



Discover how Convenience Stores Are Engaging Commuters and Unlocking Roadside Revenue Growth.

GoZone WiFi is partnering with nationwide convenience retailers to transform on-site Wi-Fi into a powerful marketing platform.

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Capturing Attention in the Fast Lane

Commuters are always on the move, and gas station brands have a lot to gain by capturing their attention.

From mobile apps and billboards to at-pump commercials. Top performing gas station and convenience retailers spend millions annually to enroll consumers into revenue generating loyalty programs. Despite these expensive efforts, most still struggle to tap into new audiences or search for a cost-effective solution that avoids the common pitfalls of modern advertising.

- **The average American gas station or convenience retailer has around 1,100 customers per day, or more than 400,000 per year.**
- **The average time it takes a customer to walk into a gas station, purchase an item and depart is between 3 to 4 minutes. Representing an ideal audience for building recurring revenue from quick, repeat visits.**
- **The industry at large is spending more than ever capturing loyal customers, with \$2.8 billion in advertising spend in 2022.**

An Untapped Marketing Channel

In 2024, a nationwide convenience store brand partnered with GoZone WiFi to turn one-stop patrons and distracted consumers into loyal patrons via a commonly overlooked, high-engagement marketing channel, Guest Wi-Fi.

Across North America, hundreds of thousands of visitors were connecting to the retailer's on-site Wi-Fi. This connected audience represented hyper-engaged customers that spent more time on-location than the average consumer and

By Leveraging GoZone Wi-Fi's Marketing4WiFi platform, the retailer built a branded captive portal that gathered user contact info, enrolled interested users into marketing promotions, and provided direct call-to-actions to their robust mobile-app experience.

And they're not the only ones reporting success:

50,000+ CONTACTS ADDED

100+ /WEEK ENROLLMENTS

Participating businesses report thousands of new marketing contacts within the first months of launch. This enabled them to tap into a targeted audience of local enthusiasts that were otherwise only available via expensive digital advertising campaigns.

"We now know who our customers are and can use our own email marketing platform to communicate with our guests. In the 2+ years we've partnered with GoZone our rate of return customers has dramatically increased."

- Adam P. | Director of Marketing at Participating Retailer

Other participating brands & retailers leverage GoZone to drive loyalty programs – like fuel saving cards; Citing marketing contacts that originate from guest Wi-Fi connections as a unique audience that is likely to convert if prompted.

Allowing retailers to circumnavigate high cost digital advertising channels.

“GoZone is the best (consumer acquisition) activity we’ve ever invested in. Compared with our other solutions we’ve used in the past, GoZone beats them all in every category.”

- Jamie R. | Director of Marketing at Participating Entertainment Venue

Recharging Your Customer Engagement

64% of Americans live within 2 miles of a public EV charging station, and the ones that utilize them to recharge their electric vehicle spend approx. 30 minutes on-site before they’re ready to return to the road. As your brand adopts EV charging stations, consider how this unique demographic (alongside traditional commuters) represents an engaged, onsite audience that you’re missing out on not engaging.

Ready to discover how GoZone can push your brand into fifth gear?

- Add Thousands of On-Site Customers to Your Marketing Database
- Engage Users with Marketing Promotions & CRM Integration
- Access Full-Suite Analytics with Per Location User Behavior

GoZone WiFi Helps Convenience Stores Engage Customers & Grow Revenue



**Get Started Today for Free.
Scan or Click to Discover
Results for Your Business.**

