

## WIFI MARKETING CO.

Grow Your Database Effortlessly

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## Targeted Marketing with WIFI Marketing Co.

When you think of Pinheads Bowling Center in Fishers, Indiana, think family fun, entertainment, and a great spot to host your next event. Pinheads is known for serving over 30 craft beers, hosting bowling leagues for all ages, outdoor volleyball courts, luxury arcade, and local live music. With a wide variety of guests of all ages who enjoy participating in different activities, Pinheads lacked an efficient way to collect customer contact information and ensure guests received news and promotions based on their interests.

### The Challenge: No time to spare

Before Pinheads started using WIFI Marketing Co., they were collecting emails through comment cards and event signups, then manually segmenting lists “the old-school way”. Zack Carrie, Director of Bowling Operations & Marketing, recalls spending hours each week sifting through illegible handwriting to type email addresses into a spreadsheet, while he needed to be spending his time running daily operations. After talking with a friend in the industry about his challenges, his friend recommended that Zack try using WIFI Marketing Co. instead.

### The Solution: Right up their alley

Zack plugged in his two WIFI Marketing Co. Access Points and couldn't believe how quickly his contact list grew as guests connected to the free guest WiFi. Pinheads started accumulating a rich database equipped with demographic analytics and visit behavior. Zack and his team used these analytics to better understand their target demographic and built their marketing plans, ads, and billboard designs around these findings.

## Highlights

# 5,500+

Contacts collected

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# 4,100

Return customers

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# 20%

Walk-Through Rate™

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**“WIFI Marketing Co. makes it easy to automatically segment our contact lists so that we can target our league bowlers, arcade gamers, volleyball players, and beer lovers with content that appeals to them. The ease of contact collection and targeted messaging frees up time to run our bowling operations with my full attention.”**

–Zack Carrie, Marketing Director

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### **The Result: Striking big**

Pinheads collects 450 new emails each month through WIFI Marketing Co., amassing over 5,500 new customer contacts in the past year. Their targeted message blasts and automated smart messages reaching first time and lost guests have brought back 6,700 customers—a 20% Walk-Through Rate™! Additionally, WIFI Marketing Co. continues to change the game for Pinheads by helping them manage their online reputation in real time. With WIFI Marketing Co., Pinheads continues to grow their programs and events to keep customers coming back for more!

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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.

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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