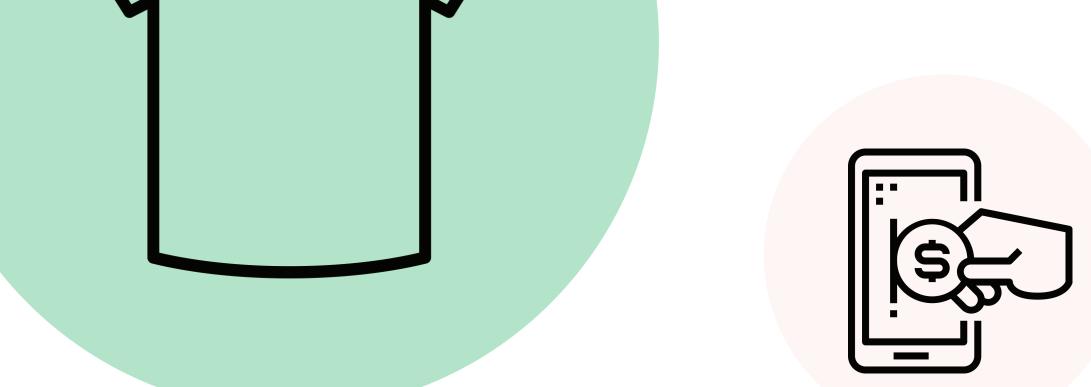


# Wi-Fi Customer Acquisition - Clothing Chain





#### Client Stores & Visitors



**100** # of stores



% of visitors who connect to WiFi at least once



Visitors per store per day

### WiFi User Acquisition

Annual # of Users Acquired (Growth of CRM)	146,000
Total # of Users Acquired (Size of CRM after 60 Months)	730,000

\$0.890 Cost per WiFi User Acquisition

## Total Cost of Ownership Over 60 Months



\$100

Service Cost (Monthly per Store Including cost of internet connection)



\$500

Hardware + Setup Cost (one time per Store including installation cost/ Cabling cost if applicable)

**Total Cost** 

\$650,000

	Online Purchase	In-Store Purchase
Email/Social Campaigns (for in-store purchase) per month	5	
Open Rate (% users open campaign content)	1%	15%
Conversion (% users who visited the store after opening the email)	1%	1%
Average Purchase	\$50	\$50
Estimated Annual Revenue: Online/Offline Purchase	\$219,000	\$657,000

#### Purchase Influenced by Positive Reviews % of actual visitors viewing the positive 1%

reviews per year % of influenced users 0.5% (new customers that viewed the review) \$50 Average Purchase

**Estimated Annual** \$182,500 Revenue: Positive Review

#### Break Even Break Even Time Period (months) # WiFi Users Acquired for Break Even ~125,000

# ROI over 60 months

\$1,058,500 **Estimated Annual Revenue** \$5,292,500 **Estimated Total Revenue** 

714.23% ROI

