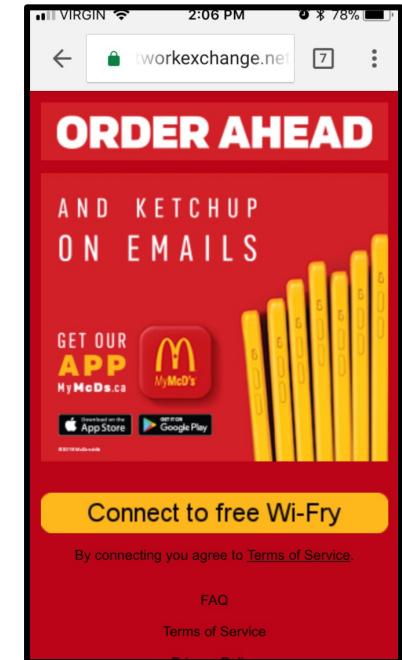
**Wi-Fi Is The No.1 Most Requested
Traveler Amenity**

#ValueExchange



PAST CLIENTS

Brand Messaging that resonates with your audience!



Why WiConnect?



Consumers LOVE free Wi-Fi:
it's the **number one most requested**
travel amenity

WiConnect enables brands to
sponsor free Wi-Fi in exchange for
**guaranteed consumer
engagement**

WiConnect represents **the world's
largest Wi-Fi ad network**, covering
50% of top airports + key media
markets nationwide

Viewability Matters!

We check every box:



100%
Viewability



100%
Brand Safe



Guaranteed
Engagement



100%
Share of Voice



NO
Ad Fraud



NO
Ad Bots



NO
Ad Blocking



NO
B.S.



VIDEO ADS BY THE NUMBERS

PLATFORM BENCHMARK COMPARISON

	Other Video	WiConnect/Boingo
Viewability	43%	100%
CTR	.6%	5% +
Billable VCR	72%	100%

	Total Rich Media	WiConnect/ Boingo
Engagement	11 secs	41 secs
SOV	Varied	100%

REACH

Place your message in the right context for your target audience. Our Wi-Fi is available in:



AIRPORTS

Empower travelers in NYC, Chicago, Los Angeles, Miami, London, São Paulo, and many more!



HOTELS

Make travelers feel at home with free Wi-Fi at hotels nationwide.
Free Wi-Fi is the #1 most desired hotel amenity for U.S. travelers.



SHOPPING MALLS

Engage shoppers in action at premier malls across the U.S., including the World Trade Center.



CAFÉS

Help coffee lovers at cafés around the country connect to the internet and the people and things they love.



TRANSIT

Sponsor free Wi-Fi for commuters in major transit stations.



SPECIALTY NETWORKS

Access niche audiences at unique venues and locations around the world, from the Hollywood Bowl to Mt. Everest.

WICONNECT U.S. AIRPORTS

US CITY	AIRPORT	CODE
Austin	Austin Int'l Airport	AUS
Billings	Billings Logan Int'l Airport	BIL
Buffalo	Buffalo Niagara Int'l Airport	BUF
Chicago	Chicago Midway Int'l Airport	MDW
Chicago	Chicago O'Hare Int'l Airport	ORD
Dallas	Dallas Love Field Airport	DAL
Dallas	Dallas-Ft. Worth Airport	DFW
Des Moines	Des Moines Int'l Airport	DSM
Detroit	Detroit Int'l Airport	DTW
Hilo	Hilo International Airport	ITO
Honolulu	Honolulu Int'l Airport	HNL
Kahului	Kahului Airport	OGG
Kona	Kona International Airport	KOA
Lihue	Lihue Airport	LIH
Los Angeles	Los Angeles Int'l Airport	LAX

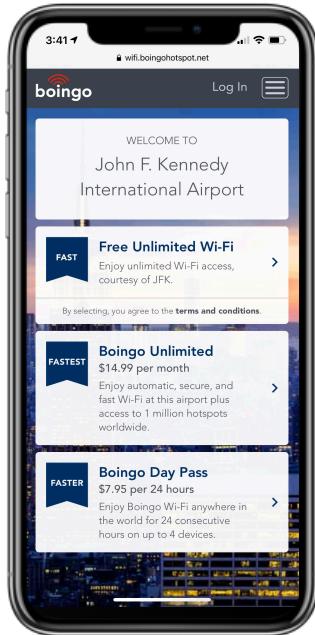


US CITY	AIRPORT	CODE
Memphis	Memphis Int'l Airport	MEM
Miami	Miami Int'l Airport	MIA
Milwaukee	General Mitchell Int'l Airport	MKE
Nashville	Nashville Int'l Airport	BNA
New Windsor	Stewart Int'l Airport	SWF
New York	John F. Kennedy Int'l Airport	JFK
New York	Newark Liberty Int'l Airport	EWR
New York	LaGuardia Airport	LGA
Oakland	Oakland Int'l Airport	OAK
Oklahoma City	Will Rogers World	OKC
Omaha	Epply Airfield	OMA
Philadelphia	Philadelphia Int'l Airport	PHL
Phoenix	Phoenix Sky Harbor Int'l	PHX
Providence	T.F. Green Airport	PVD
St. Louis	St. Louis Int'l Airport	STL

