Stirling Free WiFi

Advertising Opportunities

for BID Members

Stirling Free WiFi

KEY INFO

Public Free Wifi covering Stirling City Centre streets with a seamless connection from the Thistles Shopping Centre wifi.

A service that enables you to promote your business to people who are in Stirling when they use the wifi

72,680 annual users overall

24% of users are first time users

Users aged 18-24 & 25-34 are most common users of the service

94% users access the wifi on mobile

Busiest days: Friday, Thursday, Saturday

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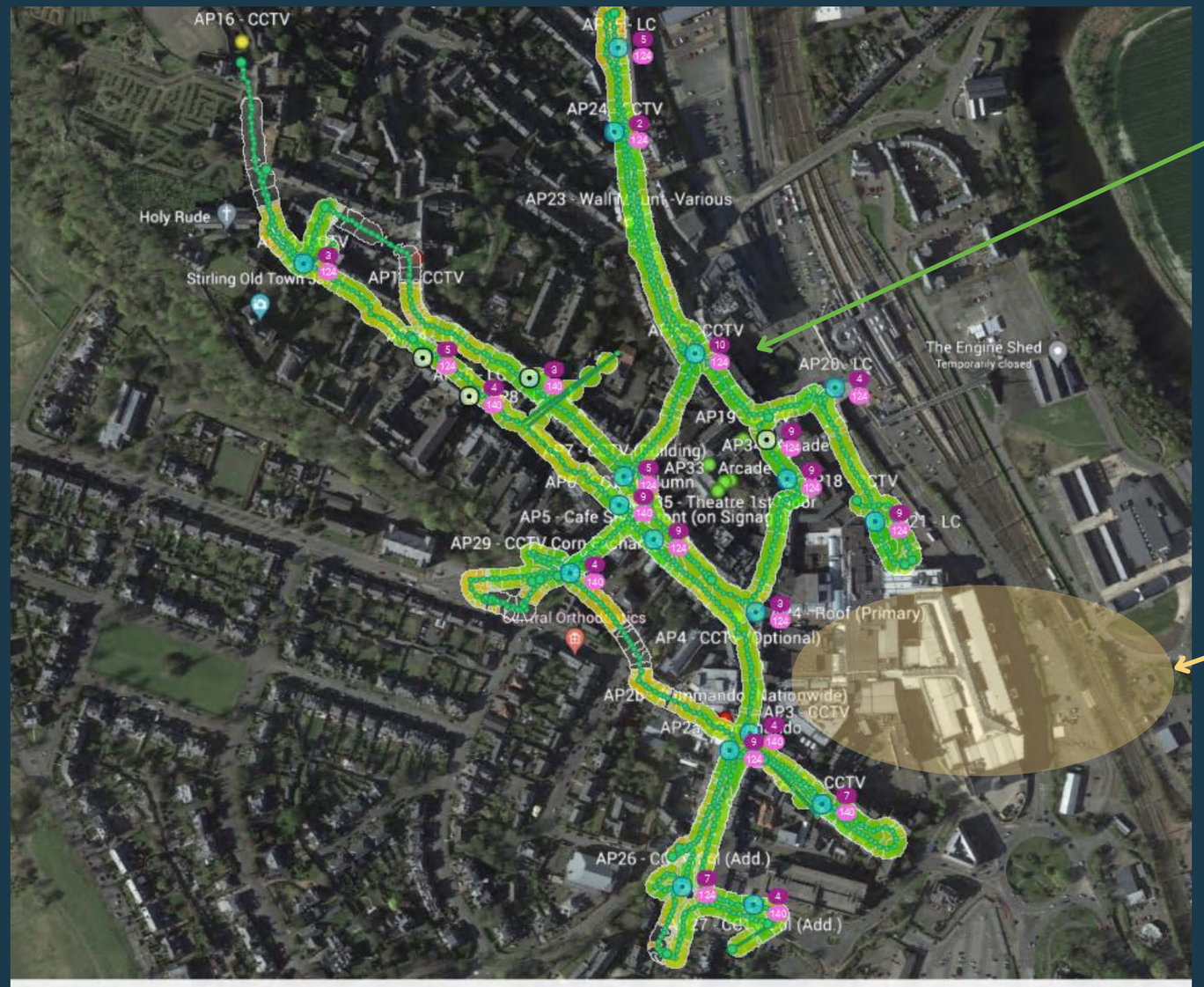
COVERAGE



Stirling City Centre public spaces

Seamless connection to Thistles Shopping Centre wifi

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ADVERTISING OPPORTUNITIES

Go Forth's levy payers have access to FREE advertising opportunities on the City Centre Wi-Fi

- 65% of users initiate authentication in the City Centre (not the Thistles) and these visitors will see your advertising

Advertising & Sponsorship Channels Available:

Offline splashpage

In Venue Survey

Interstitial Video

Landing page banners or landing page re-direct

Targeted Email

a use of mix of the above is available

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Offline Splashpage

The first page a user interacts with

Business can place a title, banner & copy here

- banner dimensions: 800px x 450px max (jpg or png)
- can't be tracked
- what is displayed can vary depending on different criteria e.g. time of day, day of week, age, gender, weather, number of Wi-Fi visits etc.

