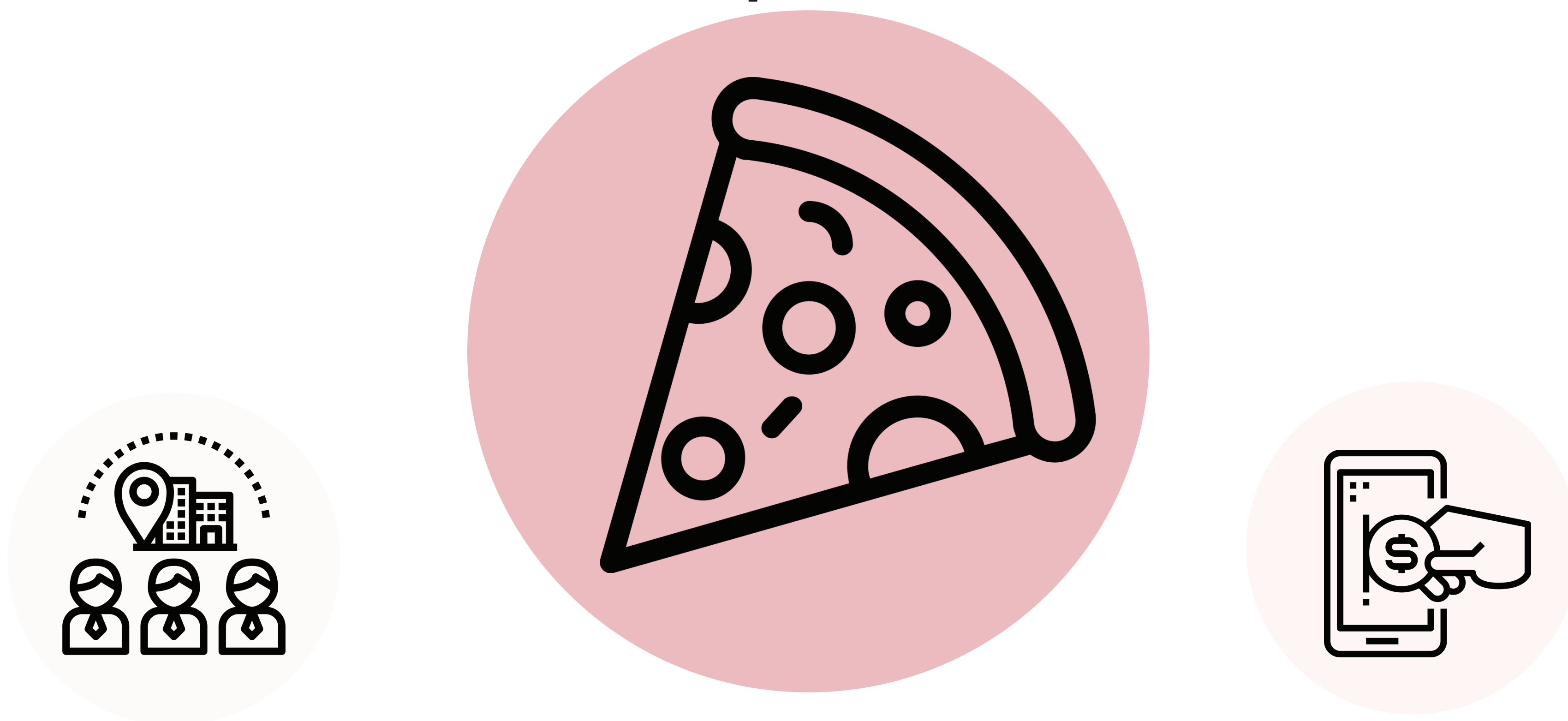





## Wi-Fi Customer Acquisition Cost - Pizza Chain



### Client Stores & Visitors



 **100** # of stores      **5%** % of visitors who connect to WiFi at least once

 **300** Visitors per store per day

### WiFi User Acquisition

Annual # of Users Acquired (Growth of CRM)	<b>219,000</b>
Total # of Users Acquired (Size of CRM after 60 Months)	<b>1,095,000</b>
Cost per WiFi User Acquisition	<b>\$0.594</b>

### Total Cost of Ownership Over 60 Months

 <b>\$100</b>	Service Cost (Monthly per Store Including cost of internet connection)
 <b>\$500</b>	Hardware + Setup Cost (one time per Store including installation cost/ Cabling cost if applicable)
<b>Total Cost</b>	
<b>\$650,000</b>	

	Online Purchase	In-Store Purchase
Email/Social Campaigns (for in-store purchase) per month	<b>5</b>	<b>1</b>
Open Rate (% users open campaign content)	<b>1%</b>	<b>15%</b>
Conversion (% users who purchased after opening the email)	<b>2.5%</b>	<b>1%</b>
Average Purchase	<b>\$20</b>	<b>\$20</b>
Estimated Annual Revenue: Online/Offline Purchases	<b>\$328,500</b>	<b>\$394,200</b>

### Purchase Influenced by Positive Reviews

% of actual visitors viewing the positive reviews per year	<b>1%</b>
% of influenced users (new customers that viewed the review)	<b>2%</b>
Average Purchase	<b>\$20</b>
Estimated Annual Revenue: Positive Review	<b>\$219,000</b>

### Break Even

Break Even Time Period (months)	<b>12</b>
# WiFi Users Acquired for Break Even	<b>~210,000</b>

### ROI over 60 months

Estimated Annual Revenue	<b>\$941,700</b>
Estimated Total Revenue	<b>\$4,708,500</b>

**ROI** **624.38%**