

PLACEWISE MEDIA ONLINE

Engage shoppers online. Drive sales on premise.

PLATFORM SERVICES

Website design and hosting services that provide shopper deal and lifestyle editorial content, deliver email marketing and mobile solutions, create and manage custom promotional programs, and incorporate social media—all managed through a single client interface.

EXPERTISE THAT MATTERS

Since 1997, PlaceWise has served the shopping center industry, building our digital platform around how shopping centers operate, growing to become the leading expert in digital marketing services and achieving the scale to provide affordable innovative solutions.

OUR DIGITAL SHOPPER ENGAGEMENT PLATFORM DELIVERS A FULL SUITE OF SERVICES

High Impact Digital Presence

PlaceWise will provide a custom-designed, mobile-optimized website to meet your unique requirements. Our tailored solution combines technical innovation and tools with creative marketing programs to provide best-in-class solutions built specifically for the shopping center industry.

Robust Enterprise-Grade Integrated Marketing Platform

RetailHub is PlaceWise Media's digital marketing command center, allowing you to control content across all of your channels. Features include: website updates (hours, directory, events, deals and promotions, and retailer updates), email blasts, social media updates, SMS/text blasts, administration of loyalty programs, local campaigns, special events and promotions, and report generation.

Strategically Curated Content

PlaceWise curates deal, editorial and store content designed to engage shoppers. PlaceWise delivers an average of 300-600 deals per week (varies seasonally) from more than 400 retailers, refreshed daily. Our fashion and lifestyle editorial content consists of both articles and videos, posted daily, to educate shoppers on the latest trends, and our store detail pages create a personal marketing channel for every retailer.

Email Shopper Communication

Stay in touch with your most engaged shoppers with weekly editorial-focused emails and daily deals that keep shoppers informed and connected. Managers can promote their centers with custom emails sent via RetailHub. Last year, PlaceWise delivered nearly 60 million email messages for our clients.

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www.placewise.com



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Marketing and Promotions

Through our digital advertising service, Digital Direct, you can promote your shopping destination property/properties to local shoppers online as they visit websites via computer or mobile device based on geography and online search and contextual behavior. PlaceWise can also create and manage online and on-premise interactive experiences designed to engage shoppers, including social media sweepstakes, SMS text, loyalty programs and more.

Revenue Opportunities

Maximize your digital presence through ad sales generated as part of PlaceWise Media's shopper media network. PlaceWise delivers ads, through both direct and programmatic ad sales, from non-competitive or complementary brands.

Dedicated Account Support

PlaceWise provides a dedicated account team that acts as a seamless extension of your marketing team, optimizing your budgets, time, and resources.



ABOUT PLACEWISE MEDIA

Based in Denver, PlaceWise Media is the one of the nation's largest shopper media networks, with 10 million monthly visitors and an estimated 180-200 million total shopping visits in 2014. Using the company's unique first-party shopper data, the PlaceWise Media Network provides advertisers real-time access to active shoppers on the path to purchase for products and services primarily in the categories of fashion, beauty, lifestyle and grocery. PlaceWise Media also continues to be the leading provider of digital marketing services to nearly 650 malls and shopping centers across the country, as well as an affiliate partner to more than 1,700 grocery retailers nationwide. For more information, visit www.placewise.com.

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