

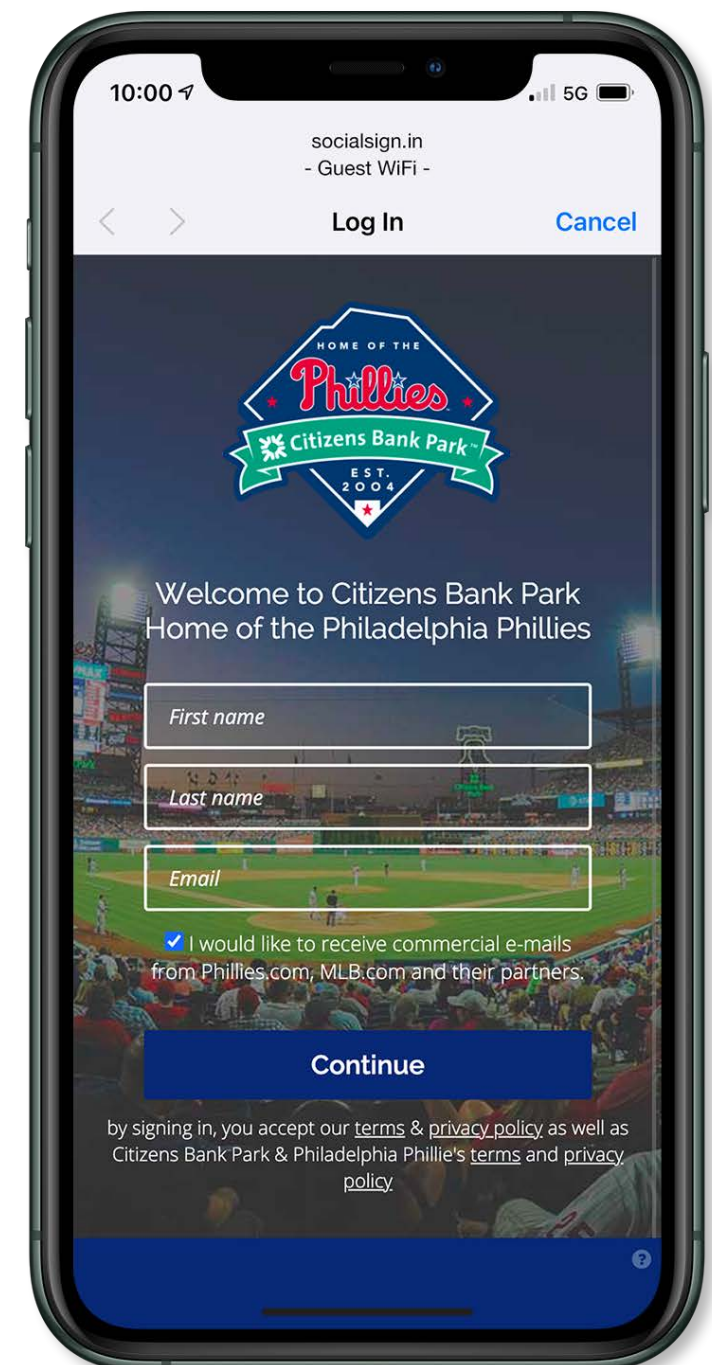
The logo for SocialSign.in features a stylized Wi-Fi symbol composed of three concentric, upward-curving teal lines positioned above the letter 'i' in 'Sign'. The text 'SocialSign.in' is rendered in a sans-serif font, with 'Social' in a lighter teal and 'Sign.in' in a darker teal.

SocialSign.in

# INCREASE 1ST PARTY DATA

Business drivers that helped the Phillies increase their market reach within the Citizens Bank Park community:

- ▶ Increased brand visibility by engaging visitors on the WiFi marketing channel that ultimately feeds The Phillies' sales, marketing, and operations teams with actionable data points.
- ▶ Own and control messaging and content with an on brand and personalized experience to connect at a deeper level with visitors, customers, and the community.
- ▶ Collect valid, first-party data from users of the Guest WiFi network via our WiFi data identity management tool.
- ▶ Expand The Phillies' marketing reach through a secure and valid platform that provides laser-focused data insight into property foot-traffic.
- ▶ Create a seamless and simple integration in near real-time with SSV, while keeping the consortium relationship with MLB, Pro-venue, and Tickets.com easy to navigate.



