

# Yelp WiFi Works for Mars Bar and Restaurant

Mars Bar and Restaurant, a staple of the SoMa neighborhood of San Francisco, was interested in collecting customer contact information and sending promotions to their customers.

## MARS BAR AND RESTAURANT USED YELP WiFi TO

- Grow their customer list
- Promote weekly specials
- Gain a better understanding of customer visit frequency

## THE RESULTS

- 7+** Sign-ins daily
- 10%** Open rate for weekly promotions
- 2.8x** Increase in customer loyalty after viewing Taco Tuesday promotion

## HOW IT WORKS

Mars Bar and Restaurant uses the contact list they built using a branded WiFi sign-in page to send customers messages about their Tuesday and Wednesday specials.



Guests see Mars Bar and Restaurant's branded WiFi login page



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



Each guest is added to Mars Bar and Restaurant's customer list



Mars Bar and Restaurant can automatically send smart marketing messages to bring guests back