User Experiences – Boingo

The Perfect Media Ad Engagement Experience (Boingo)

Multiple Touchpoints to Drive Your Brand Message and Empower Consumers to Connect



SPLASH
full screen takeover providing
sponsor attribution



VIDEO
up to :30 (skip link appears
after :15)



CALL TO ACTION
consumer interaction with
option to learn more on the
brand website to start
complimentary wi-fi session



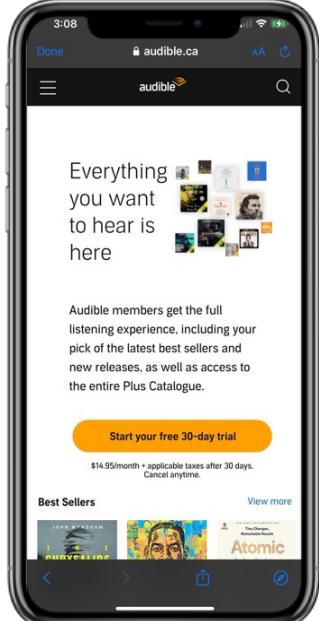
LANDING PAGE



User Experiences – Vancouver Airport (YVR)

The Perfect Media Ad Engagement Experience (YVR)

Multiple Touchpoints to Drive Your Brand Message and Empower Consumers to Connect



SPLASH

full screen takeover providing
sponsor attribution

VIDEO

up to :30 (skip link appears
after :15)

CALL TO ACTION

consumer interaction with
option to learn more on the
brand website to start
complimentary wi-fi session

LANDING PAGE

User Experiences – TTC Subway (Toronto)

The Perfect Media AD Engagement Experience (TCONNECT)

Multiple Touchpoints to Drive Your Brand Message and Empower Consumers to Connect.



BRANDING PAGE

Available Formats: JPEG, PNG, GIF, HTML5
300x400/240x400/300x250
(Non-Standard Available)
Page Customization by Brand Colors



INTERSTITIAL

Available Formats: JPEG, PNG, GIF, HTML5
300x600/300x400/240x400/300x250
(Non-Standard Available)
Available via Direct or PMP



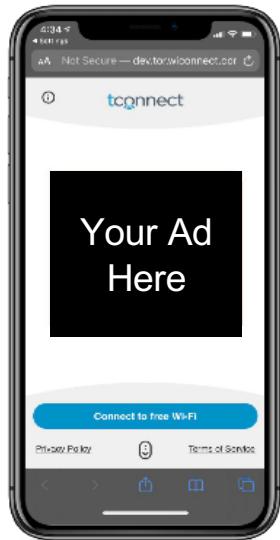
MEDIA PORTAL MAIN/ARTICLES

Available Formats: JPEG, PNG, GIF, HTML5
300x300/300x250/300x100/300x75/320x100/320x250/320x300
Available via PMP or Direct



RETARGETING

Identify consumers who have logged onto the TTC Network

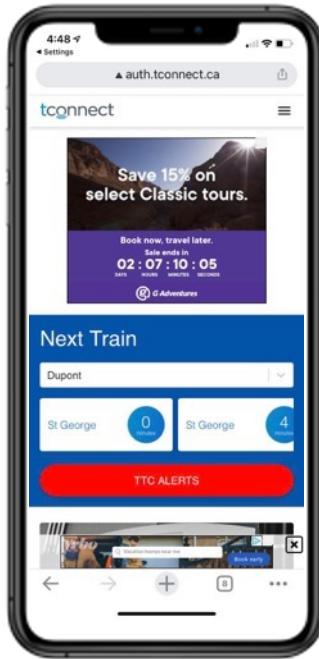


Reach them while they are on other websites and apps

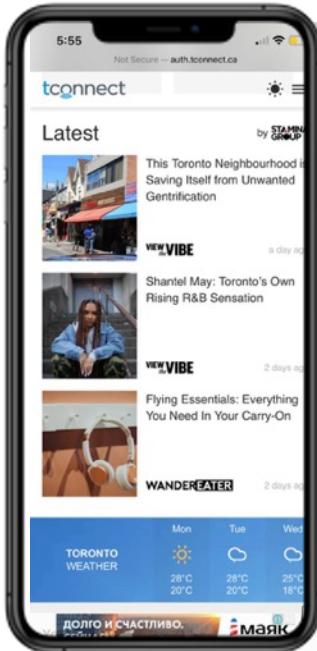
Benefits:

- Increase reach
- Audience identification to enhance campaign performance
- Reach consumers at different points in their day
- Inventory flexibility

Media Portal – Example Toronto TTC Subway TCONNECT Wi-Fi



Landing page with top of page ad, bottom of page sticky banner ad, TTC Next Train Arrival widget and featured articles or stories.