# SPONSORSHIP

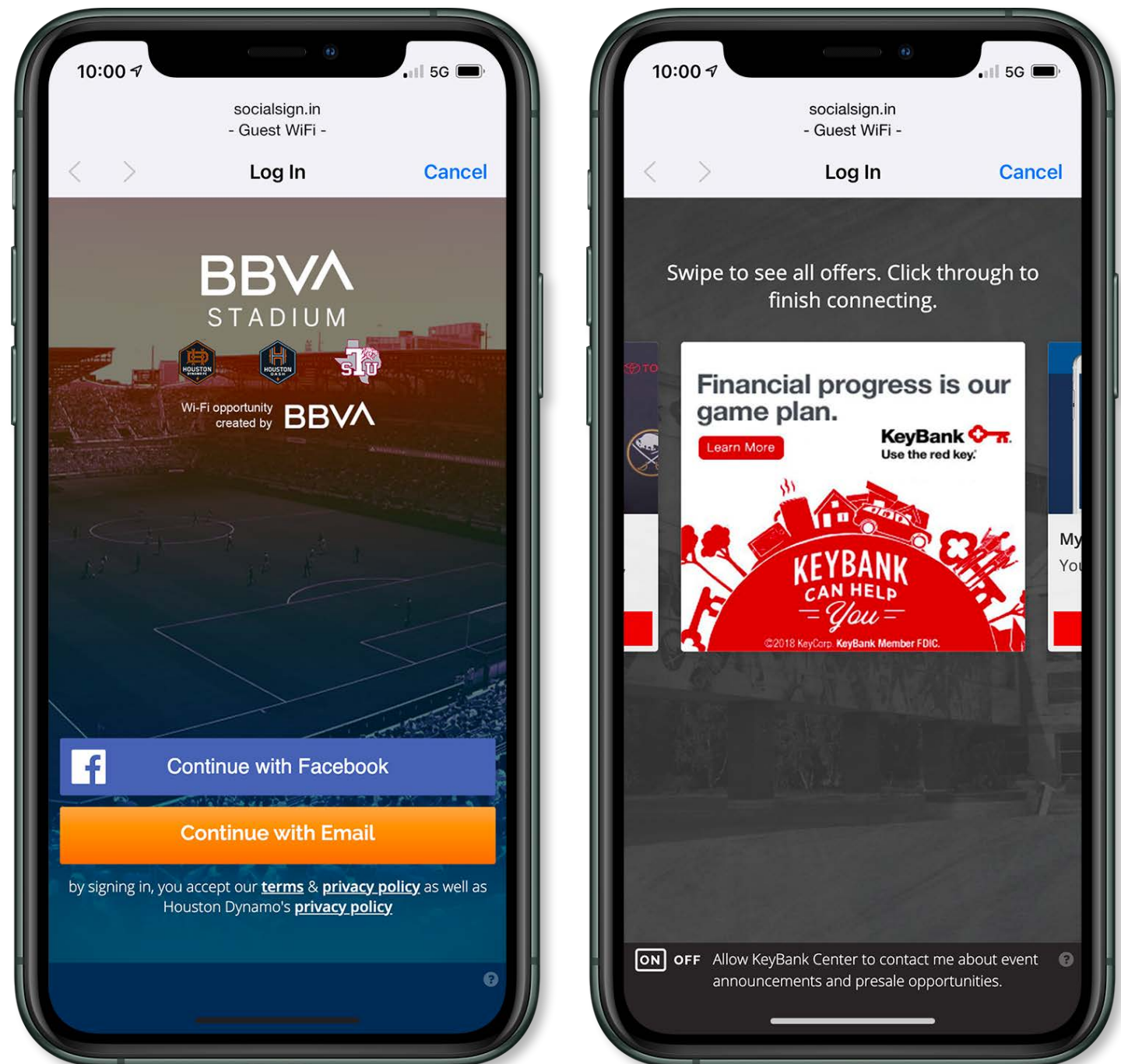
Leverage guest WiFi as a marketing channel to drive additional revenue by offering advertising space/inventory to corporate sponsors and partners. The Houston Dynamo and the Buffalo Sabres have been able to monetize by integrating their sponsorship initiatives into on-premise guest WiFi networks.

## Branding Rights (At Login)

- ▶ Featured “Presented by” branding.

## Marketing Cards (Post Login)

- ▶ Cards can be used as a static advertisement flyer or setup as a clickable promotion that redirects visitors to a particular sponsor webpage or application.



