

RETAIL EXPERIENCE API

PlaceWise Media's Retail Experience API can enhance your current website's content with accurate, retailer mix-specific deal information; local and national content such as logos, store description and social feeds, as well as editorial content that inspires and educates shoppers on style trends.

Your Center's website is the foundation of your digital presence – informative and engaging content is influential in successfully converting online visitors to on premise traffic. As shoppers increasingly research online before their in-store trips, it is key for retailers and mall operators to have content that drives “clicks to bricks” purchases. But what type of content do you need, and how can it be obtained in an efficient and cost-effective manner?

Retail Experience API is comprised of the following channels that can be sold separately or bundled.

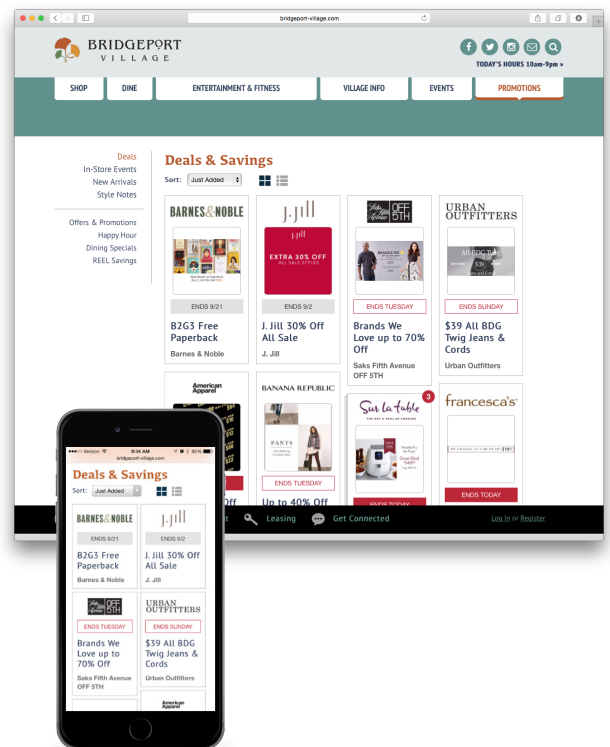
- Deal Channel
- Store Experience Channel
- Editorial Channel
- Mall Experience Channel

DEAL CHANNEL

Cultivated through longstanding relationships with more than 450 retailers, PlaceWise API delivers an average of 300+ retailer promotions per week. PlaceWise ensures that all promotions are applicable to your centers' locations and provide clearly indicated disclaimers, protecting your retailers from consumer complaints regarding deal applicability.

Deal Channel is comprised of four primary content types:

- Sales and Promotions – time sensitive retailer promotions such as % off sales, BOGO and holiday specials
- In-Store Events – Retailer-hosted events such as beauty tutorials, happy hours and trunk shows
- New Arrivals – Content featuring new products from retailers
- Style Notes – General content on a range of topics such as what's hot, how to wear or as seen in features



STORE EXPERIENCE CHANNEL

With PlaceWise's Store Experience Channel, dedicated store pages on a mall website become a digital manifestation of the physical stores. The Store Experience Channel can provide retailer-specific content for your center such as logos, store description, hours, location, social feeds, web address, jobs information and more.

PlaceWise works directly with national retailers to curate the best, and most accurate, brand data. Local data can be included via RetailHub, PlaceWise's robust, easy-to-use content management system (CMS).

EDITORIAL CHANNEL

The Editorial Channel provides articles and videos, posted daily, designed to inspire and educate shoppers on men and women's style, beauty and home trends.

In addition to positioning your mall as a trend leader, the value of providing this content includes: increased and deeper engagement with shoppers, greater search visibility and site traffic, proper context for advertisers and the opportunity to glean deeper insights into shopper interests, behavior and intent.

MALL EXPERIENCE CHANNEL

The Mall Experience Channel provides your mall with the ability to quickly and easily create and edit mall-based content such as events, jobs, news and hours, inform your shoppers of upcoming events like Santa or easily add an operational message for sudden closures and hours changes. Using RetailHub, PlaceWise's robust, easy-to-use content management system (CMS), malls can make quick and easy updates that can be delivered to your shopping center website instantaneously.

Content that can be added includes: mall-based events, press releases, jobs, contacts, social feeds and operational messages.

ABOUT PLACEWISE MEDIA

Based in Denver, PlaceWise Media is the leading provider of digital marketing services to retail destinations and the companies that own them. PlaceWise's advertising and data network includes more than 700 malls and shopping centers and 1,400 grocery retailers nationwide. With 10 million monthly visitors and more than 200 million total page views annually, PlaceWise offers shopping centers, retailers and brands real-time access to active shoppers currently intending to purchase relevant products and services, as well as unique first-party shopper data to help them better understand their target shoppers' intentions and make more informed business decisions. For more information visit www.placewise.com.

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