PlaceWise Digital provides the infrastructure, platform, and tools to create a custom and dynamic digital experience for your shoppers. Our cloud-based responsive websites include retailer and editorial content designed to increase SEO, engage shoppers, and drive foot traffic. PlaceWise understands that a website alone is not enough. In order to truly engage shoppers, PlaceWise has integrated a broad set of digital services to meet the needs of today’s modern shopping center.

- RetailHub - Proprietary integrated digital marketing platform
- Media - Digital Direct Display and Social Media Advertising
- Promotions - Games, Sweepstakes, and Loyalty Programs
- Content - National and local retailer content and trends-based editorial
- Location-Based Services - WiFi, search, and local listing services
- Integrated Messaging - SMS and Email Services
- Platform Extensions - 3rd party services

**RETAILHUB – INTEGRATED MARKETING PLATFORM**

RetailHub, Placewise Digital’s integrated, digital marketing platform, allows shopping centers to access and manage all aspects of their digital presence with just a single platform and login. With this one easy-to-use interface, shopping centers at both the local and corporate levels can quickly update website information, create events and promotions, and push content to web, mobile, social, and search engines.
DIGITAL DIRECT DISPLAY AND SOCIAL MEDIA ADVERTISING

Digital Direct advertising puts you top-of-mind with shoppers during prime shopping seasons and holidays. Digital Direct enables you to systematically run ads on the specific websites that your shoppers are currently browsing on their desktop or mobile devices. These ads can promote loyalty programs, sales and special promotions, grand openings, kid’s clubs, celebrity appearances, or gift card sales - drawing focus and incentivizing shoppers to visit to your property and stimulating foot traffic.

With Digital Direct, you can define delivery parameters based on site retargeting, geography, zip code, demographics, online search behavior, and even new-mover status. The key to successful digital advertising is to deliver the right message to the right audience at the right time. With access to the largest shopping center audience in the U.S., PlaceWise leverages its first-party shopper data insights to optimize your media buy. We are the leading provider of digital marketing services for the shopping center industry.

PROMOTIONS - GAMES, SWEEPSTAKES, AND LOYALTY PROGRAMS

PlaceWise Digital can create and manage promotional campaigns that further engage your shoppers, collect valuable information, and grow your social following. Examples include:

- Enter-to-Win
- Online sweepstakes and promotions
- Event RSVP
- Barcodes
- SMS Sweepstakes
- Online or on-premises events
- Receipt redemption loyalty

Only PlaceWise can provide such a comprehensive package of digital services that meets the sophisticated digital needs of today’s shopping center.
CONTENT DRIVES ENGAGEMENT

PlaceWise Digital delivers retailer and editorial content to users across multiple platforms, designed to turn browsers into buyers.

Retailer Deal Content
PlaceWise Digital delivers an average of 600 deals per week from nearly 600 mall-based retailers.

Editorial Content
Articles and videos, posted weekly, educate shoppers on relevant trends in women’s and men’s style, beauty, entertainment, home decor and seasonal events.

Store Pages
Features include store logo, retailer description, localized contact information, URL, social feeds, products, editorial, jobs and deals.

LOCATION ENGAGEMENT SERVICES

PlaceWise WiFi Engagement Service offers centers a fresh, captivating way to interact and connect with shoppers. PlaceWise’s center-branded WiFi Experience Pages go beyond the legal terms, allowing you to collect valuable data about your shoppers while digitally engaging them with retail offers, mall events, and more.

PlaceWise will work with your current WiFi provider to optimize the WiFi user experience, delivering the same personalized content to your shoppers, such as deals and offers from your center’s retailers, that are also delivered through your center’s other digital assets.

PlaceWise Local Listing Services ensures the information about your shopping center is always current and accurate across all major search and map providers like Google, Bing, and Apple Maps. Analyze your center’s reach across these various platforms to understand the impact of your data and utilize this information for targeted marketing and advertising programs.
MESSAGING: STAY ENGAGED WITH YOUR SHOPPERS – EMAIL AND SMS

PlaceWise Personal Messaging allows you to collect emails and phone numbers, manage lists, create blasts, and run detailed reports from one centralized location. Our services include automatic management of email opt-ins, unsubscribes, email bounce cleaning, and general list maintenance. PlaceWise offers custom email templates, pop-ups, and automated and personalized emails, SMS blasts, promotions, and contest programs to reach and engage your shoppers.

Now Trending is a weekly, editorial-focused email program based on the offers and content from your center’s retailers. Now Trending also promotes the new content that is published to your website on a weekly basis.

Daily Deals is a preference-based email program that alerts and connects shoppers to current deals at their favorite stores located at your center. This daily email blast is personalized to the shopper’s stated store preferences, which they can access and control on your center’s website.
ABOUT PLACEWISE DIGITAL

PlaceWise Digital is the leading provider of digital services to the shopping center industry. Established in 1998, the company delivers over 200 million digital engagements annually, enabling unique data driven insights and connecting local shoppers to over 800 shopping center clients throughout North America. We Make Shopping Better.

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