INTERACTIVE DIRECTORY MAPS

Drive your shoppers from door-to-store with PlaceWise Digital’s Interactive Directory Maps (IDMs). Our dynamic mapping solution delivers relevant and meaningful content to your shoppers about the stores they love, on the devices they choose to use.

Our mobile-friendly, dynamic IDMs take engaging retailer content, such as sales and events, and place it on your map. As shoppers plan their trip from home, or even on-premise at your center, they can map out their exact trip from store to store finding the best deals in real time. No need to recreate your map every time a tenant changes locations - all updates made in RetailHub are automatically applied to your IDM within 24 hours.

IDM FEATURES

- Responsive, mobile-friendly design enables click/tap and zoom features on tablets and all other mobile devices.
- Selecting a tenant on the IDM displays all the essential tenant information a shopper needs to know, including their location and phone number. To learn even more about a specific tenant at your center, a user simply clicks again to go to the tenant’s store page.
- Highlight tenants on your IDM with deals that link directly from the map to the promotion’s details.
- Helpful symbols and icons easily indicate all of your center’s amenities - such as restrooms, ATMs, and ADA compliant access areas.

IDMs are specially customized to match your center’s branding and coloring. IDMs are so much more than just a visual map of your center – they dynamically integrate all your center has to offer into one, easy-to-use, highly interactive and responsive guide designed to aid and engage your shoppers. Take your center’s map to the next level with PlaceWise Interactive Directory Maps.

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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