

**CLIENT** Boingo Wireless

**PROJECT** Email

## OBJECTIVE

Promote free trial of wireless access plan.

## BACKGROUND

In 2001, wireless access wasn't nearly as widely available as it is today, and it wasn't always easy to get back online after moving from one location to another.

At that time, Boingo Wireless had just introduced an aggregated network of wireless locations that made getting online easier and provided much faster connection speeds for one fixed monthly fee.

## PROJECT OVERVIEW

This email was sent to those who purchased laptops, offering one free month of service. Positioning Boingo as "wireless freedom," the email promoted ease of use, fast download speeds, and free software that managed connections and listed locations.

About 6 percent of those who received the email signed up for the free trial.




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*See below for a larger view of this email.*




GET A FREE MONTH  
OF BOINGO

**SIGN UP HERE:**

or call 1-800-U-BOINGO

 SIGN ME UP

 TELL ME MORE

## Try Boingo Wireless™ — Get one month **FREE** Travel far and wide ... in true Wi-Fi freedom

Bringing the office with you? Don't forget all those pesky wires. Unless you have Boingo. Then you can enjoy true Wi-Fi freedom at 1,500 locations worldwide.

Get more done in less time with Boingo:

- **The largest network of Wi-Fi spots** at airports, hotels, coffee shops, office buildings, and more
- **Hassle-free software** that searches for signals and connects you in just seconds
- **Blazingly fast 11-megabit** connection speed to download even huge files in a flash
- **One-Click Connect™** to quickly get back online as you move from network to network
- **Network directory** automatically updated with all new locations

Find out why the Washington Post calls Boingo "a delight to use." Get true wireless freedom for **one month FREE.**

**Get one FREE month of Boingo, starting now!**

**Sign up online,** or call 1-800-U-BOINGO.

Boingo Wireless, Inc.  
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To leave our list, visit [www.boingo.com/nwpromo/unsub](http://www.boingo.com/nwpromo/unsub)

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