# AUTOMATED MULTIPLE EXPERIENCES

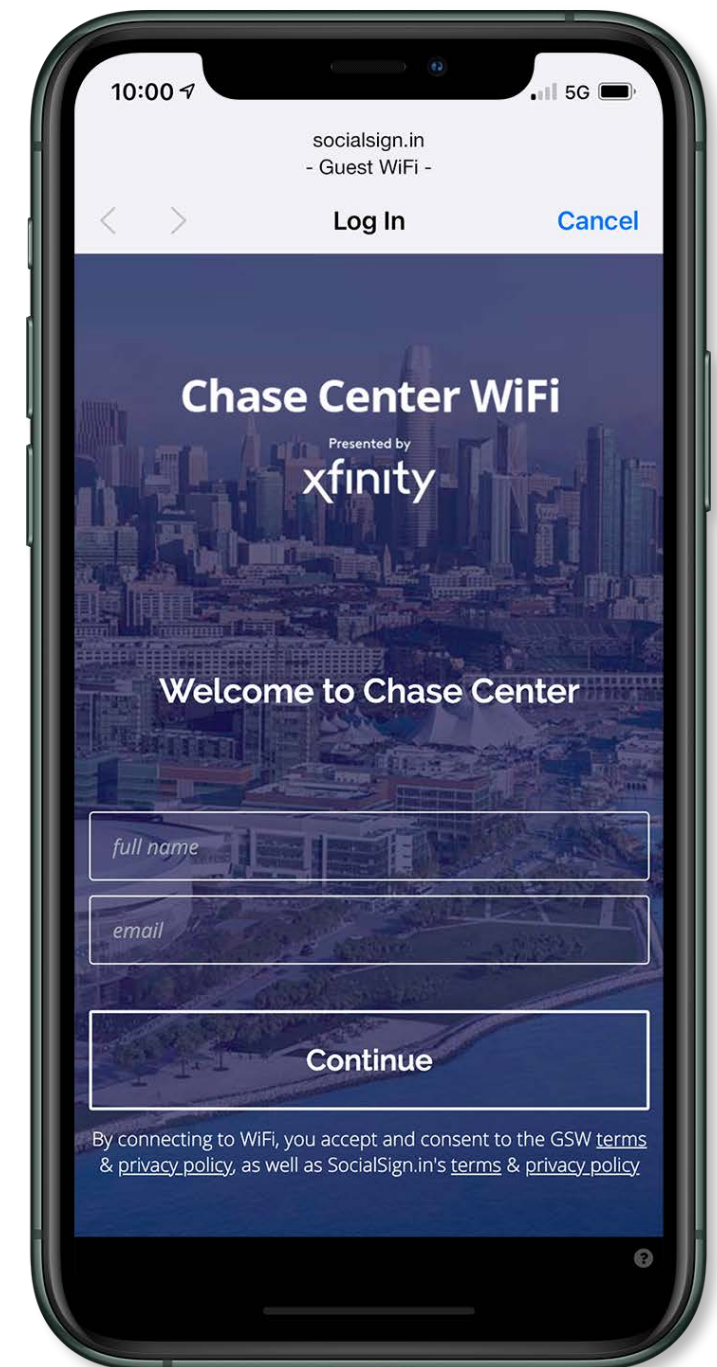
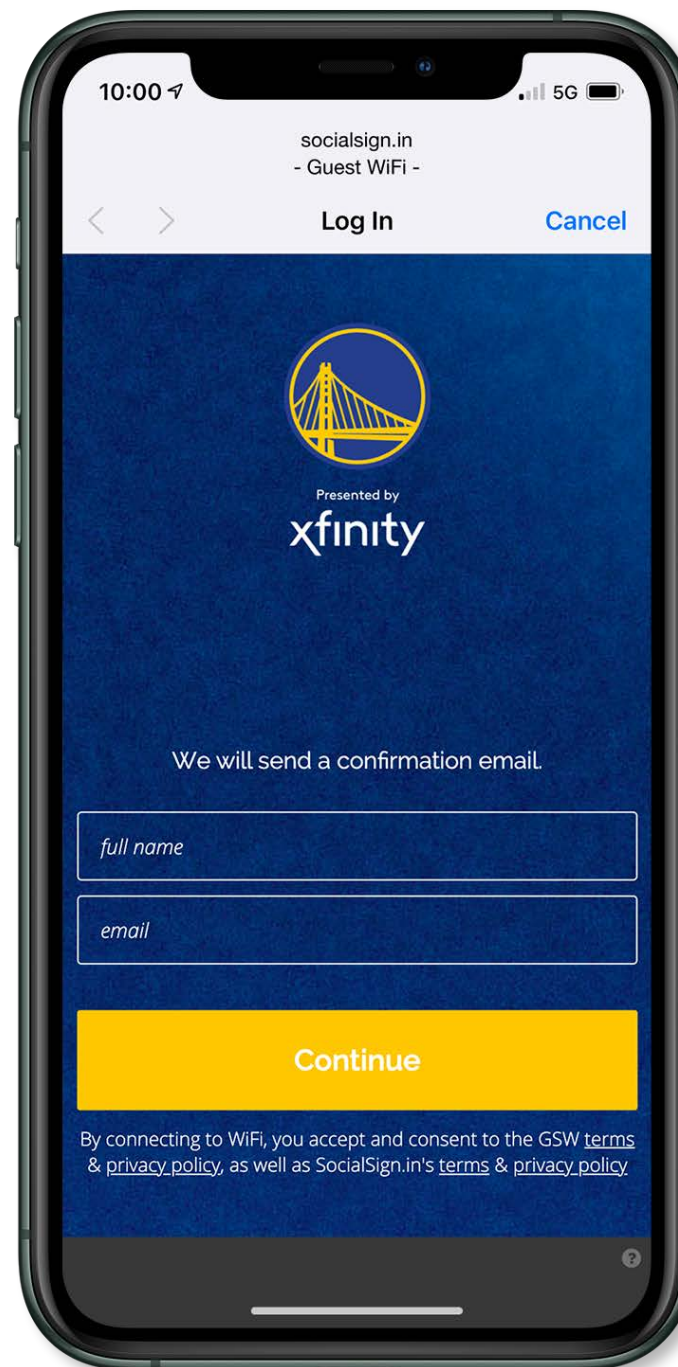
Multiple experiences for the zones/areas of a stadium/arena allows for segmenting the messaging and content according to what relates to that zone/area and how you would like to interact with visitors in that particular zone/area.

