Premium collection

Three case studies about shopping malls successfully going online

We equip shopping malls to empower consumers.

Increase your footfall
We increase visit frequency from your existing customers and the return on investment on your current marketing budget

Engage your shops
We automate your content collection by engaging your shops to participate in your daily work so you can spend your time more effectively.

Optimize your marketing
We provide you with actionable insights regarding your visitors on a 1:1 level so you can do more of the things that drive footfall to your shops.

About

Emplate was founded in 2014. Since then, we've spent every single working hour making life better for consumers, easier for mall management and more effective for tenants in retail destinations – all in order to serve consumers what they deserve: convenience, relevance and a perfect local shopping experience.

We have been named The Golden Egg of Denmark as best tech company and Ernst & Young have two years in a row nominated us for being Entrepreneurs of The Year – all for our work with shopping malls of various kind.

What you can read on the following pages are the results of tens of thousands of hours developing our platform with standardized solutions tailored to shopping malls, their challenges and their everyday workflows.

Here are a few examples of what Emplate is in use for today:

- Click & Collect for shopping malls
- Loyalty apps with industry high retention
- Cross- and omnichannel marketing
- Tenant and retail-chain engagement

... and a lot more that we have developed so your shopping malls can get a smooth and easy transformation by moving online into the digital eco-system.

Enjoy your read.

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110 shops - 6M annual visits

Introduction

First up is some insights about the shopping mall in this case study. That will enable you to compare how the mall, WAVES Shopping, gained 187.872 physical mall visits by using Emplate to your own potential Return on Investment.

WAVES Shopping is owned by DADES, one of the biggest property owners in Denmark, who owns a portfolio of 12 shopping malls all over Denmark. Newsec operates DADES' Shopping Malls.

WAVES Shopping was originally built in 1974 and has been renovated multiple times throughout the years to become a very modern mall. The mall houses a range of international brands such as Starbucks, H&M, Burger King, Deichmann, Flying Tiger Copenhagen, ballet school, big gym and a big cinema is located in the mall as well.

Facts about WAVES

- 110 shops
- +6M annual visits
- 49.000 people are living in nearby city
- 120.000-150.000 people are in their primary target area
- 40.000 facebook followers and 3.400 Instagram followers
- € 228.000.000 generated in annual revenue for the shops

The digital mindset in WAVES Shopping is key

Before beginning to use Emplate, WAVES conducted their own research on how the different marketing channels that the mall was using, were performing.

It soon became clear that printed media such as magazines were performing worse over the years, so WAVES adjusted their annual marketing budget with an intense focus on digital platforms.

WAVES' approach to Social Media and facebook marketing in particular was a key element in the change of mindset, that was driving the increased focus on online awareness.

In short their goals and focus areas for the new digital strategy was described in this way:

1.   Increase footfall with a focus on attracting new customers to the mall and afterwards making sure they come back over and over again.

2.   Increase online awareness with increased relevance and convenience for the consumers

3.   Establish owned media (website and app) with high retention and value for consumers to increase the Life Time Value of consumers by optimizing the existing marketing budget

4.   Do not add additional workload to mall management everyday workflows

To achieve these strategic goals WAVES started using the following Emplate Products

Emplate Consumer App tailored to the mall visual identity to distribute highly personalized campaigns to consumers including a loyalty program based on physical visits

Emplate Mall Web integrated into their exitsting website to distribute campaigns and Search Engine Optimized content with Emplate software - a true omnichannel approach

Emplate Shop App so tenants are able to communicate directly with customers by contributing with campaigns, thus increasing the amount of visits to their shops - while following effects in real time

Emplate Management System, a mission control for mall staff to manage communication, support shops in campaign creation and work with analytics and reports for mall staff or tenants.

The Return on Investment for WAVES

Now you know the essentials about WAVES, their challenges and what they aimed to achieve. So let's get to business.

Let's start out with the value that Emplate Consumer App created for the mall in the last 12 months:

See infographic on the following page

Emplate Consumer App

17.000 Downloads

Most downloads come from people living in nearby city, meaning that the mall have +20% of local customers in their app.

