



New Restaurant Marketing Platform Using WiFi Ad Network Launched

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WiFi ad network provider Impact Media Corporation, based in Yukon, OK, is proud to announce that they have now incorporated the purple WiFi platform into their citywide WiFi ad network. This platform is geared specifically towards restaurant owners, enabling them to capture customer data when they login to their free WiFi. The service is already proving to be very popular. Full details are available through www.impactmediaokc.com.

Spokesperson for Impact Media Corporation, Julia August says, "Statistics have shown that 64% of people decided whether or not to go to a restaurant based on whether free WiFi is available. This demonstrates how important it is for restaurants to offer this service. What we do is make sure that it becomes a win-win situation. Through our Wi-Fi marketing platform, restaurant owners can capture a huge amount of data about their customers while they use their free WiFi. It makes what was once an expense actually become an asset. But it doesn't stop there. We've juiced it up to make it actually generate revenue for you."

The marketing platform is very extensive and can track visits, implement hands-free loyalty campaigns, provide real-time reports and build a vast client database. It also offers in-depth analytics that gives you

amazing insight into client behavior. It includes an impressive range of additional marketing services. Put together, this is a very powerful service that can be used by anyone, from a small local coffee shop to a huge stadium.

Once customers login to the network, the platform serves up programmatic, intelligent ads for them. These ads are relevant specifically to their demographic, location, and even special interests. This gives business owners the ability to create targeted local advertisements, but they can also decide to go national or even international. So long as the ad network is hosted, they can take advantage of it.

"Our system is the system that keeps on giving," adds Julia August. "Businesses who sign up to our ad network with their free WiFi offering will actually generate revenue for the advertisements they show. This means they can attract more customers, advertise services, and earn at the same time."

Put together, the city wide WiFi ad network has been designed to enable restaurant owners to access some of the most powerful tools on the market. They can track, engage and re-market to customers and generate additional revenue from those customers who are already in their business and turn their FREE Wi-Fi into a cash-generating machine.

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For more information about Impact Media Corporation, contact the company here: Impact Media Corporation
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Impact Media Corporation

We offer Wi-Fi Marketing programs that generate leads and captures consumer information while cultivating customer loyalty and increasing business revenue.

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