



● Guest WiFi Analytics Report

Monthly Performance Report

Guest WiFi insights, marketing analytics & ROI estimates for your venue — powered by CaptiFi.

VENUE

The Golden Lion Pub

REPORT PERIOD

1 Apr – 30 Apr 2026

GENERATED

5 May 2026

SPLASH PAGE

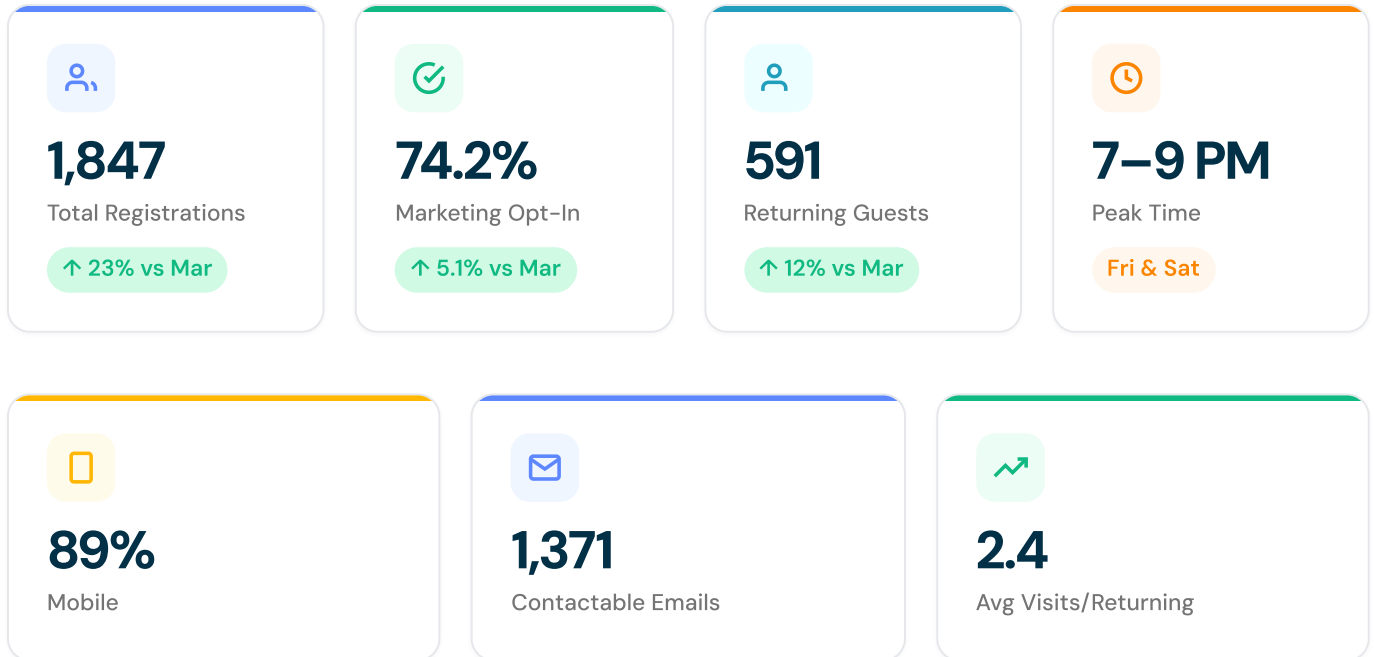
Golden Lion Welcome



Overview

Executive Summary

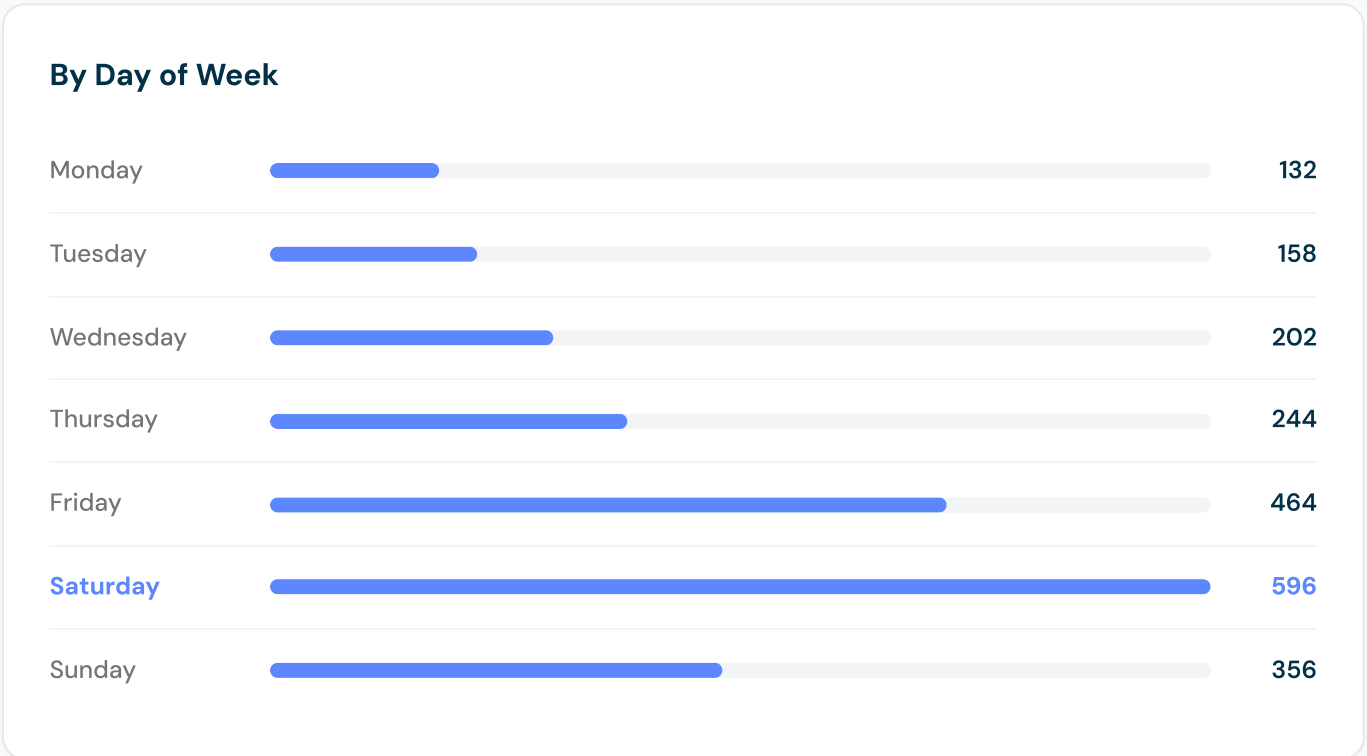
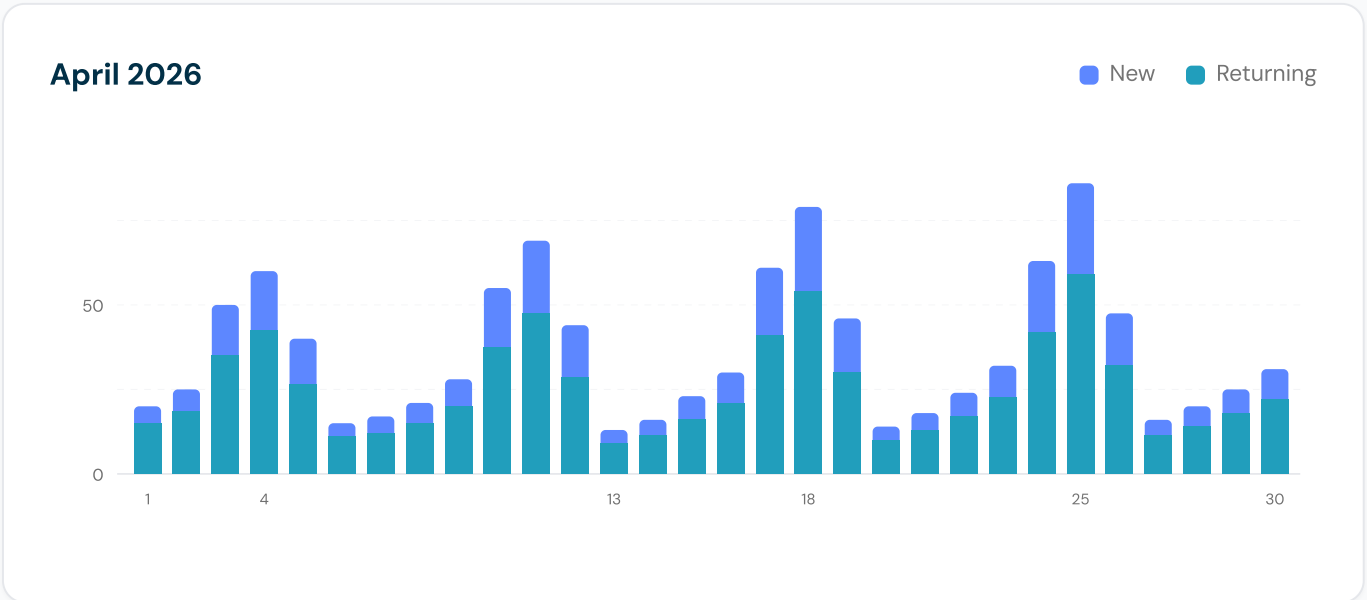
In April 2026, **The Golden Lion Pub** captured **1,847 guest registrations** through CaptiFi WiFi, a **23% increase** from March. Of these, **68% were new guests** and **32% were returning visitors**. The marketing opt-in rate reached **74.2%**, providing **1,371 new contactable leads**. Peak times were **Friday and Saturday evenings between 7–9 PM**. The estimated **database value grew by £4,113** this month.



