

A close-up photograph of a white coffee cup filled with a latte. A stream of white milk is being poured from a white pitcher into the center of the cup, creating intricate latte art patterns on the surface of the coffee. The background is dark and out of focus.

Yelp WiFi Works for Tokyo Smoke

Tokyo Smoke is a coffee and culture shop located in Toronto. Owner, Alan Gartner, looked to Yelp WiFi to better understand and engage with his customers.

TOKYO SMOKE USED YELP WiFi TO

- Grow their customer list
- Capture guest information for more targeted marketing
- Increase repeat business and customer loyalty

THE RESULTS

35

New sign-ons
per week

33%

Redemption rate
on promotional
offers

3.6X

Increase in visitor
frequency

HOW IT WORKS

Tokyo Smoke wanted to learn more about their customers and send more relevant promotions. They also wanted to replace the traditional loyalty stamp card with a digital version that customers could keep on their mobile device, without the need to download an app.



Guests see Tokyo Smoke's branded WiFi login page



Guests connect to WiFi using their email, phone number or social media account



Each guest is added to Tokyo Smoke's customer list



Tokyo Smoke can automatically send smart marketing messages to bring people back and reward loyalty