



Press Release

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## **24Haymarket leads \$2m investment in Captini to fuel global partnership with TripAdvisor**

- 24Haymarket leads new equity capital investment supported by existing shareholders.
- TripAdvisor WiFi turns free guest WiFi into the ultimate marketing machine: collect customer emails, increase customer reviews, grow social likes, analyse customer visits, send automated email promotions, and drive repeat business
- TripAdvisor WiFi generates 70% more TripAdvisor reviews for food and beverage businesses.

24Haymarket are pleased to be supporting Captini as they grow and scale their premier WiFi marketing platform. The funds will be used to accelerate growth in three core areas: technology, product innovation, and partnerships - particularly with TripAdvisor.

London-based Captini, leading social WiFi marketing provider, partnered with TripAdvisor, global review site, which has 490 million unique monthly users and over five million restaurant listings to delivery marketing engagement platforms and services for restaurants and hospitality businesses.

The technology, which is being branded as TripAdvisor WiFi Plus under the agreement, allows the largest travel site in the world to offer subscribing restaurants a way to further engage with patrons and encourage more reviews.

### **About Captini**

Captini, founded in 2013, helps hospitality businesses identify their customers, record visit history and automate communication that is more personal and precisely targeted to drive higher return rates.

Captini transforms Guest WiFi networks into an automated marketing service that keeps customers engaged and coming back time and time again. Captini helps the restaurant and hospitality sector around the World get real customer insight to grow their businesses.

## **About TripAdvisor WiFi**

TripAdvisor Wi-Fi Plus is custom-branded for each business subscriber and works by automatically collecting contact information from diners who opt in to receive free Wi-Fi at the property. Owners can then use email marketing to connect with their customers - and encourage them to leave candid TripAdvisor reviews about their dining experiences.

"We're excited to make TripAdvisor Wi-Fi Plus available to restaurants around the world. It's a free benefit for consumers and helps businesses engage and build closer relationships with new and existing customers," said Evan Becker, head of key accounts, TripAdvisor Restaurants. "The vast majority of reviews on TripAdvisor are positive - better than 4 out of a possible 5 - so using the service to ask guests to share their experiences on our site generally leads to a better overall rating for the business and more engagement with our community of millions of high-intent visitors."

## **About 24Haymarket**

24Haymarket is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to £5 million in any company. 24Haymarket's Investor Network includes several highly experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. These individuals invest their own capital in direct alignment with entrepreneurs and typically seek Board representation to actively support the growth agenda. Since its inception in 2011, 24Haymarket has invested in more than 50 high growth businesses.

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