



FIRST-PARTY VS OTHER SOURCES (2ND-, 3RD-, & NO-PARTY)

THE DIFFERENCES

First-party fan relationships provide key benefits over other fan engagement channels.

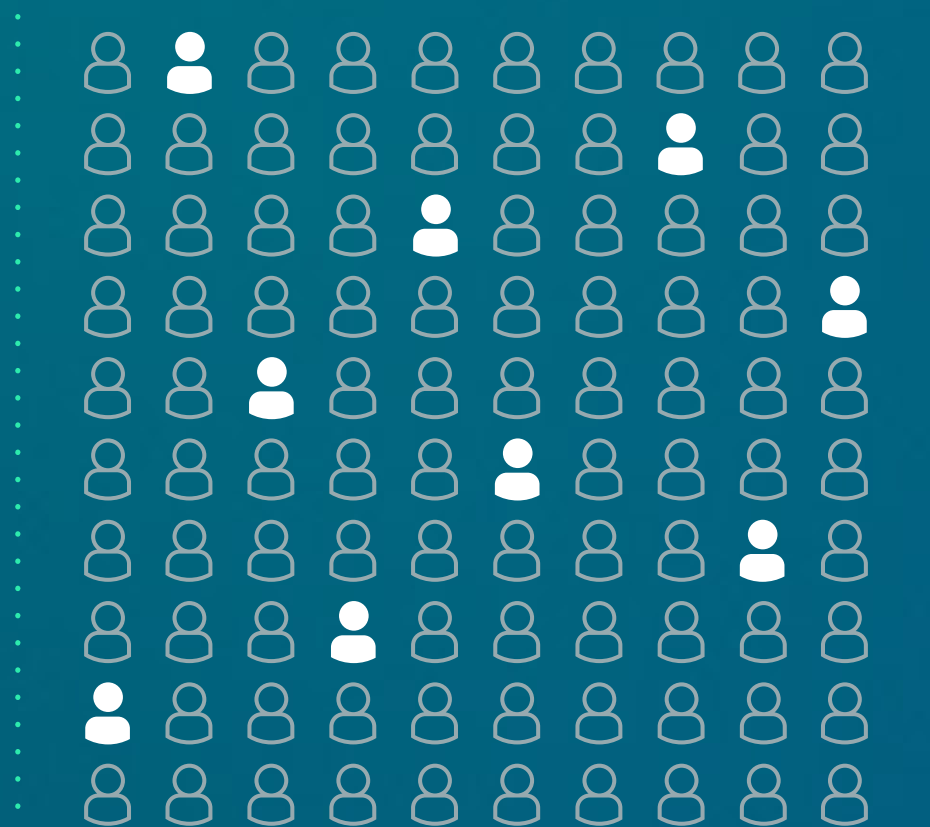
Verified Identity ✓	IDENTITY	✗ Unknown
Permission to Use ✓	PROFILE	✗ No / Restricted Use
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THE PROBLEM

On average, less than 10% of fan engagement channels come from First-party sources.

FIRST-PARTY

- Direct Ticket Sales
- WiFi Marketing
- On-Site Manual Sign-ups
- Website Engagement
- App Users
- Direct Apparel Sales



OTHER SOURCES

- TV / Streaming
- Social Engagement
- Paid Social
- Retail Apparel
- Advertising
- Secondary Ticketing Data

THE SOLUTION

SocialSign.in is a guest WiFi marketing platform that builds first-party, digital fan relationships. By leveraging one of the most requested amenities – Guest WiFi – SocialSign.in works without needing to change visitor behavior.

46% of consumers can't wait more than a few minutes before logging onto a WiFi network after arriving at a location with Guest WiFi.*



*Nielsen

SocialSign.in data profiles yield up to **40% higher conversion** rates than paid social or digital media.*



*SocialSign.in customer case study



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