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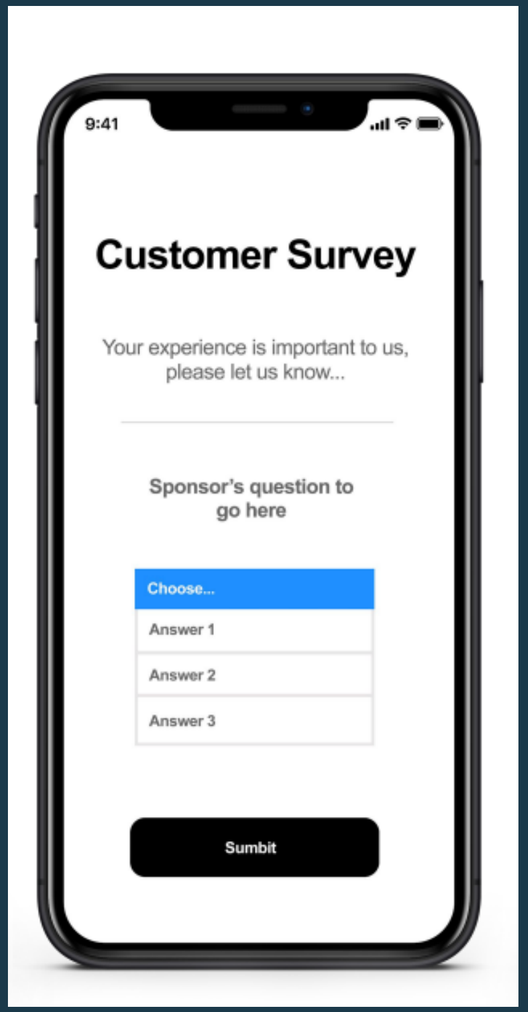
Survey

The survey is displayed to a user before they go live after authentication

- 4 questions max (rating, multiple choice, text box answer)
- can be optional or mandatory
- Different surveys can be shown to different users or on different days, hours etc

Survey response rates in the past:
4708 responses in 5 months
185 responses in 5 days



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Interstitial Video

A video that will play as part of the access journey when a visitor is connecting

- auto plays muted on the initial play but the visitor can choose to unmute.
- The visitor can choose to skip the video after a configured interval period.
- Different videos can be played to different visitors based on certain demographic and behavioral data for a completely customized experience.

VIDEO FORMAT

Most widely used media formats are supported hoowever, mp4 is recommended for best performance and results.

Additional recommendations on video upload files properties:
Max upload size: 100 MB
Video compression: H.264 codec is recommended
Video Resolution and quality: Full HD 1920 * 1080
Recommended bit rate: 8 Mbps
Optimum Frames speed: 24fps
Preferred aspect ratios: 16:9

For mobile phone users provide video in portrait orientation (a 9:16 aspect ratio video which is 1080 * 1920)

Optimisation: the platform will optimise the video to make it more suitable for a variety of devices.

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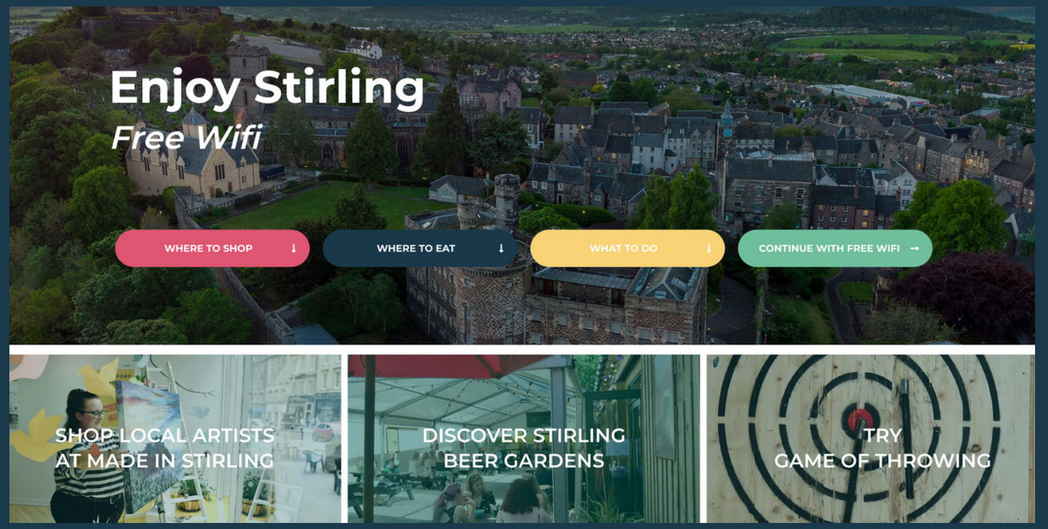
Landing Page

Businesses can decide to place a banner on the current landing page

or

Users can be re-directed to a different landing page e.g. on business' website

Different pages can be shown to different visitors based on certain demographic and behavioral data



Tracking links are set up to monitor performance

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Targeted e-mail campaign

An e-mail with a special offer, event announcement etc.

Currently 13,000 e-mails with marketing opt-in.

The audience can be narrowed down or different e-mails can be sent to different visitors based on certain demographic and behavioral data.

E-mails can be designed in Mailchimp or use the platform's simple e-mail designer

Results:
Event announcement:
on average 30% e-mail open rate

Book Your Wi-Fi Advertising Space or Find Out More Now

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