Registrations

Daily Guest Registrations

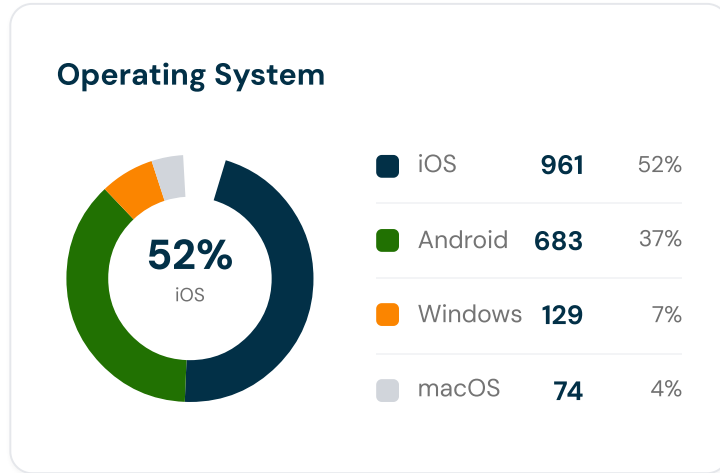
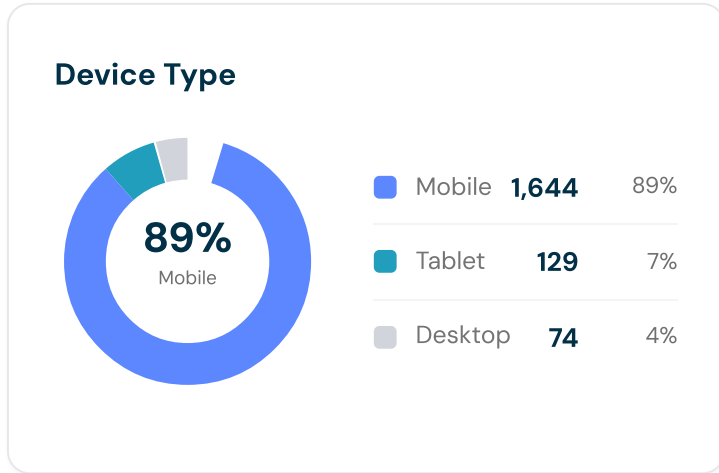
Total WiFi sign-ups per day, split by new and returning guests.