Real-Time content ingested via the WiConnect Content Management System.

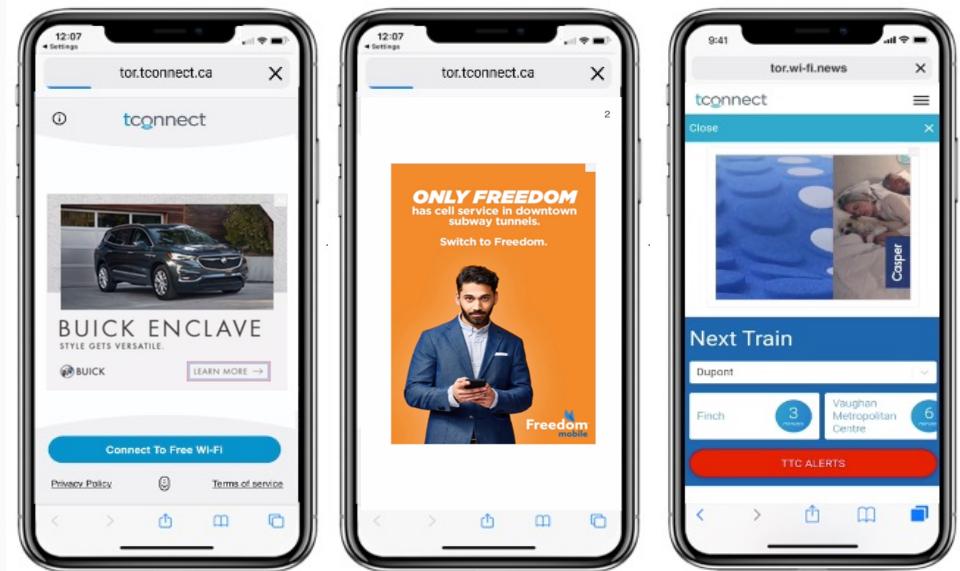


Includes paid content.



Advertising and paid content included on content page

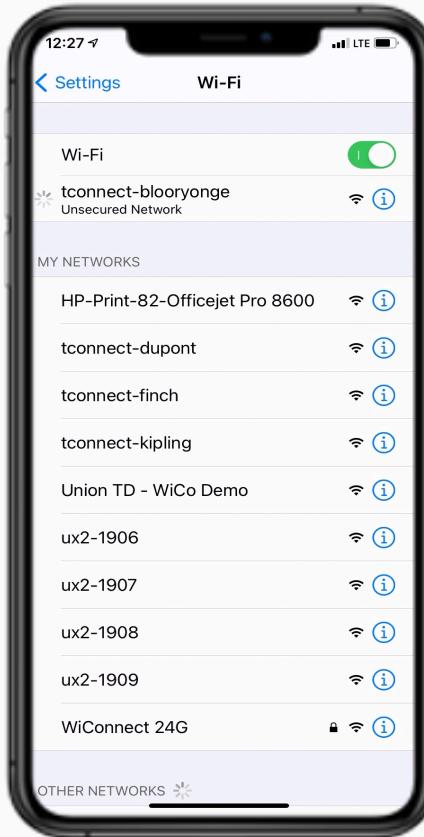
Wi-Fi UX Onboarding & Video Demo for TCONNECT



Welcome Page

**Interstitial Static or
Video**

Media Portal



Audience Insights

INNOVATIVE AD SOLUTIONS (BOINGO)

