

# Digital mall - Case study

## herningCentret



# Tabel of content

## Introduction

This is one out of many success stories about shopping malls world wide who have used **Emplate - The Mall Engagement platform** to improve tenant engagement, drive increase loyalty and have had a postive impact on their footfall.

01

### About herningCentret

The information you need to know to understand and compare herningCentrets to malls you are working with

02

### Starting from zero and 12 months ahead

What herningCentret have achieved in just 12 months using Emplate - The Mall Engagement Platform

03

### Synergies with social medias

Being where your customers are is important so it's important to look at the synergies between Emplate and Social Media

04

### Comments by the shopping mall manager

Take reference. It's what we do when we hire and what you should do when you choosing digital solutions for your mall.

# About herningCentret

Before we jump into the data and effects from herningCentret who have been using Emplate for years you should understand the background of the mall. By understanding the mall in question you will be able to compare herningCentrets results with your own mall(s) and by that make you able to calculate the potential ROI for your own mall(s).

herningCentret is a Danish mall established 40 years ago. The mall have multiple times been named **Best mall in Denmark**. The mall was recently sold to the leading mall operator in Denmark..



# Facts about herningCentret

## **80 tenants**

Great mix of big retail chains, private shops, local cafés and well-known chain restaurants

## **3.500.000 annual visits**

A number that is growing and on the following pages you can learn about about why

## **44.000 people**

Is the number of people living in the city of Herning where the shopping mall is located

## **90k people in target group**

herningCentret is targeting approximately 90.000 people in their primary area.

## **47.000 followers**

The mall have 35.000 followers on Facebook and 12.000 followers on Instagram

## **25.000 website visits**

The number of monthly visitors herningCentret have on their existing website

# herningcentret's overall digital strategy

## **Increase footfall**

Increase footfall through the digital presence because 50% of the customers start their buying journey online today

## **Being relevant**

Be more relevant towards the single consumer and let them opt-in, in the communication to fit the needs of consumers today.

## **Gain insights**

Get to know the consumers better by collecting valuable insights about demographics, behaviour, etc. through a bonus program.

## **Optimise workflows**

Make sure new solutions can be run more or less by themselves to save the mall management resources.

# Starting from zero and 12 months ahead



## Get ready to look at performance data

To achieve their goals herningCentret choose  
Emplate - The Mall Engagement Platform.



# Starting by improving tenant engagement

From the beginning it has been an important task for herningCentret to make sure that the tenants participated in the new digital platforms in the mall. It was important for herningCentret for two main reasons.

- To satisfy the tenants and implement solutions that fit their needs
- To engage tenants so the mall management could save time and resources maintaining successful solutions.

For the mall this meant that they wanted to make sure the tenants should deliver campaign material for the app, website etc.

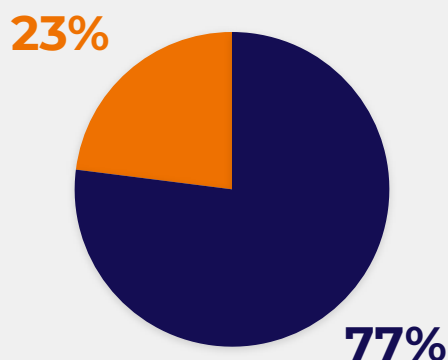
The following was achieved with Emplate's **Tenant Engagement Module**

## 394 marketing posts

Was the **monthly average** of active posts the mall staff could design customer journeys with

## 77% of all posts

Was uploaded by tenants and retail chains by using the Tenant Engagement Module



## 23% of all posts

Was uploaded by the shopping mall staff by using the Mall Admin Module



# Connecting to consumers in an app

With all the content collected every month the main challenge for having a successful shopping mall app was solved. Now herningCentret has sufficient content to create relevant digital experiences for each individual consumer.

herningCentret launched our white label consumer app to connect the right content to the right consumers. They used our download acquisition to build a user base through the communication channels that they already had.

**Note:**

*Our download guides is a part of the Knowledge Hub in the Mall Admin Module.*





# herningCentrets app effects in the first 12 months

During the last 12 months herningCenteret has been using the Consumer App. They have achieved the following effects:

## 18.000+ downloads

herningCentret has used our customer acquisition guides to acquire the users and most of the users live within 10km from the shopping mall.

## +40% retention

After one year 40,5% of user still actively using the app. This means that our mall apps have four times higher retention than average retail apps across Europe.

## 809.605 post views

During the first year in the mall the marketing posts have generated 809.605 views in the app newsfeeds with an interaction rate of 28%

## 3.300+ marketing posts

During the first year in herningCentret more than 3.300 marketing posts have been uploaded and sent out to consumers.

## 94.258 mall visits

During the last year the app users used the mall app inside the mall 94.258 times and this number is growing as more and more customers sign up for the loyalty program.

## 59.907 campaign visits

59.907 times an app user visited a shop within 7 days after interacting with a campaign in the newsfeed and stayed there for more than 2 minutes.