Devices

Device & Platform Analytics

Automatically captured at registration.



Top Device Models

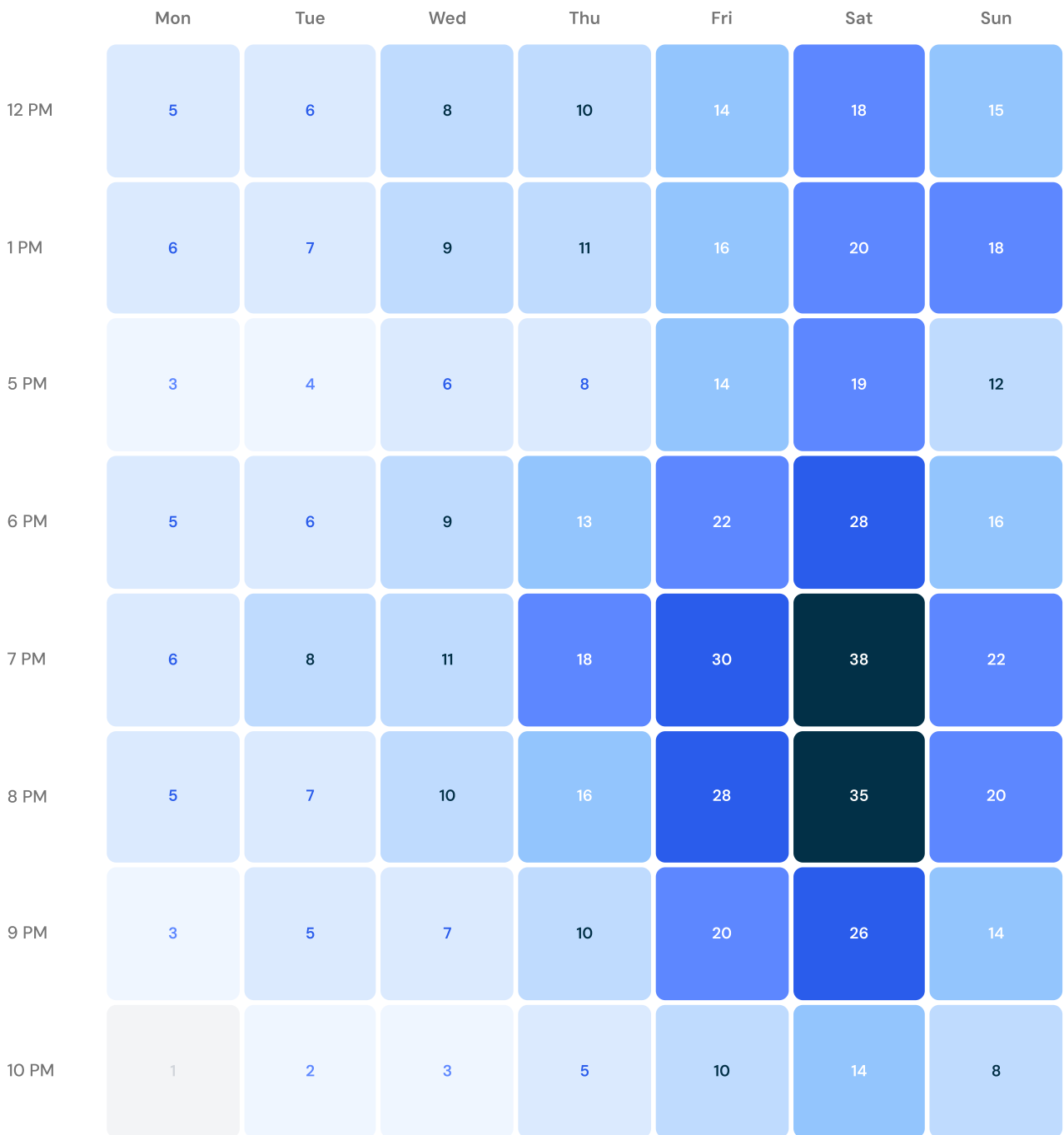
#	MODEL	OS	COUNT	SHARE
1	iPhone 15	iOS 18	287	15.5%
2	iPhone 14	iOS 17	214	11.6%
3	Samsung Galaxy S24	Android 15	168	9.1%
4	iPhone 13	iOS 17	142	7.7%
5	Samsung Galaxy A54	Android 14	118	6.4%

Peak Times

Registration Heatmap

Darker cells = higher registration volume.

