



One WiFi:

Redirected Links More Efficiently Redirect Resources

The world wide web is exactly that - a web of connections between people, companies, information and technology. One WiFi has built their business on leveraging that connectivity. “Our business is all about connections,” explains Henry Kurkowski, Co-founder and CEO of One WiFi. “We not only literally connect our clients’ customers to the internet via our cloud-managed WiFi solutions, but also to their digital content.”

One WiFi manages the free WiFi that organizations provide to customers in locations such as lobbies, restaurants, property common areas like the pool and gym, and more. When a guest logs in, they land on a branded page where the facility serves up content such as details on the venue and the surrounding area, promotional offers, and social media links. Brands with multiple locations can hyper-localize the content, and the wireless access points at each location can deliver customers to web pages with information designed for that specific location.

“When properly deployed, strategic WiFi levels up customer engagement by delivering interactive content that enhances the customer experience,” said Kurkowski. “We see the short links we provide for clients as connectors that provide insight about their customers to make that experience even better.”

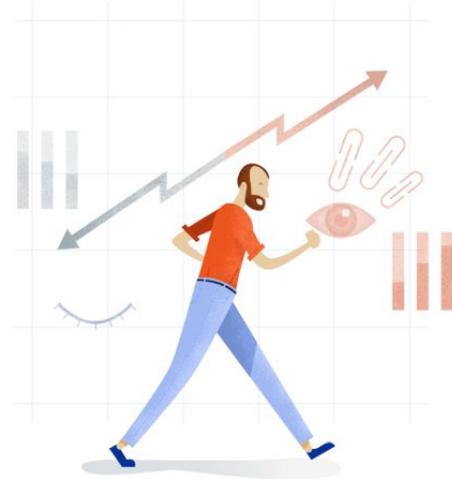
Often a client will want to change the content they are displaying and try new things. One WiFi manages all their clients’ locations, and all changes to the content at each of those locations, via the cloud. To do this right, One WiFi required a solution that would allow them to update clients’ destination URLs on the fly, track those changes, and analyze the impact of those changes in order to provide better data and insights on the way customers were engaging with their clients’ content. To meet these challenges at scale while maintaining the highest level of service for their customers, Kurkowski turned to Bitly.

“

The ability to update the destination page and detailed link data tracking allows us to better optimize the marketing tools we've already built for our clients. This gives my company a huge advantage in our industry.

Simple Solution to Gathering Deeper Data

One WiFi can now simply log into the Bitly dashboard and change the destination URLs at client locations. They can track clicks and look at behavior from each location quickly and easily. The ability to manage the destination links at multiple locations and see how each location performs saves a huge amount of time and money. Plus, the Bitly links on the site are all trackable so they can better measure customer engagement and determine what content is driving that engagement.



“Bitly’s powerful link features, like the ability to update the destination page for an existing link, and detailed link data tracking, allow us to better optimize the marketing tools we’ve already built for our clients,” said Kurkowski. “This gives my company a huge advantage in our industry while also enhancing the customer experience at our clients’ locations.”

One WiFi can track clicks and look at behavior from each client location quickly and easily. The ability to manage the destination links at multiple locations and see how each location performs saves a huge amount of time and money.