



Let **WayFay** be with you!

San Ysidro - Tijuana

Advertise in the busiest border crossing in the world



Authorized Partner Mexico

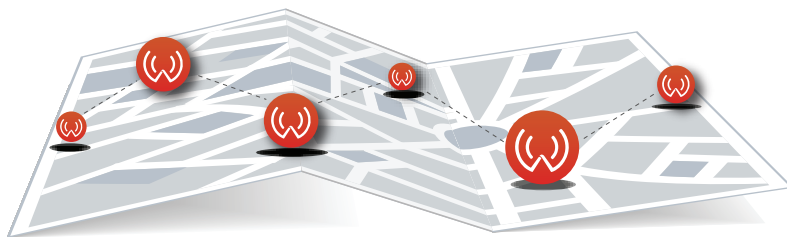
Advertise with us

In the last decade technology and Internet have been the go to in the consumer's decision making process. In a world of many media options competing for attention and time, **WayFay** is the clear leader for the new era in advertising and marketing.

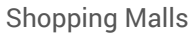
Whether you need to build your brand, establish yourself as a true leader or make meaningful connections, align yourself with WayFay, the most powerful brand in the business.

WayFay Free Wi-Fi service gets you connected at over **100,000 users in Mexico.**

Our WayFay platform enables brand advertisers to reach a captive audience through high-engagement Wi-Fi sponsorships in thousands of premium locations in Mexico.



**¡We are Connecting People and
help people stay connected!**

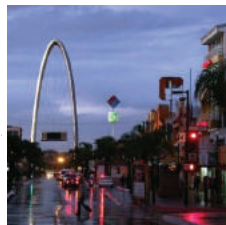


We give you what you need to know

Interaction Rate. Interaction Time and Click-Through Rate to reach your audience through high-engagement Wi-Fi sponsorships in thousands of premium locations in Mexico.



San Ysidro
International Border



Avenida
Revolucion



Siglo XXI



Ruta Truncal

Targeting

We will find your exact target every click!



WayFay Free Wi-Fi Audience:



Business Decision-Makers

Business decision makers and influencers who rely on their devices to stay connected and informed.



Jet-Set Leisure Travelers

Affluent, globe-trotting leisure travelers with high-end tastes in fashion, technology and travel experiences.



Tech-Savvy Millennials

Reach this desirable demographic, from students studying in cafes to young families traveling in hotels and at airports..

All Digital Platforms

FORMATS



Click-to- Visit

Drive direct traffic to your promotion



Video

Capture undivided attention



Text Match

Boost recall and increase consideration.



Poll

Learn about customers through prompting a question



Email Collection

Gather email to start a conversation with consumers



App Download

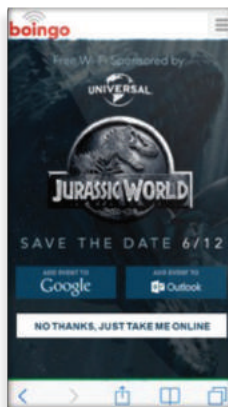
Drive people to download your mobile application



Display Ads

Reach a captive audience before users get online





Become our partner

Wi-Fi In Your Venue



Now, more than ever, Wi-Fi is considered an essential amenity for customers. Consumers turn to Wi-Fi to help fill their need for Internet access.



Supplement your mobile data strategy with more than 100,000 users around Mexico to enhance your existing network.



Whether you need additional capacity in the most congested areas or desire cost-effective means, WayFay can provide regional options.



Monetize your Wi-Fi network and generate revenue while satisfying consumer demand for Wi-Fi with the WayFay Media platform. A turnkey sponsorship and advertising solution, WayFay helps subsidize the cost of operating your Wi-Fi network.

Join a prestigious roster of premium locations that leverage the WayFay platform to keep users satisfied with free Wi-Fi while generating incremental revenue to help offset rising network costs. A turnkey network monetization engine, the WayFay platform enables brand advertisers to reach a captive audience through high-engagement Wi-Fi sponsorship in thousands of venues.

- Improves customer satisfaction by supporting free Wi-Fi.
- Generates incremental revenue with no resource of staff commitment.
- Supplies a leading-edge turnkey network monetization solution at no cost to your venue

Our WayFay advertising network partner hotspots serve more than a 100,000 consumers annually. Airports, Stadiums, Universities, Malls, Transit Hubs, Hotels, Restaurants.

Boingo Media Venues



boingo
Authorized Partner Mexico

Connect Now