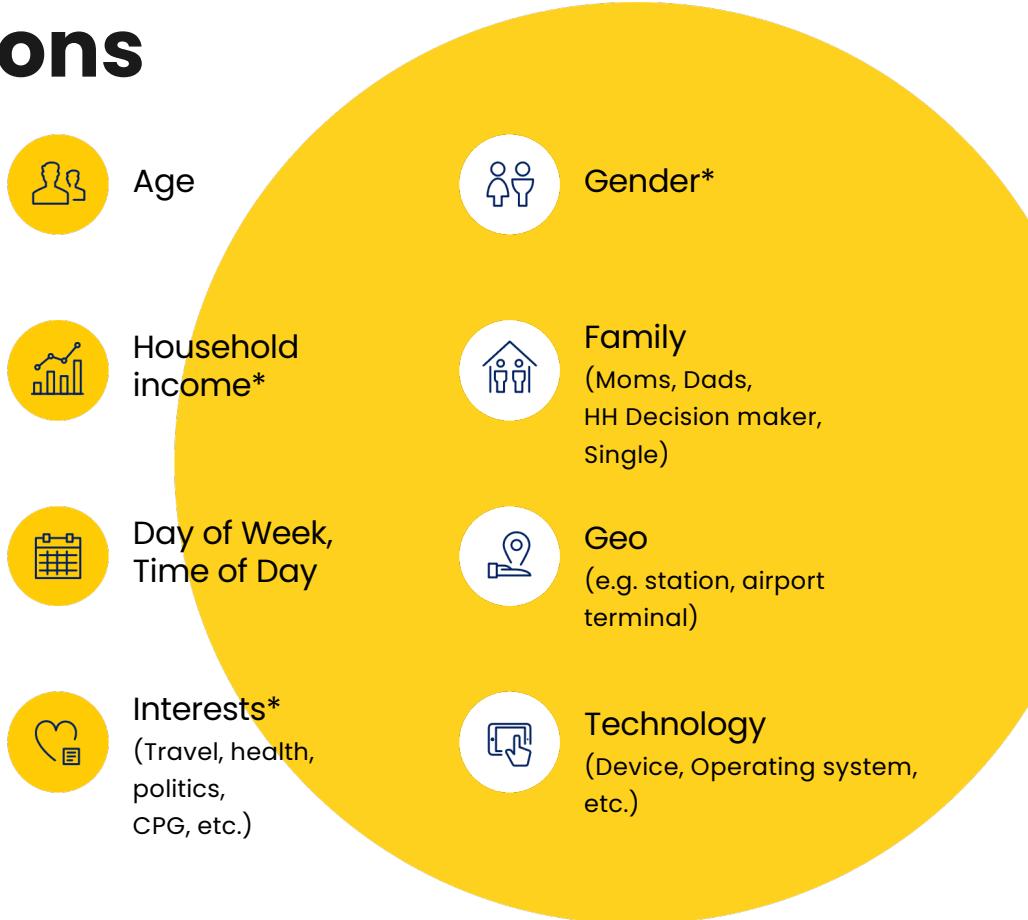
AUDIENCE TARGETING

-  VENUE / LOCATION
-  TERMINAL
-  TIME / DAYPART
-  LANGUAGE
-  DEVICE / OS



Innovative Ad Solutions (wiConnect)

Audience Targeting

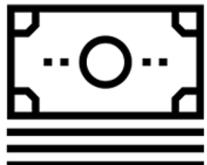


*Only available in Subway Network

High Value Audience with Insight



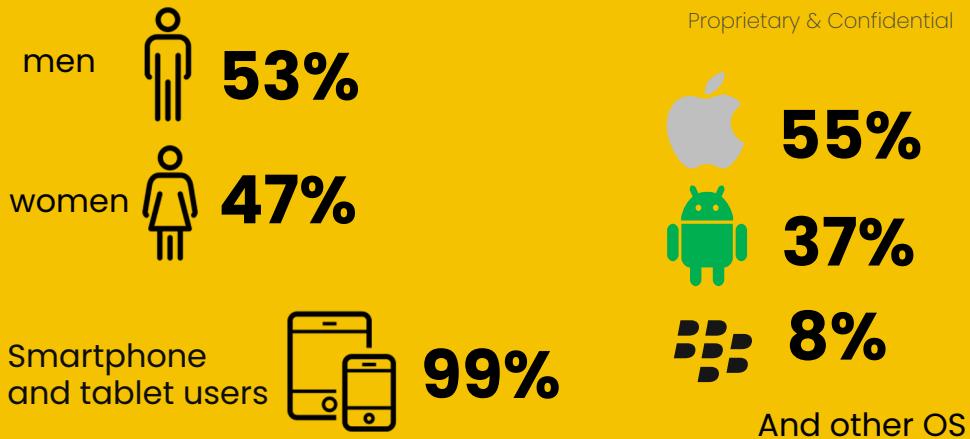
65% Employed
(50% in professional services)



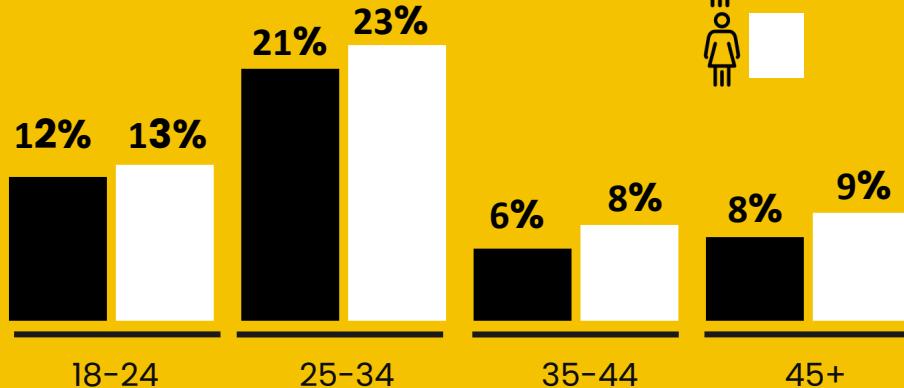
57% HHI \$75,000+
(35% earn over \$125,000 per year)



