



# Turn Your Guest Wi-Fi Into a Marketing Machine

Pairing GoTab with GoZone WiFi creates a powerful, integrated solution that enhances guest engagement, drives revenue, and builds loyalty. GoZone WiFi seamlessly captures guest data through the WiFi login process, complementing GoTab's customer insights without requiring new hardware. This data powers automated email and SMS campaigns that target guests based on visit patterns and behavior—perfect for promoting GoTab ordering specials, loyalty programs, and upsell opportunities.

## THE GOTAB & GOZONE WIFI ADVANTAGE

Together, the GoTab and GoZone Wifi platforms enable robust customer segmentation, personalized offers, and real-time analytics, allowing operators to track engagement, monitor WiFi usage trends, measure ROI, and continuously optimize promotions. The result is a seamless, data-driven ecosystem that boosts customer retention while maximizing the value of every guest interaction.



## KEY BENEFITS:

### Revenue Generation:

Transform guest WiFi from a cost center into a profit driver through targeted marketing and advertising opportunities.

### Customer Data Collection:

Automatically capture guest information during WiFi login to build valuable customer lists for remarketing campaigns.

### Automated Marketing:

Drive repeat visits and increase order frequency with personalized email and SMS campaigns based on customer behavior.

Learn more about the GoTab integration with GoZone Wifi  
request a demo at [gotab.com/integrations/gozone-wifi](https://gotab.com/integrations/gozone-wifi)