4.433 Campaings uploaded

The mall had 486 campaigns available online on the publishing date of this case study.

187.872 Physical mall visits

187.872 is the number of times that customers, who signed up for the loyalty program, crossed the doorstep to the mall.

1.269.188 Campaign views

The number of annual campaign views is equal to 3.475 campaign views generated each day.

+3% of annual mall visits

More than 3% of all annual visits in WAVES were influenced or generated through their usage of Emplate Consumer App.

Growing numbers and a bright future for Waves

One thing is to get a great start in the first 12 months of going digital with the goal of increasing footfall - another is to secure the long term succes and impact. Waves showed that it is doable so long you have an app that your customers love to use - over and over again. That way you will increase the overall Return on Investment on your marketing efforts and footfall.

Let's take a look at the growing numbers for WAVES:
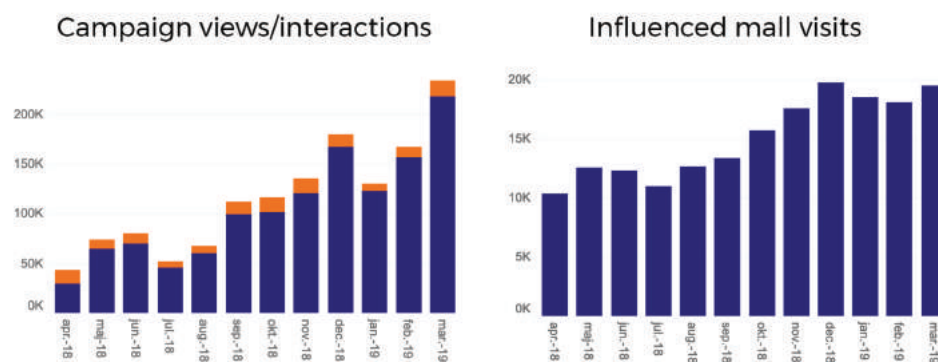
In 12 months WAVES have grown the monthly campaign views from 29.495 monthly views in April 2018 to 217.840 in Marts 2019. In other words WAVES has **grown the numbers by 738%.**

In regards to physical mall visits waves has grown the numbers from 10.398 monthly mall visits from their app in April 2018 to 19.473 physical mall visits in Marts 2019. WAVES **increased impact by the app by 187%** in 12 months**.**

It is not easy to keep growing the impact over time

In 2018 we conducted our own research and indexed more than 3.000 malls across Europe to look into the way malls are using owned media such as websites and apps. The conclusion? It showed us some essential challenges.

Approx. 25% of malls have tried launching apps or digital initiatives, but less than 3% of the malls were able to maintain an app that was updated recently with crucial adjustment to fit new design standards - which appusers and customers demand these days. Most apps doesn't even have updated or present content meaning that the news and offers that customers can interact with expired months or even years ago.

The WAVES case is different. Customers are returning to their app over and over again which increases the impact that the app is creating.

One of the main reasons for the growing numbers in WAVES is the monthly reports the mall management and shops get from the Emplate System, which constantly tells management and staff where they should put their focus and efforts in order to increase the overall footfall.

But don't take our word for it!

Read what the mall manager Pia Murmann Løhndorf have to say about using Emplate:

"In Emplate, WAVES has got a new solution that continuously gives feedback so we can achieve the best result. The people behind Emplate have an extremely professional approach which is very rarely seen. Without a doubt, Emplate has the best of our recommendations"

Pia Murmann Løhndorf, Mall manager WAVES
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Case study #2 - Broen Shopping

60 shops - 3M annual visits

Introduction

BROEN Shopping is a 2 years old Danish shopping mall with 60 stores owned by TK Development who also operate malls in e.g. Poland.

The mall is placed in Esbjerg, the 5th largest city in Denmark with a population of 75.000 citizens, and the mall has 3 million visits annually. Currently the mall is undergoing a new development establishing a new luxury cinema and a handful of new shops and restaurants.

