

WiFi ADVERTISING IN MALLS



Cloud Nine Media and the DragNFly Wireless Company have chosen to partner up with one another as a way of providing WiFi to a number of different malls in the United States. With the available WiFi, people in the mall will be able to use the Internet for free with absolutely no limit. Cloud Nine is already providing WiFi to hotels and airports around the nation. DragNFly has also provided WiFi to a number of different shopping malls throughout the nation. There will be 24 malls to start off with the WiFi but that number is expected to increase as the months pass by. Cloud Nine is already known for its extensive experience with WiFi sponsoring programs and has worked with several different advertisers, ranging from Old Spice to Belkin, Symantec and more. With this particular type of sponsorship, the advertisers will have the opportunity to aim advertisements at a large targeted audience with the use of video advertisements and promotions. The promotions are what the consumers seem to enjoy the most and it helps the brands to earn money and make sales. Each year, billions of dollars are spent in shopping centers located all around the world. With consumers having the opportunity to use the WiFi while they are shopping, they will feel more inclined to make purchases because they can find out more information about discounts and specials that stores are having and can also check out engaging advertisements. WiFi is available to people in all sorts of locations at this point in time. In fact, it has become quite common for airports and hotels to offer WiFi to individuals as they are sitting down for quite a while in between flights or while relaxing in a hotel. While this has become a common practice, advertising in shopping centers is not as common just yet. It is believed that this is a good idea, however, especially for businesses and brands that are looking to target shoppers and increase their sales. It is now that shopping centers are starting to realize how essential WiFi is, especially for increasing sales and engaging consumers. In this day and age, there are so many smartphone users and there are plenty of other mobile devices, such as Mp3 players, that can be used to access the Internet. The President of DragNFly Wireless, Duran Johnson, says that he is excited about the partnership with Cloud Nine and believes that the partnership will create better opportunities for advertisers and will also work in favor of the consumers too.

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