

PLACEWISE MEDIA

Engage shoppers online. Drive sales on premise.

EMAIL ACCELERATOR

Enable your shopping center to rapidly build its opt-in email list in a cost-effective manner.

Email is one of the most effective ways to communicate with shoppers. But it can be challenging to build your email lists beyond your existing audience. How can you break out and find new, relevant email subscribers?

RAPIDLY BUILD YOUR EMAIL LISTS

With PlaceWise's **Email Accelerator**, you can solicit email sign-ups from the most relevant online audience. When a user subscribes to a newsletter within our extensive publishing-partner network, the confirmation page will show additional subscription offers based on their demographic information. Here we can target the user with your center's subscription offer based on the goals of your campaign.

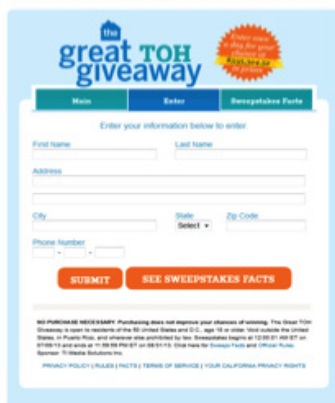
- Target your preferred audience by
 - Gender
 - Age
 - Location
- Only pay for **new** and **valid** opt-ins
- Pay up front, and the campaign runs until you hit your subscriber goals

EASY FOR USERS TO OPT-IN

In the following example, a visitor to This Old House's webpage clicks to opt in to receive their newsletter. When they click to enter, they are taken to an intermediate page listing your Center's offer to sign up for your newsletter. The visitor can say 'Yes' or 'No' to subscribe or even "Like" your Facebook page. A final click completes the process.

STEP 1

Your user registers as per your normal sweepstakes process



STEP 2

On the next page, your user is shown one or more targeted special offers



STEP 3

That's it! Your user is directed to the next page in your normal sweepstakes flow



LEARN MORE:
www.placewise.com

VALIDATION AND DELIVERY

PlaceWise's Email Accelerator employs industry best practices such as validation emails, scout email verification and IP address authentication to ensure that only valid email addresses are returned to your list. Once emails have been validated, new email addresses can be delivered on a monthly basis.

WHAT WE NEED TO GET STARTED

- Goals of Campaign
 - Number of sign ups
- Target consumer for campaign
 - Gender
 - Age
 - Zip code(s) + Radius
- Copy for campaign
 - Sign Up and Receive/Giveaway
 - Thank you email copy (to catch bounce backs)
- Start and end date (if applicable)
- Image or logo

Contact your PlaceWise account rep to talk about accelerating your email acquisition effort.

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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