Facts about BROEN SHOPPING

- 60 shops and expanding
- 3M annual visits and growing
- 75.000 people are in their primary target area
- 14.000 facebook followers and 1.700 Instagram followers

Strategic goals

Building loyalty

BROEN Shopping's top priority is to build a strong and loyal relationship with the local customers, making sure they come back every time they are leaving home for shopping. An important KPI in regard to the project with Emplate has from the beginning been to increase general footfall in the mall.

Increasing relevance in communication

BROEN SHOPPING has recognized that it is more important than ever to avoid "information overload" towards the customers. Relevance is therefore a key factor for them in regard to how they communicate with their visitors and their goal is always to communicate campaigns on a individually level based on insights about each customer (red: customer data).

Bringing local stories to the customers

Another way of bringing relevance to the customers is by creating a channel of communication between the local stores in the mall and the customers, where local stories can be shared. This goal has been defined as bringing the local shops closer to the customers who shop there or are likely to do so.

Building strong owned media

Having a strong owned media platform is something all shopping malls should strive for in the same way as much retail-chains are doing it today. Owned media is typical free to use because you own it, it helps you collect the necessary customer insights and it is a direct channel towards the most loyal customers in the mall. The goal in BROEN Shopping has therefore been to establish such media with Emplates solution to increase the Return on Investment on their paid marketing e.g. Google Ads and Facebook Ads.

The sum of the strategic goals is all connected to increased visit frequency and increased revenue.

The results during the first two months of using Emplate

Results as we see in the following infographic is not something every mall will see just by starting their digital transformation, so we highly recommend you to also read the section "Bonus reading" in the end of this case study to gain more insights about the efforts invested and more details about the effects gained.

5.000+ Downloads

3.000 people downloaded in month 1 followed by another 2.000 downloads in month 2,

83% Signed up with a profile

More than 4.200 of the people who downloaded the app signed up for the loyalty program.

480.000+ Campaign views

More than 480.000 times a customer vied a campaign in the app which mean that the average customers have seen 96 different campaigns in just two months

1.192+ Campaigns uploaded

More than 80% of all the shops contributed to the solution by uploading campaigns through Emplate Shop.

Average session time: 3:21 min.

On average among the 5.000 app users they spend 3:21 minutes per app session, meaning that the content is highly relevant to the consumers.

11.300+ Mall visits

During the first two months the 5.000 app users used the app before or during a visit in the mall 11.300 times.

Bonus reading

Preparing for the launch

Getting success with a digital transformation in a shopping mall is much more than developing an app with cool features and algorithms that increases relevance for the consumers. Two main areas need to be considered before launching a new digital strategy to get success:

1. Engaging all stakeholders in the project
2. Setting up the right KPI's to act upon.

Engaging stakeholders in the project

Of course, the consumer is the most important stakeholder in regards to having success with a consumer facing shopping mall app. But the success of the consumer depends on relevant content in the app. The content can come from different sources: The local tenants (and their headquarters), Marketing agencies and the mall marketing team.

In most malls it is too time consuming or too expensive to have either the mall marketing team or their agency creating all content for the app. This means that the local store and in some cases their headquarters must be engaged in the solution to provide valuable content.

A great onboarding of the tenants is crucial to secure a constant flow of relevant content to the app. In BROEN Shopping all tenants were invited to an onboarding meeting where more than 80 % showed up. The tenants got access to Emplate Shop and were presented with the value of driving customers to their own stores in an easy way which got them motivated.

After the meeting an email-flow as well as a notification flow in the tenant tool were setup to remind the stores of the new opportunity, making sure it became a part of their daily work in their stores. The onboarding was very successful and resulted in 1.192 campaigns being within the first two months from 49 of the 60 tenants. This is an average of almost 25 campaigns pr. tenant.

"We had high expectations to the launch of our digital profile in collaboration with Emplate, but it's safe to say that the launch exceeded all our expectations. Emplate delivered as promised and we can only recommend others to use the system. Our internal competitions and direct acces to performance data in the Emplate System has helped us a lot to quickly create positive results with the solution."

