



How the Toronto Public Library kept commuters entertained on TCONNECT Wi-Fi

THE CAMPAIGN:

In 2019, the Toronto Public Library partnered with the Toronto Transit Commission (TTC) to deliver free, curated e-books to commuters via their campaign microsite – ttreads.ca. With TCONNECT Wi-Fi connectivity available at all 75 subway stations, the login page experience helped maximize the campaign’s reach and impact. The campaign’s focus was to highlight the library’s value to the Toronto community by providing entertaining and educational content to commuters.

THE OUTCOME:

In delivering the campaign over TCONNECT Wi-Fi, the library was able to effectively reach their target audience, drive traffic to their microsite and deliver a fully integrated brand experience. A custom branded TCONNECT user experience (UX) was developed to mirror existing campaign creative, seamlessly connecting the brand’s offline and online channels. The Wi-Fi UX incorporated a subtle visual hierarchy to encourage clicks and featured device-specific messaging to optimize the user experience for the range of device types used on the network.



3m

ad impressions



6.2%

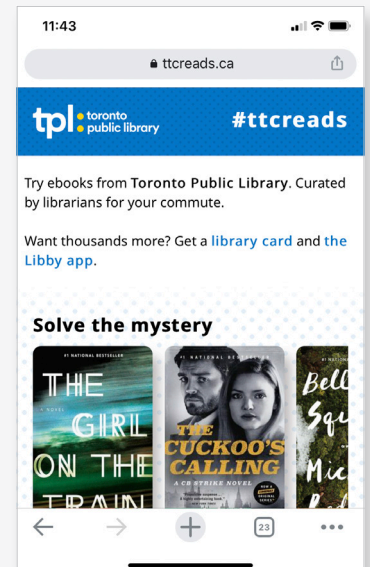
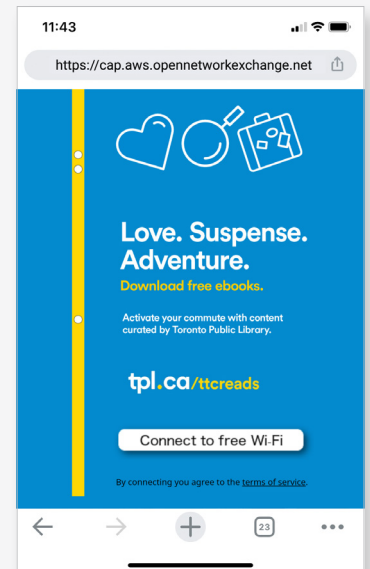
clickthrough rate

12x higher than industry benchmark



1608%

Lift in web traffic



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