

BARISTA WI-FI

Your Wi-Fi Can Sell More Lattes





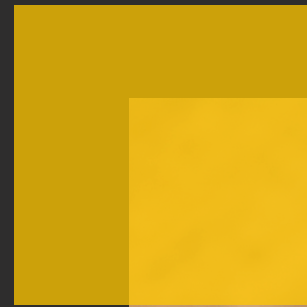
The Problem

Your Wi-Fi should build loyalty – not risk your business.

You didn't open your café to become a cybersecurity expert.

But the reality is, most small businesses run unsecured Wi-Fi, leaving them exposed to legal risks. Instead of being an asset, guest Wi-Fi is usually just a cost, or worse, it's a missed opportunity to capture valuable customer data.

Meanwhile, your customers now expect fast, branded Wi-Fi as part of their everyday experience, yet owners are rarely given the tools to turn that expectation into revenue.



62%

**of customers won't
return to a business
with poor Wi-Fi**





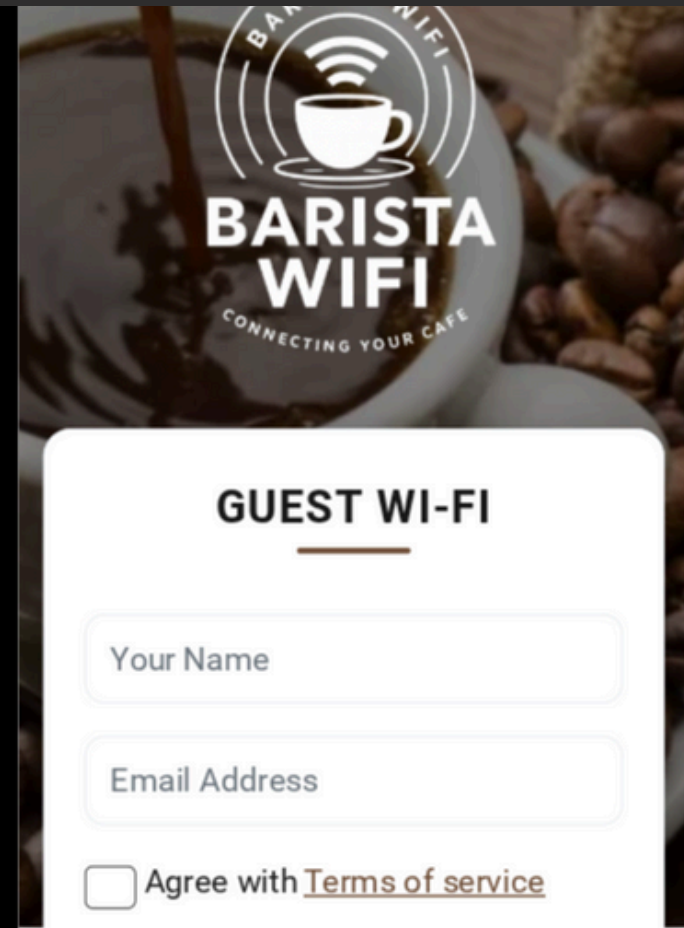
The Solution

Barista Wi-Fi turns your guest network into a secure, branded, and profitable asset.

Guests log in through a custom splash page that reflects your café's identity, while every connection captures valuable customer data automatically.

Behind the scenes, your network stays segmented and secure—protecting both your business and your customers.

Instead of being a monthly expense, your Wi-Fi becomes a marketing engine, powering email and SMS campaigns that drive repeat visits and boost revenue.



Branded Splash page

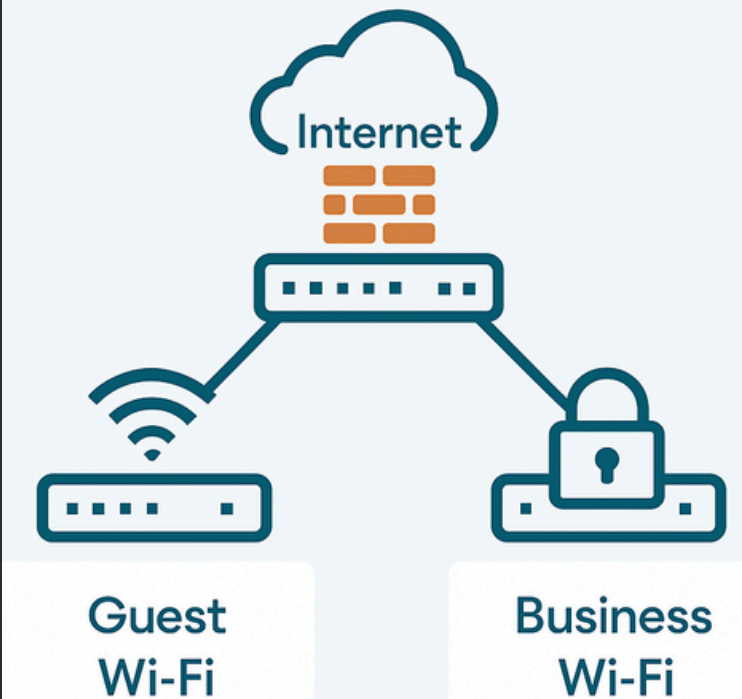
Welcome every guest with a Wi-Fi login that reflects your café's brand, and inspires user confidence, not a generic screen.



