

turnstyle +



Page One Café & Bar Case Study

About

Page One is a café and cocktail bar located in the heart of downtown Toronto and steps away from the local university campus.

The owners of Page One, Firas Arafat and Jennifer Reynolds, were excited to open the combination of a coffee shop and cocktail lounge that caters to students and faculty.

While they may offer a large collection of antique typewriters, Page One has also modernized itself by offering free guest Wi-Fi for those customers who need a place to work while they sip their coffee or cocktail.

"We want people to feel at home, and designed it for customers who want to drink coffee and stay for cocktails,"

— Jennifer Reynolds, Owner

★★★★★ *My new favorite spot for coffee and work, free wi-fi and sublime ambiance!*

— Staff Pianeta

Situation Analysis

While the guest Wi-Fi offered by Page One did a good job at attracting customers looking for internet access, they heard from a friend of the business who also ran a restaurant, that they could also use their Wi-Fi to run promotional campaigns and learn more about their customers. Wanting to get more value from their Wi-Fi and improve their business, they looked into Turnstyle based on their friend's recommendation.

Why they use Turnstyle

They decided to implement Turnstyle's Wi-Fi marketing platform, which allowed them to easily gather customer data such as age and gender information, effortlessly build an email marketing list and automate email campaigns to get their customers to visit more frequently.

Now, they are getting a ton of value from their Wi-Fi network, since it not only attracts customers but turns them into regulars.



What they Learned

Has the use of Turnstyle powered Wi-Fi resulted in more customer visits to Page One? You bet! Customers who have signed-in to the Wi-Fi have visited **1.8 times more** than those customers who haven't. This can be attributed to the rapid growth of their email database and the automated marketing promotions powered by the Turnstyle platform.

Page One has also gained some valuable insight into the demographics of their customers. Being able to see a breakdown of their customer's ages and gender, they learned that their largest customer segment is people aged 21-30, with a very even gender split of **51% female and 49% male**.

All of this data helps Page One to better understand their clientele and improve their overall experience.

 51%

 49%

Campaign Breakdown and Results

1

884 emails sent 22% view rate

600 visits
within a week

Wanting to inform customers about their upcoming game night, Page One created a Turnstyle campaign to instantaneously email customers as soon as they entered the venue. The campaign was a huge success and resulted in 884 emails being sent, with a 22% view rate. Most importantly, **the campaign contributed to more than 600 visits to Page One café** from recipients of the message, within a week of receiving it.

2

194 emails sent 17% view rate

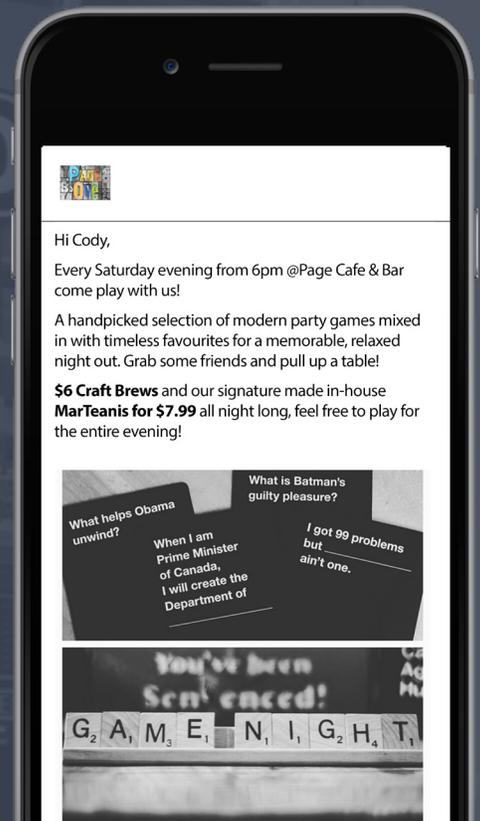
>250 visits
within 5 days

Another campaign run by Page One that had an extensive reach in a short period of time was their “Happy Canada Day and Happy Pride” campaign. The campaign aimed to educate Page One’s customers that over the Canada Day/Pride weekend, the café/bar was donating \$1 from each sale of their MarTEAnis to support the YMCA Sprott House. Also a real time campaign (instant email delivery upon entering the venue) targeting visitors as they entered the venue, it ran for four days and in that span sent 194 emails with a 17% view rate, **resulting in more than 250 visits** within 5 days of receiving the message.

Conclusion

Students and the faculty of the local university consider the café to be a great alternative to the library, as a quiet place to use the Internet, get a coffee and study. It also helps that they serve beer! Page One has realized the potential of turning their free guest into an effective marketing automation tool and has begun reaping the rewards.

Turnstyle is an easy solution for small businesses like Page One to create a more powerful Wi-Fi network that does so much more than simply connect guests to the internet. It also keeps them informed, engaged and coming back to their business.



About Turnstyle

Turnstyle helps restaurants drive more repeat visits using Wi-Fi. Their Wi-Fi marketing platform enables restaurants to transform their regular Wi-Fi network into a powerful marketing asset, with three main functionalities:



Social Wi-Fi

An easy way to collect email and contact information



Campaigns and Coupons

Automate emails to retain and reward customers



In-Store Analytics

Learn more about your customers and their behavior

For more information, please visit www.getturnstyle.com or call 1-877- 452-7180.