14% Students
(50% have an undergraduate degree or higher)



83% Young(ish) – 18-44 Years Old



For Work and Play

Top Five Activities



Web Browsing



Business Systems



Streaming Media



Messaging
+ Collaboration



Information Gathering

Top Five Apps



Examples

Every Campaign Includes



Weekly First-Party Reporting



Performance Insights

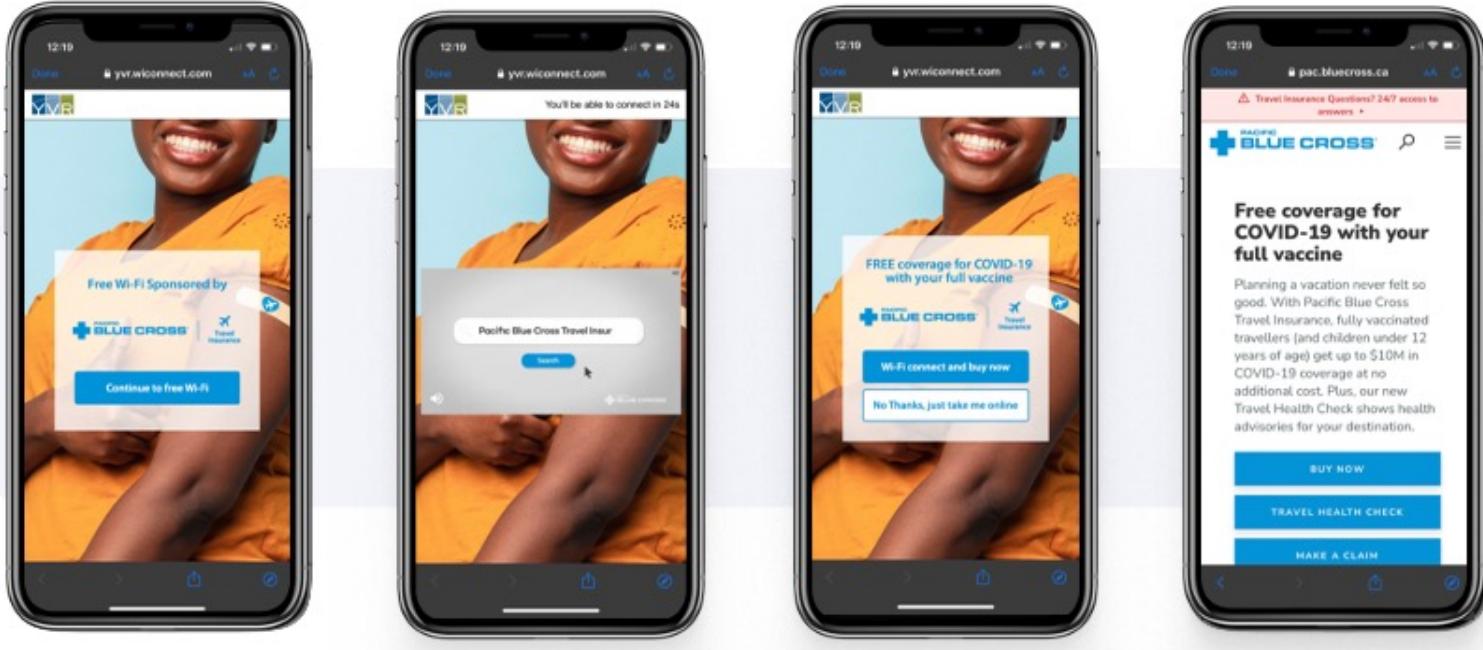


On-Call Campaign Manager

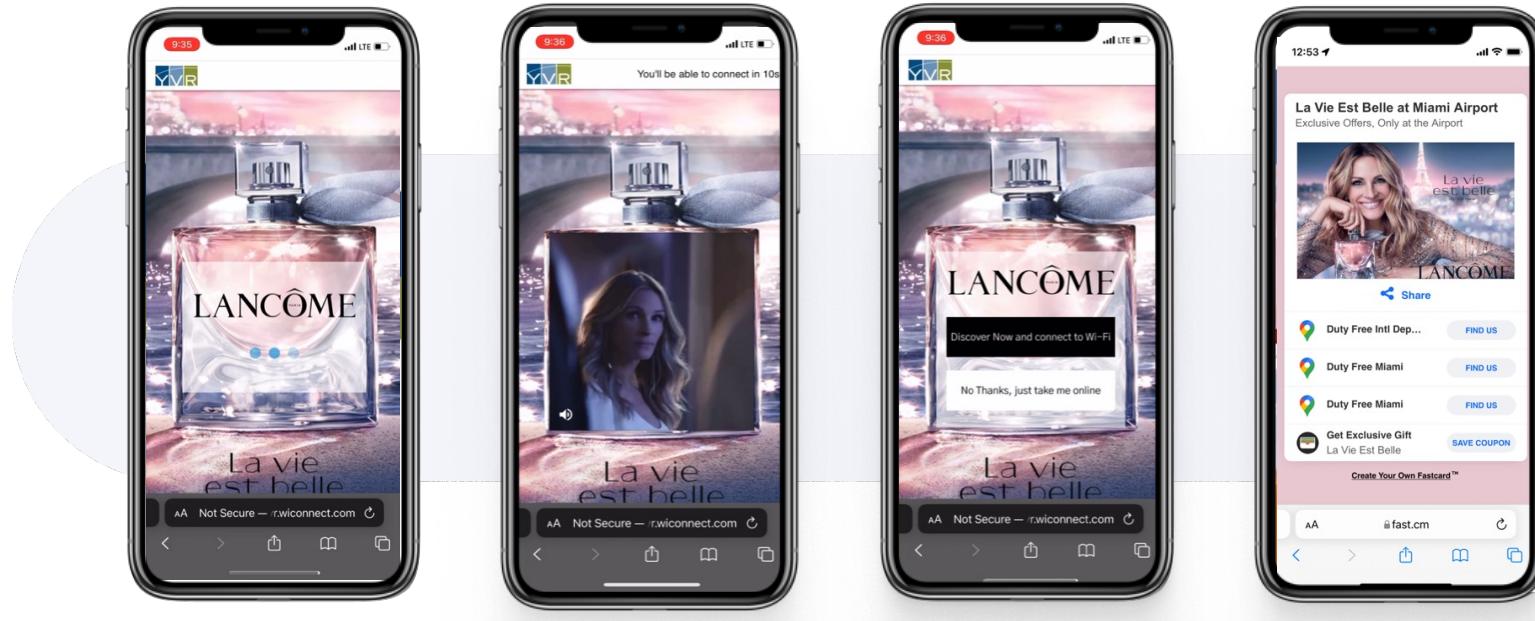


Wrap Report

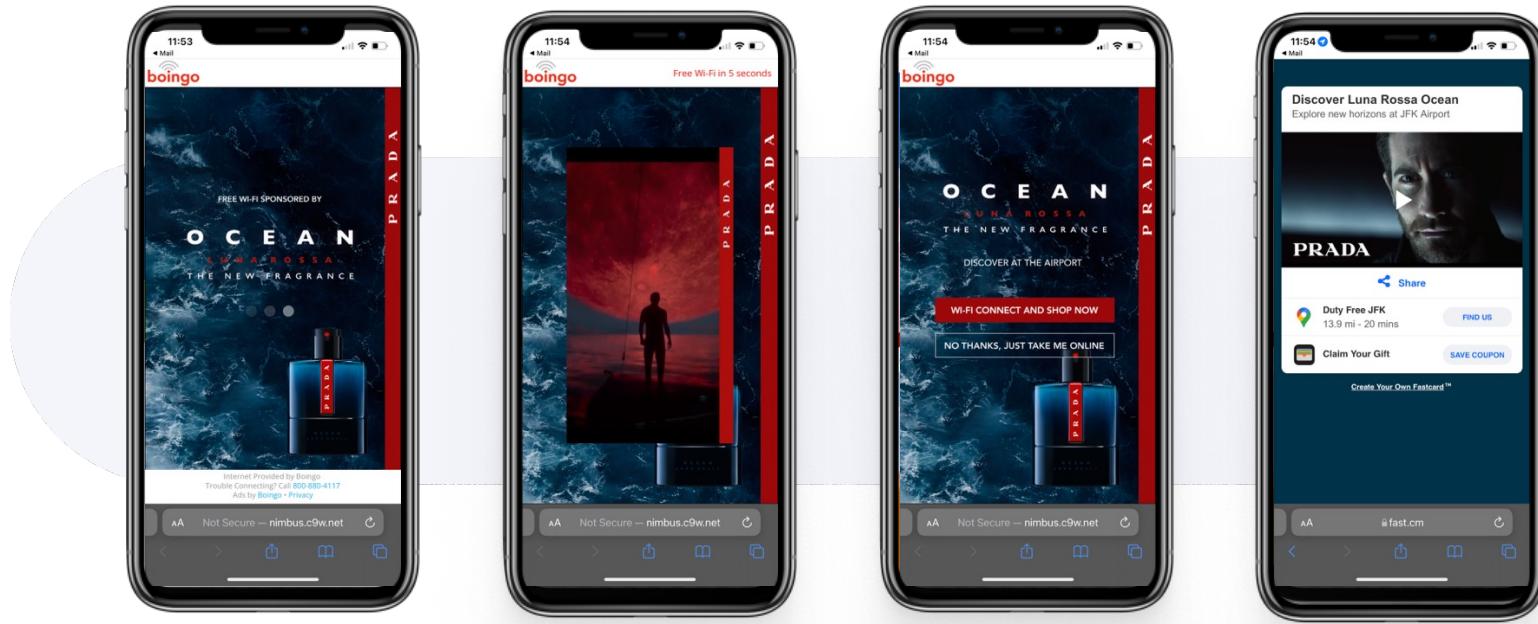
MOBILE SCREENSHOTS: Pacific Blue Cross Ad Flow – Video