## Zone/Areas Suggestions:

- Luxury & Club Suites
- Arena/Bowl
- Gates & Entrances
- Lobby & Shop

## Custom messaging and sponsor presentation for each zone.

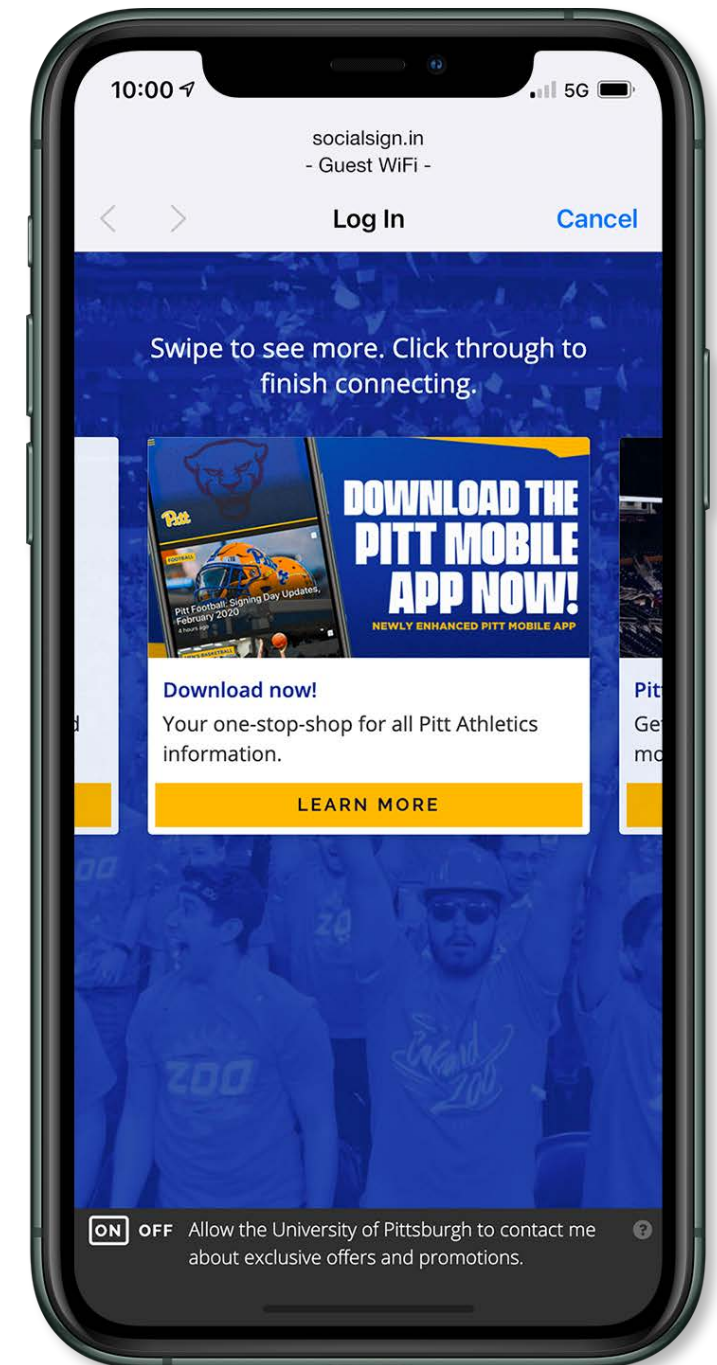
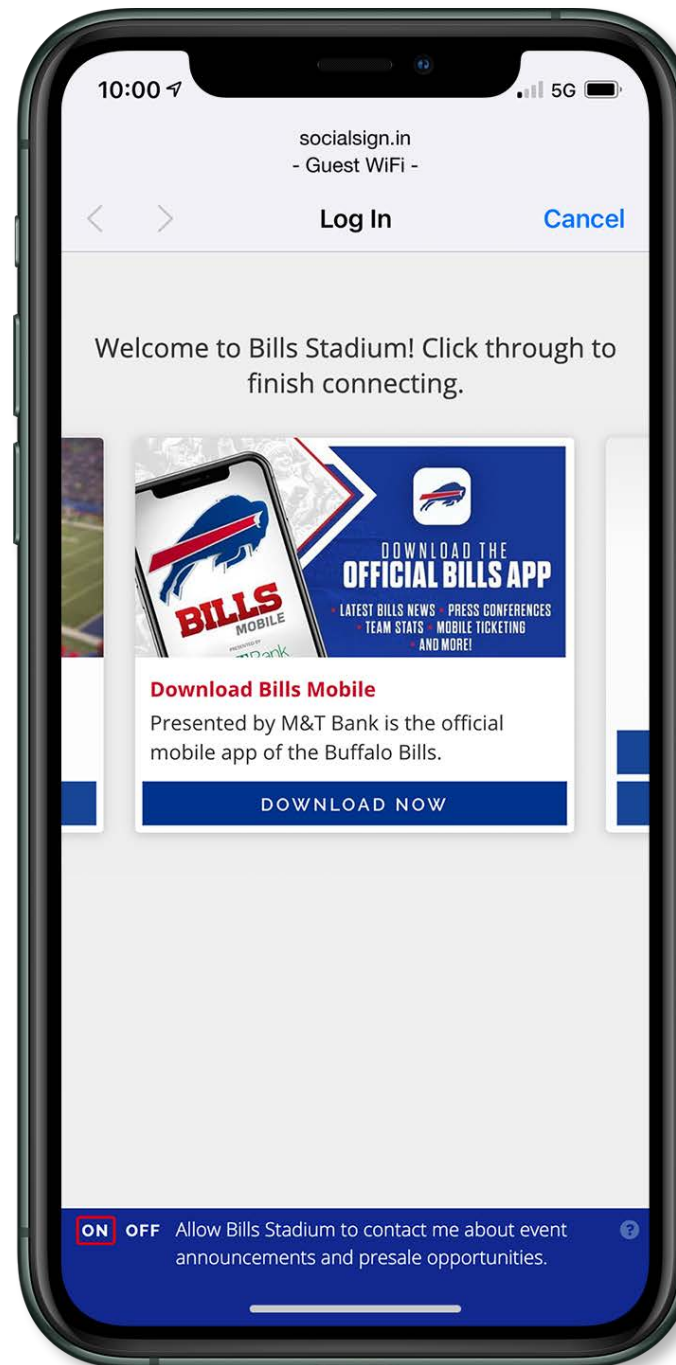
- “Presented by” Sponsor
- Card Page Sponsor
- Cards & Promotions
- Reporting



