



The Miners Coffee

Case Study

Quick Look

TACTICS

Branded Landing Page
Email & SMS Login
Social Media
Loyalty Program

STATS

7,000 New Contacts
25% Increased Users
3 Hours Per User
20K WiFi Users Expected
(WITH IN A YEAR)

Expected

+185%

Database Growth

From 7,000 to 20,000 WiFi Users Within A Year

100%

Repeat Visitors

Redirected To Social Media & Promo Videos Upon Login

3

Hours per user

Average session time

43% Repeat Visitors

+25% WiFi User Growth



Summary

The Miners Coffee uses Smart WiFi with Mikrotik and Ubiquiti Unifi hardware to deliver seamless guest WiFi while building a detailed customer database. Through a branded login page with email and SMS options, guests are guided to The Miners Coffee's social media and promotional videos. Returning users see a welcome-back page with loyalty offers, while subscribers receive email updates on new café openings.



Results

Guest WiFi is now available at The Miners Coffee that redirects to their Social Media and promotional videos and encourages customer loyalty as well. In total over a 3-month period, The Miners Coffee have collected more than 7,000 contacts for their monthly newsletters as well as more than 2,500 loyal customers visiting more than 3 times. In the first month, the group of café's had over 2,200 people log into Smart WiFi. The following month the number of wifi users increased by 25%. The average time online is 3 hours per user. The Miners Coffee is expecting a customer database of over 20,000 wifi users within a year.