MOBILE SCREENSHOTS: Lancôme Ad Flow – Video



MOBILE SCREENSHOTS: Prada Luna Rosa Ad Flow – Video



Case Studies

Lancôme La Vie Est Belle Case Study

GOAL

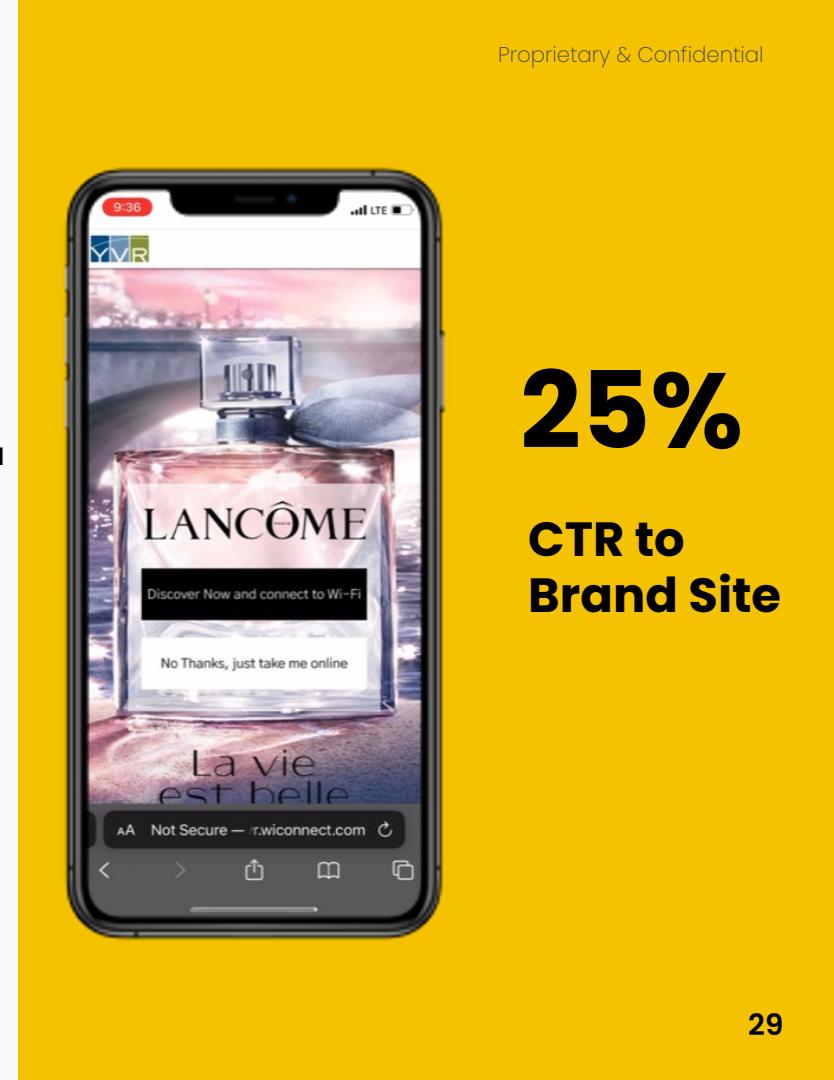
Promote Lancôme La Vie Est Belle among travelers at JFK, LAX, MIA, GRU, and YVR airports.

SOLUTION

- Full-screen, high-impact Wi-Fi sponsorship with video format was used at YVR, JFK, LAX, MIA, and GRU airports to promote La Vie Est Belle from Lancôme and encourage travelers to visit duty-free locations to take advantage of exclusive offers only at the airport locations.
- Ads were served on laptop, tablet, and mobile devices in English, Spanish, and Portuguese.

RESULTS

- This campaign delivered at the top of funnel awareness goals and drove an outstanding 25% click-through rate across all devices, 5X the benchmark for CTR.
- Per airport, GRU had a 58% CTR, 21% at JFK, 15% at LAX, 23% at MIA, and 21% at YVR. All airports well exceeded CTR benchmarks.



Audible Case Study

GOAL

Promote Audible to travelers at YVR.

SOLUTION

- ❑ Full-screen, high-impact Wi-Fi sponsorship with video format was used at YVR airport to promote Audible and encourage travelers to learn more about the extensive library of podcasts, audiobooks, and exclusive original content available from Audible.
- ❑ Ads were served on laptop, tablet, and mobile devices.