Lead Capture

Each login automatically builds your customer list, powering email and SMS campaigns that drive repeat visits and higher sales.

Network Segmentation



Secure Network

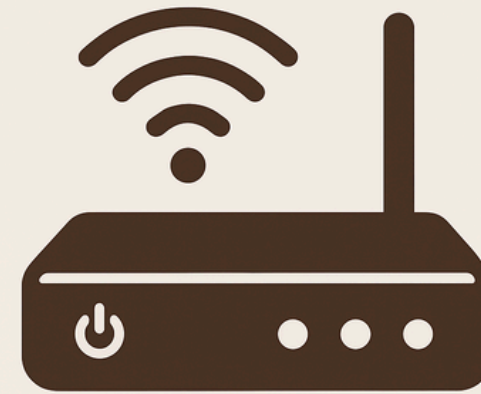
Behind the scenes, your business and guest traffic are segmented, protecting you from risks while keeping customers safe.



How it Works

Step 1

Set up your hardware



Step 2

Guests connect to Wi-Fi



Step 3

Capture guest information



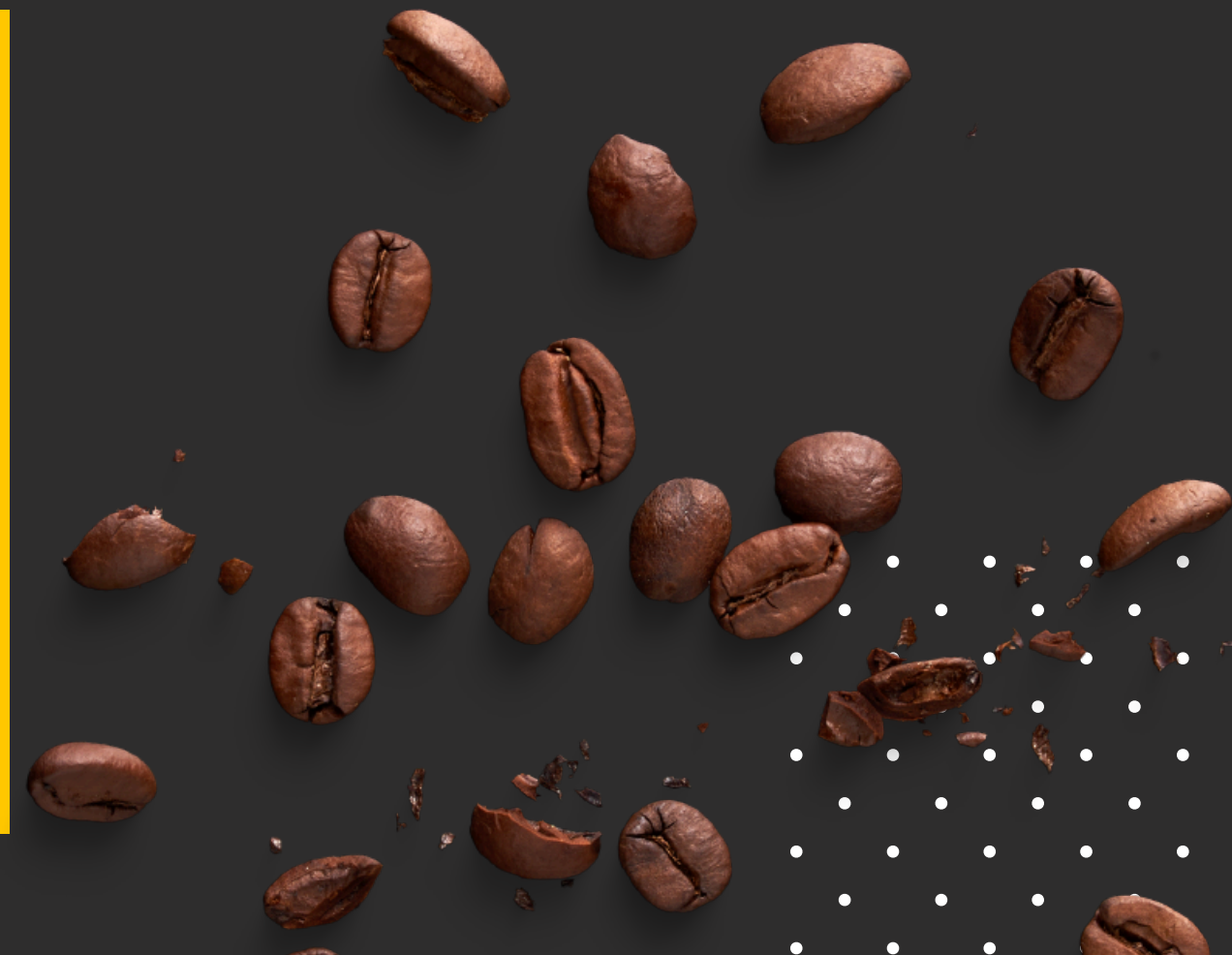
Step 4

Protect your business



Step 5

Market & Grow





Boost Revenue

With Barista Wi-Fi, every login grows your marketing list automatically. Email and SMS campaigns run in the background to keep customers engaged and coming back.

Instead of being a cost center, your Wi-Fi becomes a reliable driver of repeat business and revenue.

Email & SMS Campaigns

Automatically reach customers with targeted messages that drive repeat visits.

Increase Loyalty

Branded Wi-Fi and retargeting increase repeat visits by up to 48%

Premium Wi-Fi

Offer premium paid connections for power users while keeping free access for casual guests — an effortless way to monetize Wi-Fi, cup after cup





Did You Know?



01

62% of customers won't return to a business with poor Wi-Fi. (Devicescape study)

02

74% of people say they're more likely to return to a venue that offers free Wi-Fi. (Purple Wi-Fi research)

03

50% of customers spend more in venues with free Wi-Fi. (OnDeviceResearch survey)

04

Customers stay up to 50% longer in cafés with reliable Wi-Fi. (Retail & hospitality studies)

05

75% of Gen Z prefer small local cafés over franchises. (consumer preference surveys)

06

For every \$1 spent on email marketing, businesses see an average return of \$36. (Litmus/ EmailToolTester, 2023)

07

Automated SMS flows can generate up to 30× more revenue per recipient than one-off blasts. (OptiMonk, 2023)

08

SMS campaigns achieve average conversion rates of 21%–40%, depending on industry. (Infobip, 2023)



Pricing



Less than
the cost of a
daily coffee.