Hourly × Day of Week



 Peak Hour

 Staffing Tip

 Quiet-Time Promo

Saturday 7 PM — **38 sign-ups/hour** average.

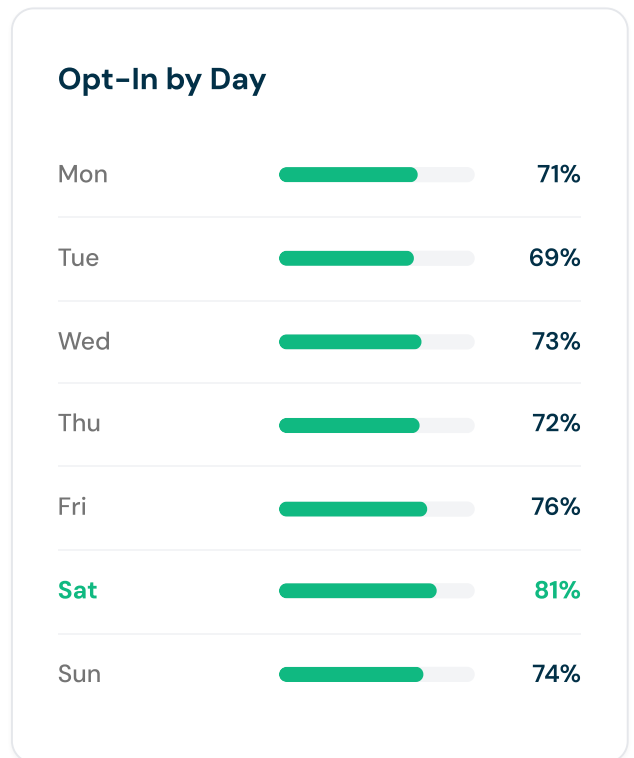
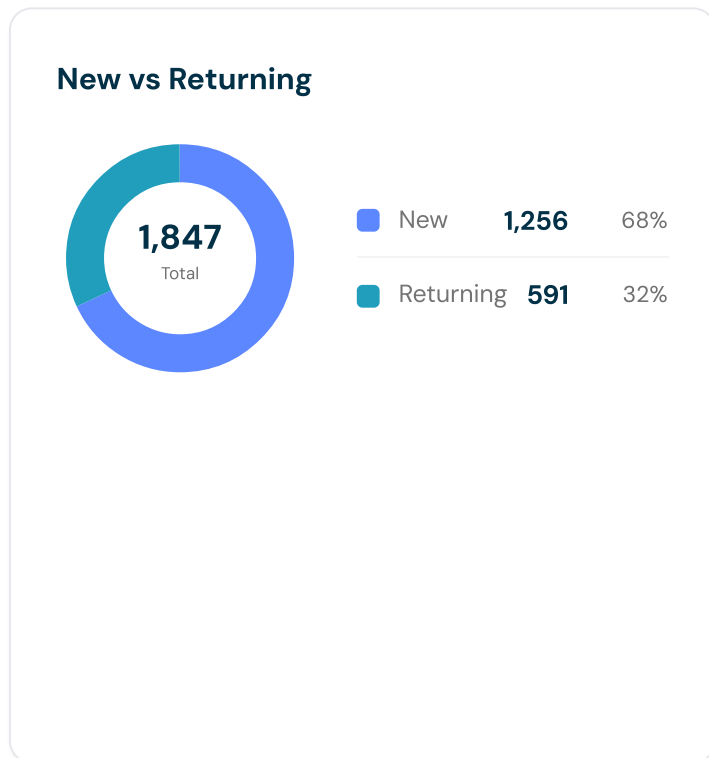
Extra staff **Fri-Sat 6-9 PM** when 62% of weekend registrations occur.