Janni Baslund Dam, Mall manager, Broen shopping/TK Development
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Setting up the right KPI's

As a result of many stakeholders it is important to set up KPI's that cover both the consumers as well as the tenants. Furthermore, all KPI's must be related to true business value, meaning that looking at the number of downloads is worth nothing itself. It is important to analyze the acquisition cost (downloads), but more importantly is the actual engagement with the solution and in the end the retention on the solution – both for consumers and tenants. The following KPI's where setup for monthly PDF reports and in their own perfomance management dashboard:

1. Downloads and Monthly Active Users
2. Views and interactions with campaigns
3. Physical visits to each tenant after seeing their campaign
4. Overall physical visits influenced to the mall
5. Tenant adoption of solution and aAmount of campaign uploaded
6. Overall tenant performance dashboard

To accommodate these KPI's the following plan was made by the help of the Emplate team.

1. BROEN Shopping made a marketing campaign to secure downloads based on general guidelines from Emplate and their knowledge bank consisting of learnings from launching in multiple other malls.

2. A notification-based reactivation flow was created to keep customers engaged

3. Competitions among the tenants were initiated based on the tenants being the most effective with their campaigns.

The first 4 weeks all KPI's were followed closely and discussed on weekly basis by Emplate and BROEN Shopping, and changes were made based on learnings.

After the first month Emplate provided monthly reports on the KPI's with an analysis resulting in actionable initiatives to improve selected KPI's. Suggestions can be both communicational changes or changes to the product based on consumer or tenant feedback.

80shops - 3.5M annual visits

Introduction

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 shops
- 3,5M annual visits
- 44.000 people is living in Herning city
- 90.000-100.000 people is in their primary target area
- 35.000 facebook followers and 11.700 Instagram followers
- Approx. 25.000 monthly website visitors

The strategic goals

herningCentret had 4 major corner stones in their plans for the strategy summarized by the following statements:

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

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

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

4. Make sure new solutions can be run more or less by them-selves to save the mall management resources.

The solution for herningCentret

To achieve these goals herningCentret decided to launch Emplate Consumer App, Emplate Mall Web, Emplate Shop App, and Emplate Management System as also descriped in the case study #1 with Waves shopping.

"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

post@herningcentret.dk
+45 2463 2373

Start by engaging the tenants in the mall

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:

1. To satisfy the tenants and implement solutions that fit their needs

2. To engage tenants so the mall management could save time and resources maintaining successfull solutions.

For the mall this meant that they wanted to make sure the tenants should deliver campaign material for the app and website through Emplate Shop App every month.

Connecting to the consumers

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 datadriven download acquisition guides to build a user base through the communication channels that they already had.

Note*: Our data-driven download acquisition guides is an e-book that every new Emplate customer receives to help them use the solution in the best possible way. It consists of multiple pages of guides and templates for different marketing activities to acquire new downloads.*

Emplate Consumer App

18.000+ Downloads

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

+40% App retention

After one year 40,5% of user still actively using the app. This means that our mall apps have 4X higher retention than average retail apps across Europe.

809.605 Campaign views

During the last year in herningCentret the campaigns have generated 809.605 views in the app newsfeed which have genereated 224.510 interactions/clicks - giving a click rate of 28%

3.300+ Campaigns uploaded

During the last year in herningCentret more than 3.300 campaigns have been uploaded and sent out to consumers who have shown interest in the single shop by following them in the mall app.

94.258 Mall visits

During the last year the 18.000 app users used the mall app inside the mall 94.258 times which means the average app user used the app inside the mall 5 times a year.

59.907 Campaign visits

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

This means 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 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:

1. An integration to the frontpage of the website in a campaign slider where 4-10 featured news and offers are shown

2. An integration with a brand new menu tab called "News and Offers" where all news and offers can be found in fitting categories

The result of using Emplate Mall Web

After implementing Emplate Mall Web 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 webside significantly.

See the infographic to the right to under the effects in numbers.

Contact information for the mall manager

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Mall manager at herningCentret
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Emplate Mall Web

6.100+ Weekly website visits

During a normal week in herningCentret 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.

43.200+ Weekly campaign views

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

7 campaigns 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.

Learn more

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PS. Read more than 30 different case studies and articles about shopping malls on our website