## Bonus information

If we look at how great The Mall Engagement Platform is when it comes to creating personalisation we can conclude that 26% of campaign interactions convert to a physical shop visit or 63,5% of all in mall app opens result in a physical shop visit.



# Engaging customers through the mall's existing website

Besides launching an herningCentret app with Emplate the mall also wanted to distribute the content to their existing website. They have done that by integrating Emplate Mall Web to the current website in two ways:

- An integration to the frontpage of the website in a campaign slider where 4-10 featured news and offers are shown
- An integration with a brand new menu tab called “News and Offers” where all news and offers can be found in fitting categories

After implementing the Mall Web Integration herningCentret's website evolved from being a place where consumers were checking opening hours and events into a place where products could be found. It of course increased the time consumers were staying on the website significantly.

# Weekly effects using Mall Web Integration



## 6.100 week website visits

During a normal week in the mall 6.100+ customers visit the mall's website. Before implementing Emplate it was mainly to see events and opening hours, but after implementing Emplate Mall Web something has changed.

## 43.000+ weekly post views

After implementing Emplate Mall Web the mall shows more than 43.200 posts weekly on their website. This is done through both frontpage integration and with a content universe in its own menu on the site and by simply integrating to their existing website.

## 7 posts views in avg. per visitor

The data shows that an average website visitor today sees 7 campaigns when they are visiting. This makes the customers stay longer on the site as well as increases their engagement.

# Synergies with social media

It is no news for shopping malls that they need to be present online to create traffic to their brick-and-mortar retail stores in the mall. For many malls the continuous fight for attention online is unintentionally expensive and inefficient, largely due to the heavy competition from online retailers.

Most shopping malls have a great potential of increasing the return on investment they get from their marketing budget by thinking carefully about how they can increase the Life Time Value of the customers they target with their online advertisement.

## Summary of effects

# +8700%

**Increased Life Time Value** measured  
in interactions with content

# x41

**Extra touchpoints per 12 months**  
with each customers



# Here is how herningCentret did it

**To increase the LTV and the value of their Facebook marketing herningCentret decided to enhance their marketing mix by launching Consumer App - as mentioned above.**

With 35.000 likes on their Facebook page herningCentret started to use their Facebook marketing to inform their followers of the benefits of downloading the app.

The followers where shown different posts with special offers and competitions available in the app. A few other posts briefly explaining how the app works.

All posts ended with a call to action-button linking the user to the app in App Store or Google Play.

More than 18.000 of herningCentret's customers decided to download the app within the first year since the app launched.

Using Facebook marketing, herningCentret has paid as little as €0.22 for a new download and the average cost per download across all Facebook posts during the first year was €0.80.







# How we calculated the increased value



herningCentret used to pay Facebook per view and per click according to the pricing at that specific moment. In their current setup herningCentret is able to pay a one-time-fee of €0.80 to get a new user to download their app.

When the follower becomes an app user the mall can use the **Mall Admin Module** to continuously follow the user. This is how we are proving the significant increase in Life Time Value.

Our data proves that during a year, an average app user sees 358 different campaigns from the stores in the mall, opens or favourites 87 different campaigns, visits the mall 17 times and opens the app 41 times which is the equivalent of visiting the mall online almost once a week.



# Visualisation of the average customer journey



## €0,80 for a download

That's what herningCentret paid per download and they gained the following effects per customer

## 41 app opens

An average customer used the app 41 times during 12 month or in other one app opening every 10th day.

## 358 views

An average customer views different marketing posts per year or 3.M views per 10.00 downloads.

## 87 Interactions

An average customers interacts (red: clicks on) with additional 87 posts in the app in 12 months

## 17 physical mall visits

An average customers used the app just before they visited the mall 17 times in a year

It is worth noting that herningCentret is placed in an area outside the main city and is not usually visited frequently by their customers.

This means that every time a user interacts with one of herningCentret's Facebook posts they interact with 87 additional posts during the following year. We consider this boosting the value of the Facebook marketing budget with 8700%.

Our data also shows us that when a user interacts with 87 campaigns, 14 of the interactions result directly in the user visiting the shop that provided the campaign.

**With 15.000 downloads the 80 stores in herningCentret achieves 210.000 store visits per year from the app.**





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*Before implementing Emplate we didn't have any campaigns from the shops to use on our digital platforms simply because it was too time consuming for our team to gather the content.*

*After implementing Emplate we now have hundreds of campaigns online at any giving time and we only spend a few hours weekly to gather and manage the campaigns on our different channels.*

*I can without a doubt recommend Emplate to other malls and they should feel free to call me to hear more.*

**Kim Lauritsen**

Mall Manager, herningCentret



## Talk to the Mall manager yourself

You should always feel free to reach out to our customers and ask about their use of our solutions. You can get in contact with them through us or by your own. You should also feel free to reach out to us directly to learn more about our digital toolbox and the possibilities for your mall(s).

## Kim Lauritsen

Shopping mall manager

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