

## WIFI MARKETING CO.

Grow Your Database Effortlessly

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## Cultivating loyal customers

Max Brenner is an international chocolate brand that offers its customers innovative and immersive chocolate experiences. Max Brenner has become a destination for chocolate lovers. Using WIFI Marketing Co., Max Brenner has dramatically grown its contact list and built opportunities for enhanced engagement with its most loyal customers.

### The Challenge

Prior to using WIFI Marketing Co., Max Brenner lacked an effective method for tracking their customers and communicating with them through targeted messaging. Contact information collection was limited to in-person submissions by restaurant patrons and a passive e-newsletter signup through the company website. As a successful international brand with dozens of locations, Max Brenner has a robust customer base, but they knew that by not directly engaging their repeat customers they were missing a golden opportunity to grow their business. In WIFI Marketing Co., Max Brenner found a comprehensive solution that empowered them to boost their contact list and personalize messaging aimed at creating more loyal customers.

## Highlights

# 5,000+

Contacts collected

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# “WIFI Marketing Co. makes it easy for you to monitor your database and to communicate with your customers! It’s a vital element of our communications strategy.”

–Azadi Siemens, Marketing Manager

## The Solution

Tens of thousands of email addresses have been collected through free WiFi offered at multiple Max Brenner locations, creating opportunities for interactions with new, repeat, loyal, and lost customers alike.

WIFI Marketing Co. gives Max Brenner the power to leverage customer visit history and create customer profiles based on public information associated with customer contact information including name, age, and location. New customers automatically receive welcome emails and all customers receive a birthday message complete with in-store discounts.

Automated smart marketing lets Max Brenner harness demographic data in order to personalize content such as menu items, recipe cards and product features as well as targeted communications about special announcements.



## The Results

Max Brenner is watching their smart contact list grow daily, and as their automated marketing engages more people with customized interactions, new customers are becoming repeat customers.

In Max Brenner's New York location alone, 5,000 visitors in a high-tourist area became repeat customers in seven days or less over the past 12 months. This exemplifies the power of WIFI Marketing Co.

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## About WiFi Marketing Co.

WiFi Marketing Co. pioneered WiFi marketing, and continues to set the pace for an innovative and fast-growing industry. We help businesses with physical locations use WiFi to dramatically improve customer acquisition, loyalty and value. Our platform automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date.

It allows communication that is more personal and precisely targeted, and directly measures the in-store impact. Founded in 2012, WiFi Marketing Co. serves thousands of independent merchants and leading brands like Peet's Coffee, Hakkasan and Anheuser-Busch.

Contact us and we'll help you start connecting with the real people visiting your businesses, no matter how busy you are.

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