

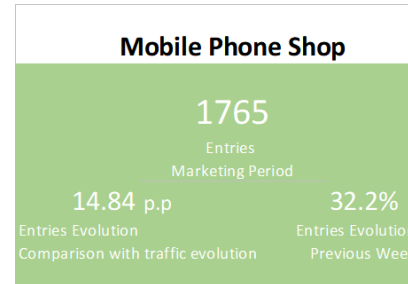
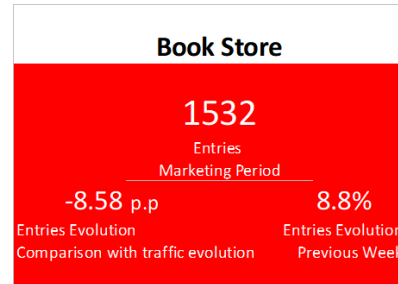
ANALYZING THE IMPACT OF MARKETING CAMPAIGNS

CHALLENGE

Understand the specific impact of marketing campaigns and events on every single tenant to improve performance.

KPIs AND INFORMATION

- Enhanced footfall analysis.
- Visitors Customer Journey in the shopping center.
- Entries and passing-by traffic in front of tenants.
- Activity maps.
- Time spent by visitor inside stores.
- Phantom ticket: relation between sales and entries.



Traffic in the Shopping Center
6651
 Daily Average Traffic
+17.4%
 Traffic Evolution Previous Period

OUTCOMES

IMPROVE CAMPAIGNS PLANNING

You will be able to design campaigns side by side with your tenants as you know they will be specifically impacted in advance.

TENANTS PERFORMANCE ANALYSIS

Get new monitoring tenants KPIs as "phantom ticket" because of the campaign.

RENTAL FEES NEGOTIATION

Gain a stronger position in your negotiation with the tenants as you can show how you are helping them to improve their business through the campaigns.

ANALYZING DATA

As a consequence of the marketing campaign, the traffic in the Shopping Center **have increased in 17.4%** respect the previous week without marketing campaign.

But it is more relevant pointing out that, although all the entries to tenants have increased too, just some of these tenants got higher entries compared with the increase on passing-by traffic. **These tenants have been the most impacted by this specific campaign.**

Analyzing the Book Store:

- Entries have increased 8,8% comparing with the previous week. Nevertheless, if we compare the evolution of the shopping center footfall (+17,4%) with evolution of the Book Store entries (+8.8%), they do not follow the same changing rule because specific entries has decreased in 8,6 p.p.
- The impact of the marketing campaign on Book Store has not reached the best performance for this tenant.

Analyzing the Mobile Phone Shop:

- Entries have increased 32,2% comparing with the previous week. If we compare this value with the shopping center footfall evolution, the Mobile Phone Shop has increased in 14,8 p.p. improving the shopping center performance in terms of traffic.
- The Mobile Phone Shop has been highly impacted by the marketing campaign.