

Lincoln Center

Lincoln Center Drives Audiences to Multiple Locations

Using Guest WiFi in Every Venue with SocialSign.in

Guest WiFi Results

USERS



Sign-Ins
275,000+ total
29,000+ monthly



Unique Users
109,000+ total
10,000+ monthly



Opt-Ins
84,000 lifetime
7,000+ monthly

CARDS



Impressions
15,000 monthly



Conversions
2,000 monthly

Lincoln Center presents some 3,000 programs, events, and initiatives each year. With over five million visitors and numerous locations, they wanted to know who was visiting their properties.

Lincoln Center wanted to engage with every visitor, whether it was pedestrians milling about the outdoor areas or paid visitors coming to see a performance or event. Lincoln Center provides free guest WiFi to all locations on their property; they wanted the ability to contact those visitors later with marketing efforts specific to the venue they visited. They sought help from SocialSign.in to help build and create valuable digital relationships with on-site visitors.

Lincoln Center created unique, dynamic branded experiences to actively engage with each visitor while on site. Lincoln Center concentrated on giving each facility its own experience for marketing events, activities, and programs. By using SocialSign.in's platform they were able to create multiple experiences on the same network. Each experience has different content related to the individual property, all easily created and managed on one platform.

"Social Sign.in has allowed us to connect and communicate with the thousands of people visiting our campus every day. Whether they're here for a performance, or just visiting campus, we can serve them relevant content and provide them with a better experience while they're here." – John Casavant, Senior Director of Marketing.

SocialSign.in's platform allows Lincoln Center to push real-time content on-site to mobile devices and collect first-party data on each person that signs in to the guest WiFi. Lincoln Center asks for data in exchange for using their guest WiFi, including opt-in permissions to later contact visitors with information on future events and activities. That data is collected and available to Lincoln Center to pull into their CRM as they wish.

Paving the way to world class performance since 1962, Lincoln Center invites art savants and newcomers alike to see what it feels like to let art in. Renowned for an eclectic mix of thousands of events held annually and a groundswell of creative energy all throughout the masterfully designed campus, you could come every day of the year and still only scratch the surface.