MOST POPULAR

STARTER – SINGLE LOCATION

Guest Wi-Fi service for one coffee shop. Includes branded splash page, email capture, and built-in security.

\$75

Billed Monthly

SUBSCRIBE

- ✓ Unlimited Guests
- ✓ Unlimited Custom Branded Captive Portals
- ✓ Email & Customer Data Capture ⓘ
- ✓ Secure Guest Access ⓘ
- ✓ Paid Wi-Fi Monetization ⓘ
- ✓ Onboarding and Integration Assistance
- ✓ Unlimited Support

Featured Addons

Plug-and-Play Hardware
\$139.00 unit

MULTI-SITE – 2 LOCATIONS

Discounted guest Wi-Fi service for two coffee shops. Includes all features with reduced per-store pricing.

\$65

Billed Monthly

SUBSCRIBE

- ✓ Unlimited Guests
- ✓ Unlimited Custom Branded Captive Portals
- ✓ Email & Customer Data Capture ⓘ
- ✓ Secure Guest Access ⓘ
- ✓ Paid Wi-Fi Monetization ⓘ
- ✓ Onboarding and Integration Assistance
- ✓ Unlimited Support

Featured Addons

Plug-and-Play Hardware
\$139.00 unit

Designed for coffee shop chains and multi-location cafés. Contact us to create the right plan for your business.

3+ Locations

CALL FOR PRICING

- ✓ Unlimited Guests
- ✓ Unlimited Custom Branded Captive Portals
- ✓ Email & Customer Data Capture
- ✓ Secure Guest Access
- ✓ Paid Wi-Fi Monetization
- ✓ Onboarding and Integration Assistance
- ✓ Unlimited Support

[Product](#)[About Us](#)[Features](#)[Contact](#)

Case Study



STATION HOUSE

St. Petersburg Florida

Challenge:

Station House wanted to offer free Wi-Fi to paying customers, but they were losing revenue to guests who would buy a single cup of coffee and stay online all day.

Solution:

By enabling Barista Wi-Fi's Paid Wi-Fi feature, Station House introduced tiered access: free Wi-Fi for customers, and premium day passes for those who wanted high-speed access.

Results:

The profits from paid day passes were so strong that Station House was able to cover an entire year's rent from Wi-Fi revenue alone. Paying guests still enjoy free access, while long-term users contribute directly to the bottom line.





Thank You!

Book a Meeting

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