



## Shopping centres are leveraging guest Wi Fi to boost their business

### Shoppers want Wi Fi

Shopping centres have scaled to become so much more than just a place for shopping. Today, people go to malls and other shopping establishments to watch movies, enjoy meals, attend events, and even work out. With so much daily foot traffic, shopping centres need to think of new ways to provide an even better, more intriguing experience so shoppers continue to return

### The future shopping experience

Shopping centres are beginning to see guest Wi Fi as a powerful means to build an opt-in customer database, optimise real estate value and personalise shopper experience. That's where Mall Vision comes in. Mall Vision offers Mall Vision Wi Fi, a Wi Fi analytics and marketing platform that gets shoppers connected to Wi Fi, while providing shopping centres with actionable insights. Mall Vision Wi Fi also offers an array of marketing tools that help engage shoppers in meaningful ways and drive revenue in ways that were never before possible.

## Powerful, cloud-based platform

### Intuitive and central management

From a single cloud-based dashboard, shopping centres can manage guest Wi Fi across their venues. Mall Vision Wi Fi offers multi-level and multi-role management that empowers IT managers to delegate control over policies and permissions. Shopping centres can create a consistent look for their Welcome Portal across their venues, while allowing to promote custom offers at each location. Similarly, IT can control guest Wi Fi services and marketing can manage engagement tools.

### Hardware independence

Mall Vision Wi Fi is an over-the-top (OTT) platform, meaning it can work with a variety of enterprise Wi Fi infrastructures. It is easy to install and can be fully operational in just a few days.

### Global scalability

Managing and protecting shopper data requires great care. To ensure personal data shared through guest Wi Fi is handled properly, Mall Vision Wi Fi complies with local regulations and allows for customized opt-in policies. Shoppers' personal information is kept safe and secure, even with local storage requirements.



## All the capabilities, all in one place

### Fast, simple and customizable guest Wi Fi

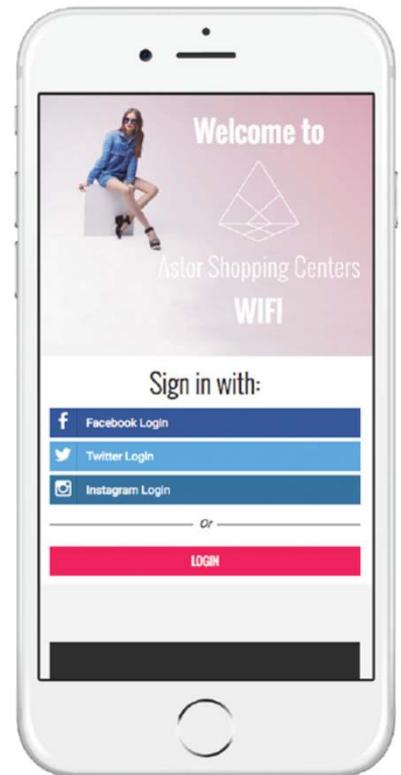
Mall Vision Guest Wi Fi provides shoppers with a seamless onboarding experience, getting them online in seconds. The beauty behind the Mall Vision Wi Fi platform is how customizable it is – everything from the Welcome Portal to the Privacy Policy can be tailored to the shopping centres' needs. The platform allows for flexible internet plans, such as recurring vs one-time and time-based services. Shopping centres can also choose how shoppers log in; options include using username and password, social media accounts, click-through with email, and more. A variety of entertaining and informative applications, such as nearby businesses and weather, are also available and can be displayed on the Welcome Portal.

### Actionable customer insights

The comprehensive Mall Vision Wi Fi Platform gathers and aggregates data, providing shopping centres valuable insights into who shoppers are, how long they stay, and how they behave while on-site. Mall Vision Wi Fi Presence Analytics help shopping centres understand foot traffic through the attraction, engagement and retention numbers collected. By seeing the 'digital footprints' left behind, shopping centres are able to learn about shoppers' behaviours and strategize operations in impactful ways.

### Relevant, personalized content

Traditionally, shopping centres have had to blindly run campaigns without having a clear understanding of their target audiences. But with analytics provided through guest Wi Fi, shopping centres can now rely on data to engage shoppers more effectively. Smarter, targeted campaigns can be created and tailored to fit each shopper's specific interests and needs. From the Mall Vision Wi Fi dashboard, shopping centres can deliver relevant content, such as targeted offers and information services, as well as promoting a survey to collect shopper's preferences. This provides instant gratification for shoppers, but more importantly, fosters meaningful relationships and loyalty.



## Innovation ready today for tomorrow's shopping experience

Mall Vision Wi Fi offers a robust Dev Suite designed for future needs. This includes APIs that make it easy to integrate Mall Vision Wi Fi into third-party systems such as CRM, marketing automation, and business intelligence tools. Shopping centres can also create their own custom web applications, and even enhance existing mobile apps with services such as Mall Vision Wi Fi Wi Fi onboarding and beacon-triggered mobile engagement.

Mobile devices have changed the game for shopping. The Mall Vision Wi Fi platform helps shopping centres prepare for future opportunities by providing a means to engage shoppers effectively and optimize real estate value. Shopping centres ready to take advantage of guest Wi Fi will reap unique benefits that ultimately set the stage for sustained business growth and successful future endeavours.

## Top shopping centres rely on Guest Wi Fi

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