Mon-Wed 3-5 PM — ideal for happy hour offers.

Marketing

Marketing Consent & Guest Data


<p>74.2%</p> <p>Opt-In Rate</p>	<p>1,371</p> <p>Subscribed</p>	<p>476</p> <p>Opted Out</p>	<p>12</p> <p>Unsubscribed</p>
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Email Campaigns


Automated Email Performance

Performance of automated campaigns sent to opted-in guests.



3,842


Emails Sent



42.3%


Open Rate

↑ 3.2%



8.7%

Click-Through



0.3%

Unsubscribe

Campaign Breakdown

CAMPAIGN	SENT	OPENS	CTR
Welcome Email (Auto)	1,256	58.2%	15.1%
Return Visit Thank You	591	44.8%	11.3%
Weekend Special Offer	1,102	36.1%	7.1%
Monthly Newsletter	893	28.4%	4.6%

Google Review Requests

284

Requests Sent

47

Reviews Received

16.5%

Conversion

ROI

Estimated ROI & Revenue Impact

Based on £3 avg revenue per contactable email/year.

£4,113

Estimated Value of Emails Captured This Month

1,371 opted-in × £3.00 annual email ROI benchmark

Cumulative Database Value

Jan 2026	<div style="width: 20%;"></div>	£8,910
Feb 2026	<div style="width: 40%;"></div>	£13,470
Mar 2026	<div style="width: 60%;"></div>	£20,340
Apr 2026	<div style="width: 80%;"></div>	£24,453

Revenue per Campaign

Welcome	<div style="width: 70%;"></div>	£1,852
Weekend Offers	<div style="width: 60%;"></div>	£1,234
Return Visit	<div style="width: 40%;"></div>	£741
Newsletter	<div style="width: 10%;"></div>	£286

Growth

Database grew **23%** — on track for **10K emails by Aug.**

ROI

Welcome emails: **£1.47/recipient** — highest ROI campaign.

Retention

Returning guests: **3.2x higher engagement** rate.

Splash Pages

Captive Portal & Compliance

Per Splash Page

SPLASH PAGE	REGS	OPT-IN	RETURNING	TOP OS
Golden Lion Welcome	1,203	76.8%	33.1%	iOS
Beer Garden WiFi	412	71.2%	28.6%	iOS
Function Room	232	68.5%	35.8%	Android

GDPR Compliance

METRIC	VALUE	STATUS
T&Cs Accepted	1,847 / 1,847	✓ 100%
Consent Captured	1,847 / 1,847	✓ 100%
Unsubscribes Honoured	12 / 12	✓ 100%
Data Retention	12 months	✓ Compliant

Guest Data

Recent Guests & Monthly Trends

NAME	EMAIL	DEVICE	DATE	TYPE	MARKETING
Sarah Mitchell	s.mitchell@gmail.com	iPhone 15	30 Apr, 8:14 PM	New	✓ In
James Walker	jwalker84@yahoo.co.uk	Galaxy S24	30 Apr, 7:51 PM	Return	✓ In
Emily Chen	emily.chen@outlook.com	iPhone 14	30 Apr, 7:38 PM	New	— Out
David Thompson	d.thompson@icloud.com	Pixel 8	30 Apr, 7:22 PM	New	✓ In
Rachel Hughes	rachel.h@hotmail.co.uk	iPhone 15	30 Apr, 7:05 PM	Return	✓ In

Month-over-Month

METRIC	MAR	APR	CHANGE
Total Registrations	1,502	1,847	+23.0%
New Guests	1,066	1,256	+17.8%
Returning Guests	436	591	+35.6%
Opt-In Rate	69.1%	74.2%	+5.1 pts
Email Open Rate	39.1%	42.3%	+3.2 pts
Database Value	£20,340	£24,453	+20.2%

