

How The Golden State Warriors Connect with More Fans

Using Guest WiFi Marketing with SocialSign.in

Guest WiFi Marketing Results



80% of profiles created were unique users



70% of users opted in



25% of users were repeat users



100% of users answered a survey question



50% of fans gave phone number for follow-up

The Golden State Warriors collaborated with SocialSign.in to build an audience of first party data to drive new and return business from foot traffic visiting their venue. The Warriors wanted the ability to present real-time, relevant content to fans in the venue, while acquiring fan data for future communication and marketing. SocialSign.in achieves this by delivering a contemporary, branded, digital fan experience for guest WiFi users.

"SocialSign.in's ability to seamlessly integrate into our data warehouse and ease of use of their platform are key reasons why we chose them for our guest WiFi marketing," said Jen Millet, Vice President of Marketing.

The Warriors now have data for over 70 percent of fans using their guest WiFi. Fans often buy tickets from third party vendors and the Warriors don't have access to that data. Now, with SocialSign.in's technology, they are able to market to more fans than ever before.

SocialSign.in revolutionized visitor engagement by allowing the Warriors to easily integrate marketing and sponsorship initiatives into on-premise WiFi networks. Each connected visitor is served a personalized experience with engaging content, surveys, special offers and promotions, and encouraged to follow the Warriors on social media.

SocialSign.in's proprietary technology accelerates customer acquisition, email programs, mobile app adoption, ticket sales and sponsorship revenues. Each connected visitor is served a personalized, thoughtful experience and engaging content each time they use their mobile devices on-site.

The Warriors have won six NBA Championships (2018, 2017, 2015, 1975, 1956, and 1947), appearing in the NBA Finals the last four consecutive years.