

# WASTE FREE ADVERTISING® SUITE OF SERVICES

*Engage shoppers online. Drive sales on premise.*

Brought to you exclusively through PlaceWise Media, Waste-Free Advertising® is a suite of smart, effective and affordable hyper-local online advertising services for the shopping center, grocery and retail industries that reaches the **right audience** in the **right place** at the **right time**.

## SHOPPING CENTERS:

**Digital Direct for Malls** – As a digital alternative to direct mail, Digital Direct allows you to target consumers with digital ads, using very specific parameters. Find the most relevant and receptive audience while they are online, as they browse websites via desktop or mobile, and instantly deliver them your message.

You can reach consumers based on:

- Their geographic location (e.g. 3 miles from the mall or in ZIP code 12345)
- What they search for online (e.g. ‘Easter events for kids’)
- What type of sites they visit (e.g. Easter recipe sites)

You can then serve consumers a relevant ad for your event or promotion.

**Digital Direct for New Movers** – As new residents browse the Internet on their desktops, smartphones, or tablets, they are targeted with digital welcome ads from your shopping center. These ads link back to your website, where you can encourage new shoppers to attend events, sign up for emails, Facebook and kid’s clubs as well as redeem special discount and promotional offers. Our database of new arrivals to neighborhoods around your shopping center is continuously refreshed and gives you the ability to reach these shoppers digitally, putting you top-of-mind with them as they are establishing their new purchase patterns around their new home.

**Shopper Engagement Promotions** – PlaceWise Media delivers online, mobile and social experiences that engage shoppers. From enter-to-win, RSVP, Facebook contests, loyalty tracking, SMS promotions, video/photo contests and more, use your own ideas or tap into our award-winning experience. We manage the details and logistics so you can pay attention to what’s important.

## GROCERY

**Digital Direct for Grocery** - For years, grocery advertising has become more and more costly even as it has become less and less efficient. Yet, if you stop advertising, the pain of reduced foot traffic and basket size is immediately felt. Digital Direct can solve this grocery advertising “Catch-22” by providing digital advertising programs that are affordable, precision-targeted, accountable and turnkey. Digital Direct advertising can be used to promote loyalty programs, digitally distribute your weekly ad flyer, promote signature products, advertise special events, and acquire new customers.


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## LEARN MORE:

[www.placewise.com](http://www.placewise.com)



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**Wholesaler Direct** - This offering begins with Digital Direct advertising that promotes your brands locally by placing cost-effective, measurable digital advertising on relevant websites. An additional PlaceWise-exclusive component is our Virtual Endcap. Much as a physical endcap provides increased product visibility in a retail environment, PlaceWise Media's Virtual Endcap contains online brand information, giving brands greater visibility and moving the shopper along the path to purchase. When shoppers click on a Digital Direct ad, they are routed to a mobile-optimized, PlaceWise-created and hosted landing page with the ultimate goal of bringing the shopper to the participating retailers in closest proximity to the user.

#### RETAILERS/BRANDS:

**Brand Direct** - PlaceWise Media's digital media network aggregates digital properties from more than 650 shopping centers into a robust network that engages extremely high-value, tech-savvy, active shoppers who are either planning their shopping trips or, in many cases, already shopping. We reach these shoppers when they're on our network - on desktop or mobile devices; retarget them when they leave our network, as well as extend the audience for your message to contextually relevant shoppers throughout the online universe. The result: impressions that count. And perform better than the average banner advertising.

**PlaceWise Private Marketplace (PMP)** - The PlaceWise proprietary network of mall and grocery sites is available to select retailers and brands as the PlaceWise Private Marketplace (PMP). Through an always-on deal ID, we enable partner demand-side platforms (DSPs) with first-look access to our shoppers for display and video campaigns at pre-set price points. By securing a private marketplace agreement, retailers and brands further gain priority access to high value shoppers before that user session is open to programmatic bidding, a variety of premium inventory easements on mall websites (Home Page, Deal Carousel, Directory Page, Sales & Deals Page) and additional data amplification opportunities utilizing custom PlaceWise segments.

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