# APP DOWNLOAD

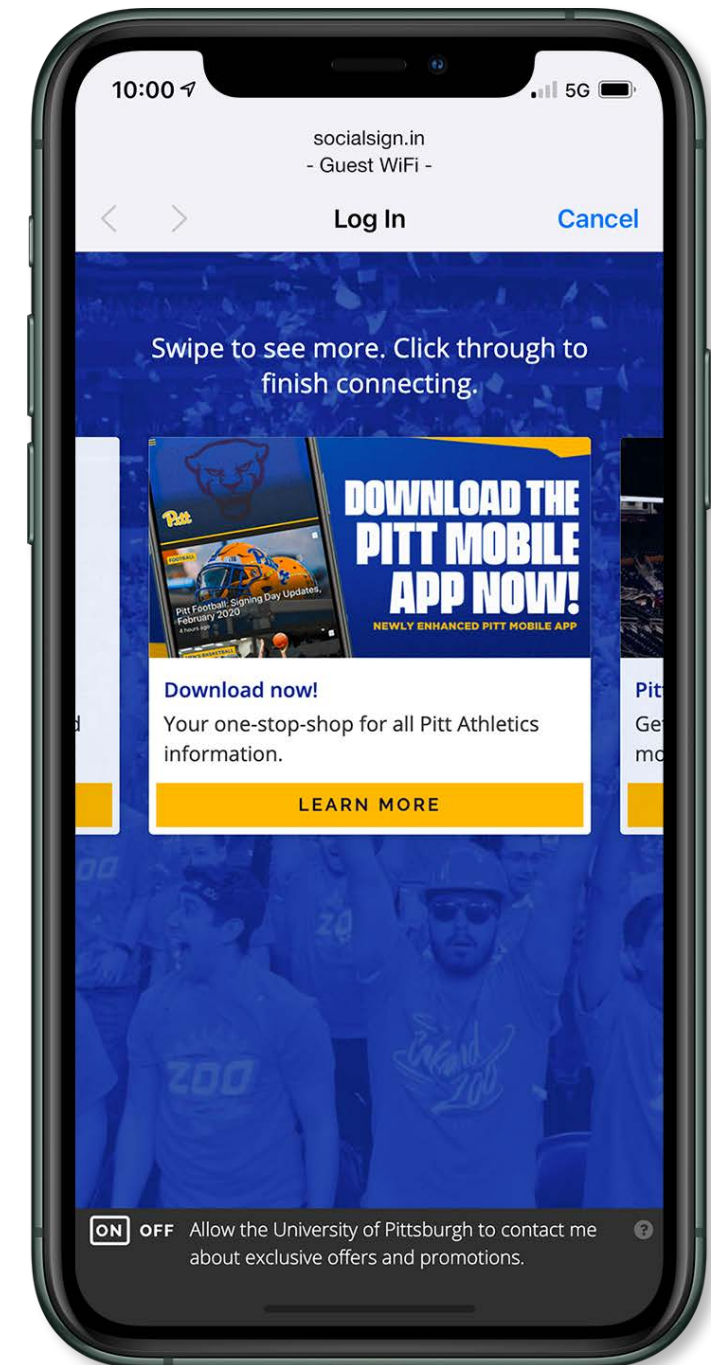
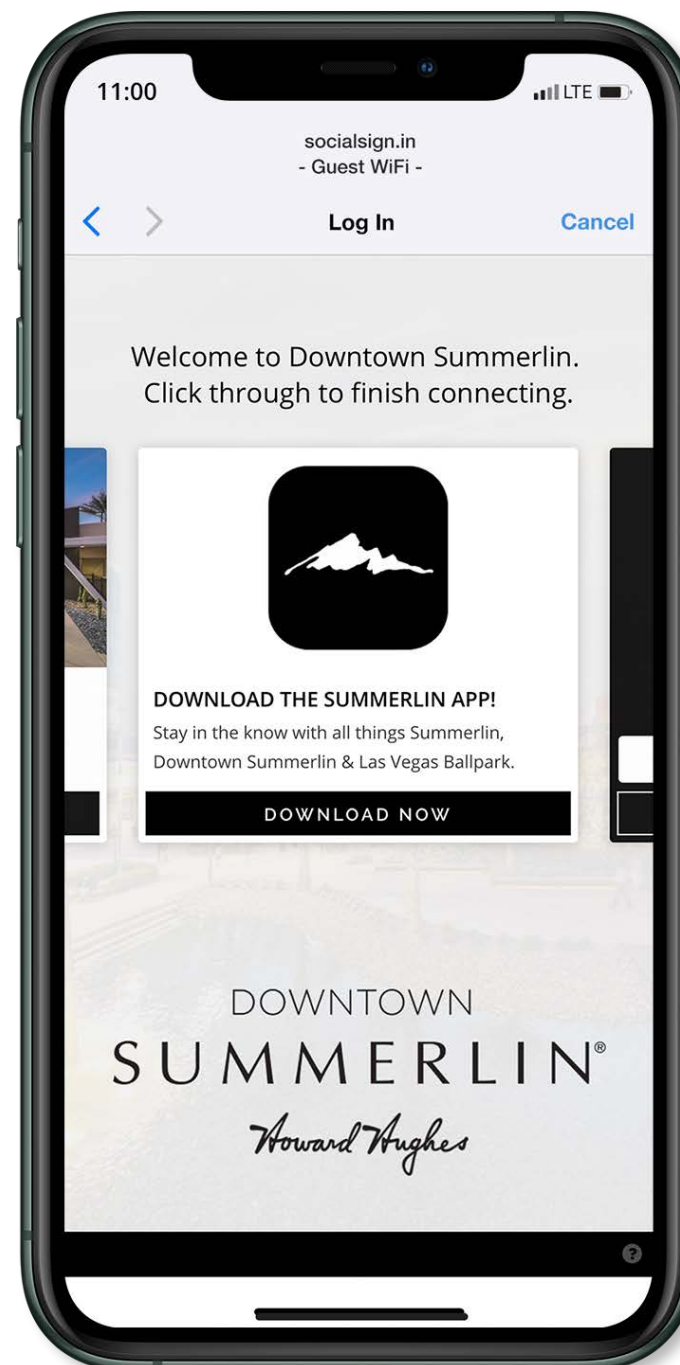
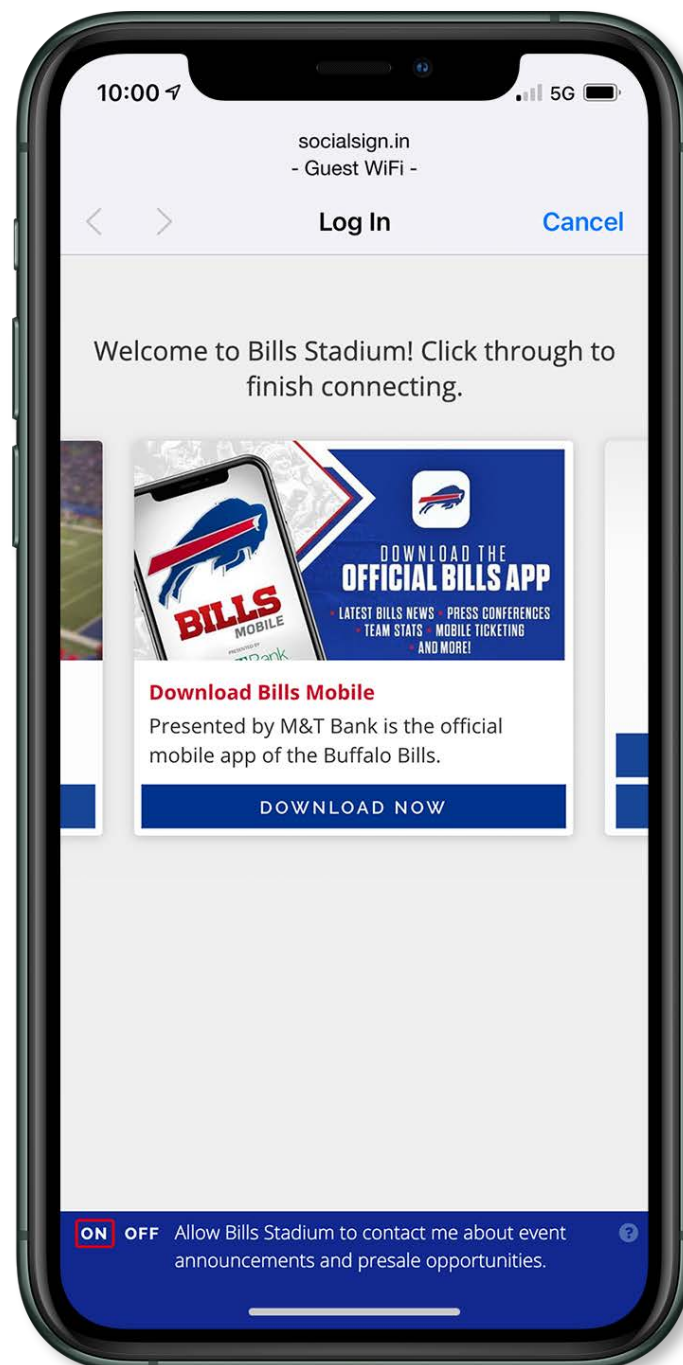
Many sport teams, stadium & arenas use mobile apps for fan engagement, venue food & beverage ordering, transportation planning and more. Prompt visitors to download the app without having to search for it.

