

## WASTE-FREE ADVERTISING®

*Engage shoppers online. Drive sales on premise.*

### BRAND DIRECT

Offering retailers and brands access to a network of active shoppers on the path to purchase.

### PLACEWISE MEDIA

PlaceWise Media is the leading provider of digital marketing services to nearly 700 malls and shopping centers across the country, as well as an affiliate partner to thousands of grocery retailers nationwide. As one of the nation's largest shopper media networks, we serve 25M page views monthly to 10+ million visitors and serviced approximately 180 million total shopping visits in 2014. Our audience finds value in our content; 70% of our visitors are repeat users, spending an average of 1:56 minutes per visit on our sites and viewing an average 3.2 pages per visit.

### PLACEWISE MALL NETWORK AUDIENCE PROFILE

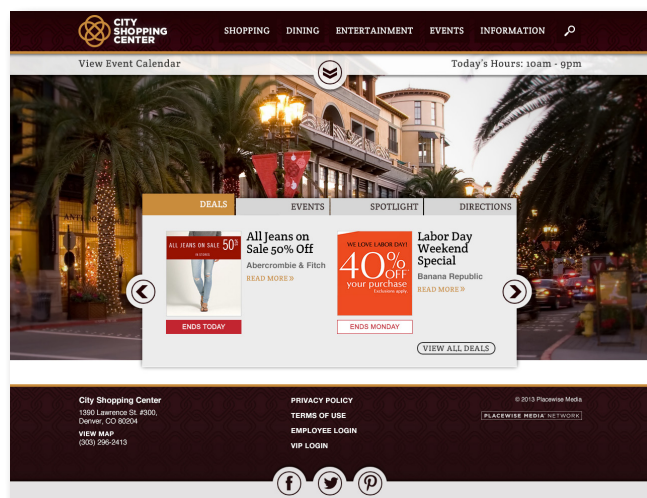
#### Engaged, Tech-Savvy Shoppers:

- 66% women, skewing 18-34 (25% Millennials)
- 3x more likely to use mobile while shopping (59% of traffic originates via a mobile device)
- Visit the mall 3 times per month on average and spend \$110 per visit
- Median income \$94K
- 84% of visitors have at least some college education

#### Shoppers who are Planners:

- 63% of users access PlaceWise digital channels to plan their trips
- 40% shop the same day
- 94% shop within the week

\*source: Nielsen custom study



Not only is our audience the **right demographic** because our visitors are in the process of planning their shopping trips, you are reaching them at the **right time**; immediately before their trip to the mall.

### A VARIETY OF TACTICS TO REACH THIS DESIRABLE AUDIENCE

Retailers who advertise through PlaceWise Media are promoting their brand in a contextually relevant setting for shoppers in-market for their products.

#### FOR MORE INFORMATION CONTACT:

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or 559.765.1347 | [www.placewise.com](http://www.placewise.com)



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## 1. Display Advertising

The primary motivation for shoppers visiting a mall website is to plan; they search for promotions, deals, related content, and store hours. Throughout their visit, they see your ads since display ads are available on all website pages.

## 2. Targeted Email Outreach

PlaceWise Media's opt-in email newsletter, *Now Trending*, highlighting articles and videos, promotions and deals, is distributed weekly to more than 500,000 subscribers. Brands can advertise on *Now Trending* or via dedicated emails sent to the same subscriber base.

## 3. Digital Direct

Ads can be extended beyond the PlaceWise Media network to third-party sites – desktop or mobile – reaching relevant shoppers through geographic and behavior-based targeting. Targeting parameters include:

- **Geography** – Target shoppers within a defined area (miles or ZIP codes)
- **Site Retargeting** – Target shoppers based on their visit to our mall sites where your products and services are available
- **Search Retargeting** – Target our shoppers across the web who have searched using terms relevant to your product
- **Contextual Targeting** – Extend your message to users browsing the web, interacting with our content and topics relevant to your brand

## 4. Featured Promotions

Featured promotions are located on the deals and store directory pages and drive shoppers from online research to in-store purchase. 71% of visitors to shopping center websites are looking for deals and offers from their local stores. Featured placement helps businesses stand out and grab the shopper's attention.

## 5. Advertorial Extension

Through advertorial extension, you can extend editorial content from your website to the editorial feeds on our shopping websites. We can additionally create a shopping landing page that guides shoppers to the next step of the sales process, based on the campaign goals— store visit, online purchase, loyalty club enrollment, online purchase, or social media follow.

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