RESULTS

- ❑ This campaign delivered at the top of funnel awareness goals and drove an excellent 16% click-through rate across all devices, over 3X the benchmark for CTR.



Pacific Blue Cross Case Study

GOAL

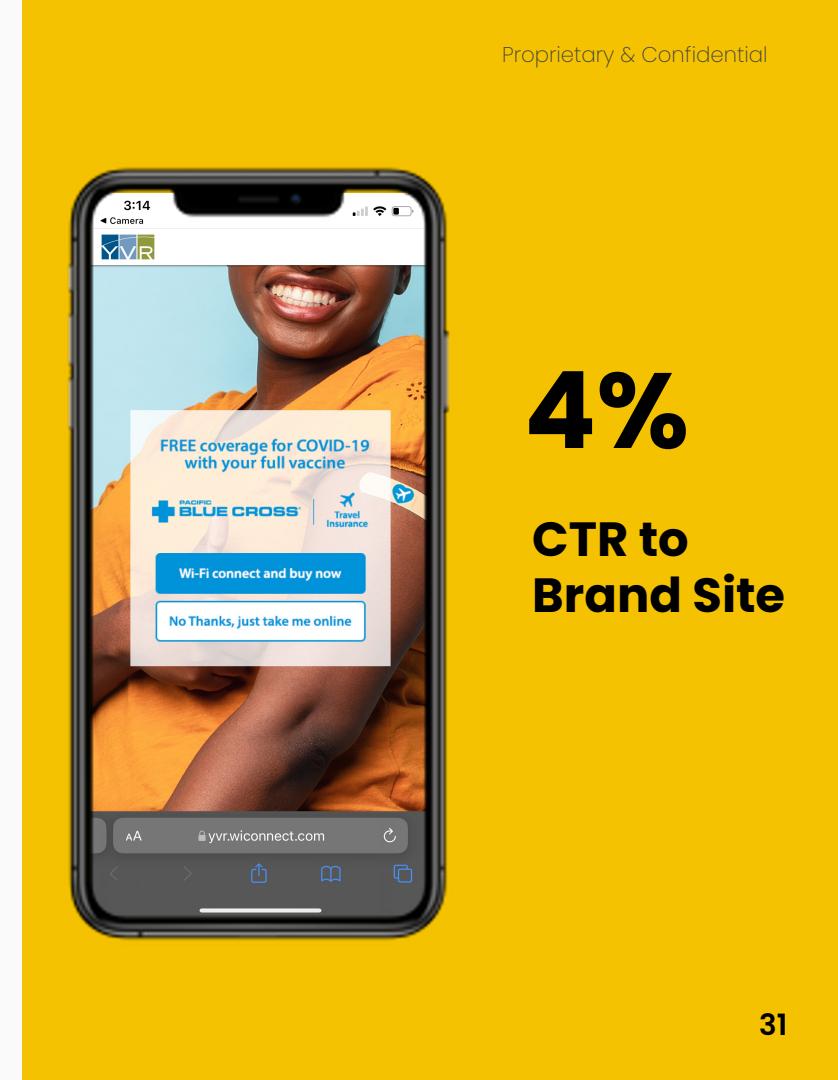
Promote Pacific Blue Cross' travel insurance plans.

SOLUTION

- ❑ Full-screen, high-impact Wi-Fi sponsorship with video format was used at YVR airport to promote Pacific Blue Cross' free COVID-19 coverage for vaccinated travelers and encourage travelers to take advantage of Pacific Blue Cross' travel insurance plans.
- ❑ Ads were served on laptop, tablet, and mobile devices.

RESULTS

- ❑ This campaign delivered at the top of funnel awareness goals and drove an average 4% click-through rate across all devices.



Capital One Case Study

GOAL

Promote Capital One Quick Check in the Toronto Subway Network.

SOLUTION

- ❑ Full-screen, high-impact Wi-Fi sponsorship was used at the Toronto Subway Network to encourage users to try Quick Check and find out their approval odds of signing up for a Capital One card.
- ❑ Ads were placed on the Branding, Interstitial, and Media Portal pages for true brand attribution. iOS users were also served a CPE-style sponsorship, where they had the option to Try Quick Check, or click No Thanks and be taken through the whole user experience.
- ❑ Ads were served on iOS and Non-iOS devices.

RESULTS

- ❑ This campaign delivered at the top of funnel awareness goals and drove an average 6.5% click-through rate among iOS devices.
- ❑ Users on Non-iOS devices were given the option to click Continue to Free Wi-Fi on the Branding Page. When presented with this option, 92% of users chose to click and see the entire user experience.



6.5%
CTR to
Brand Site
(ios)

92%
CTR to
Brand Site
(Non-ios)

WiCONNECT

Thank you