For those who already have the mobile app downloaded they can access it quickly from the WiFi cards.



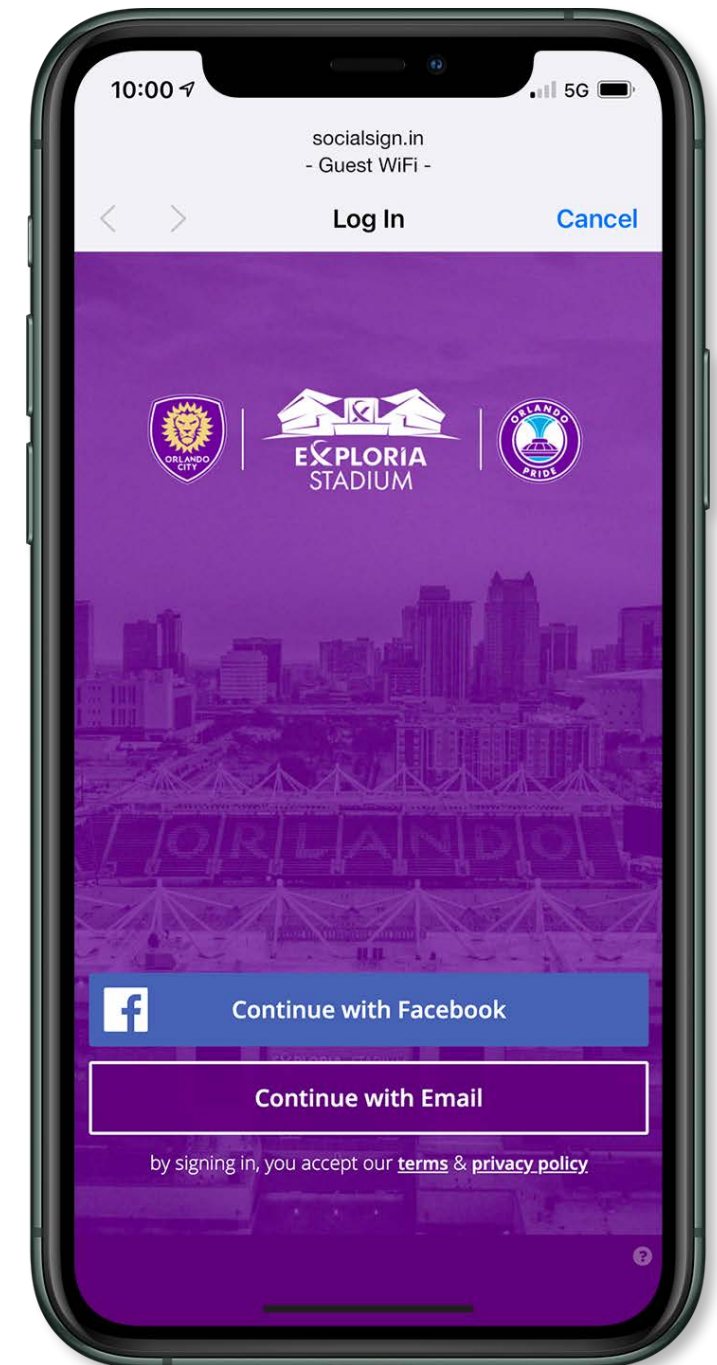
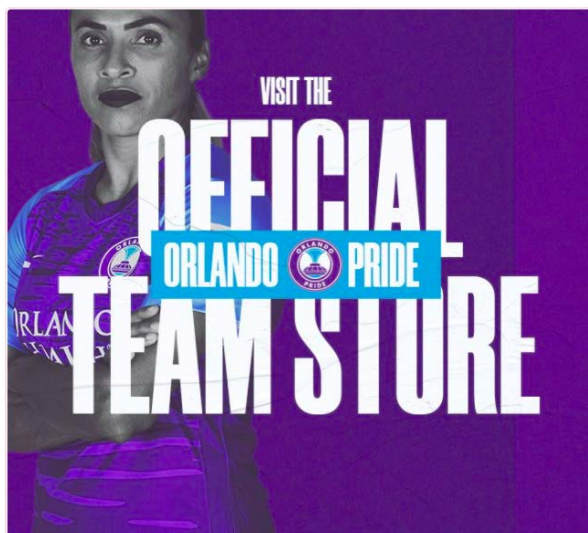
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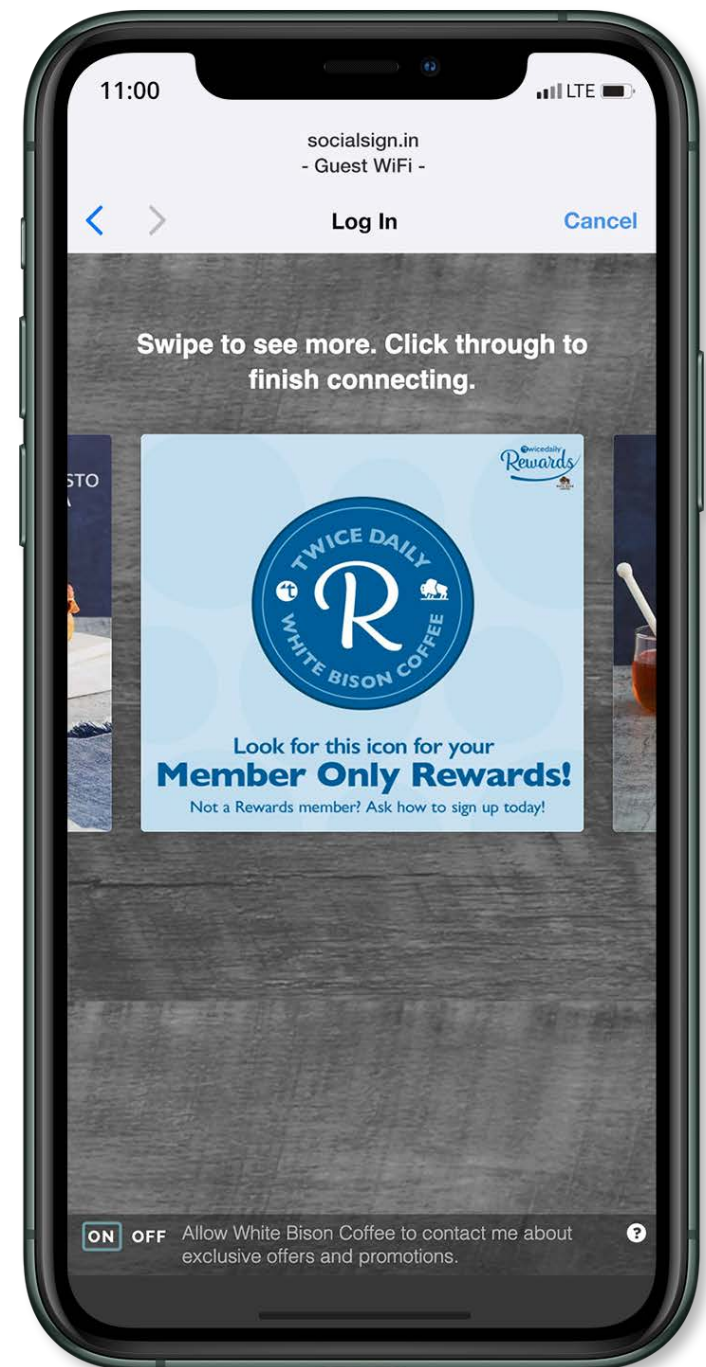
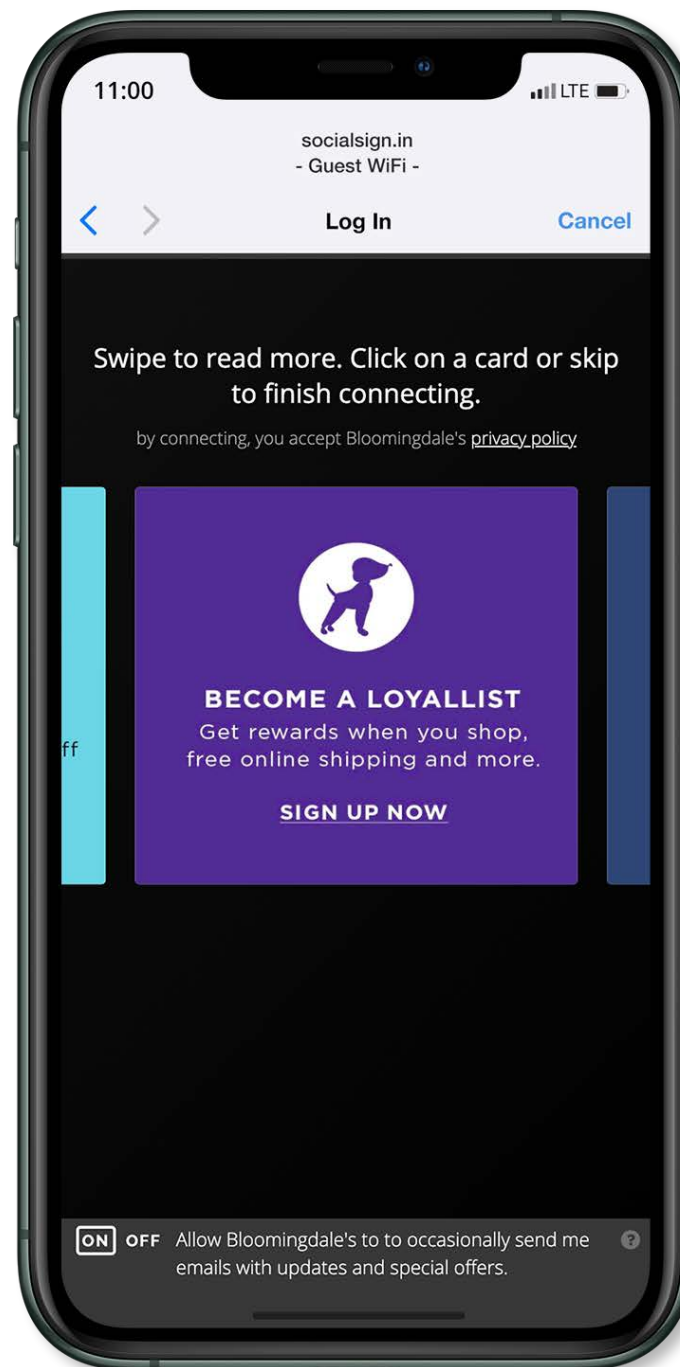
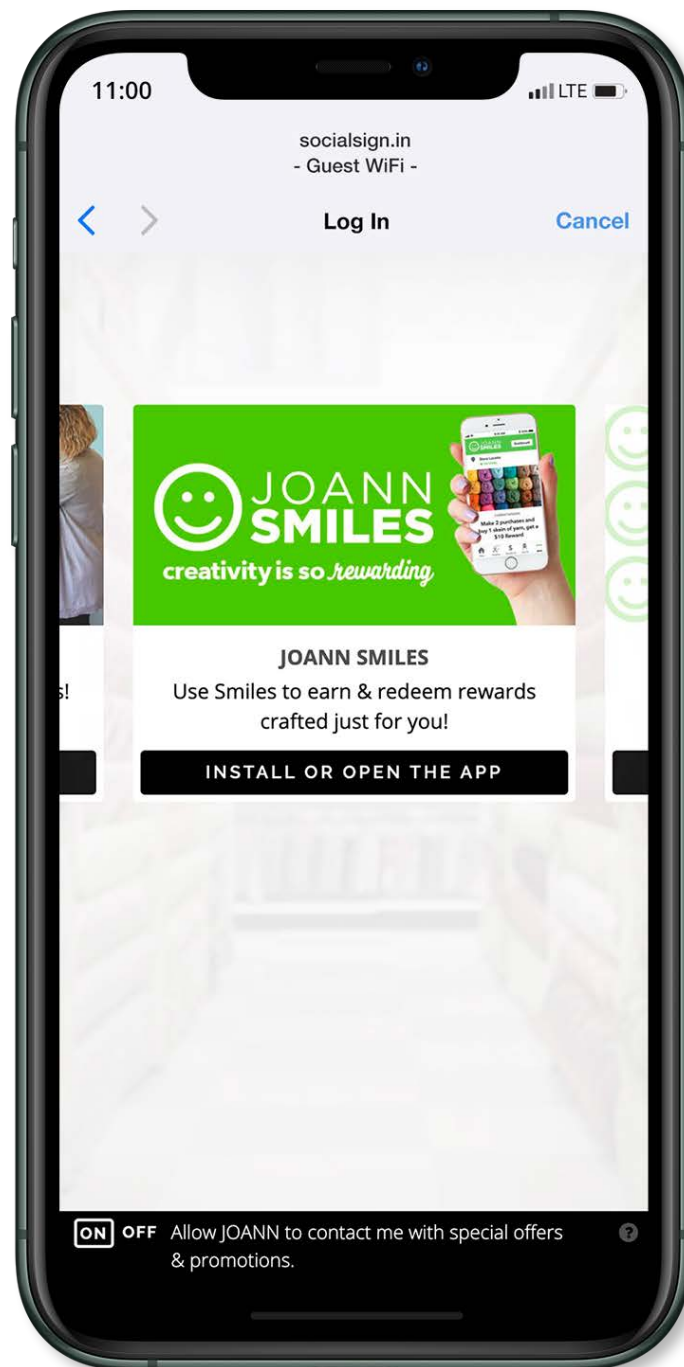
# TICKET AND FAN GEAR

Our proprietary technology accelerates customer acquisition, ticket and fan gear sales. Each connected visitor is served a personalized, thoughtful experience and engaging content each time they use their mobile devices on-site.



# REWARDS PROGRAM

Use cards to promote your rewards program. For existing subscribers, remind them of the availability of use to earn rewards member benefits while in store.



## PREMIUM SEATING & CLUB SEATS



*“Wells Fargo Arena uses SocialSign.in’s Guest WiFi Marketing and Authentication technology to collect and validate suite level guest information, which is directly integrated to our Salesforce CRM.*

*We can then effortlessly execute campaigns targeting the suite level rental (and club seats) the next day. SocialSign.in has been HUGE differentiator for us, allowing us to monetize guest data immediately by increasing visitor attendance to different events. In addition to visitor data monetization, we have closed full time deals with other customers through this integration.”*

- Jason Evans, Premium Seating Manager  
at Iowa Events Center (Spectra Partnerships)

# PRODUCT DEMO



Scan QR code

