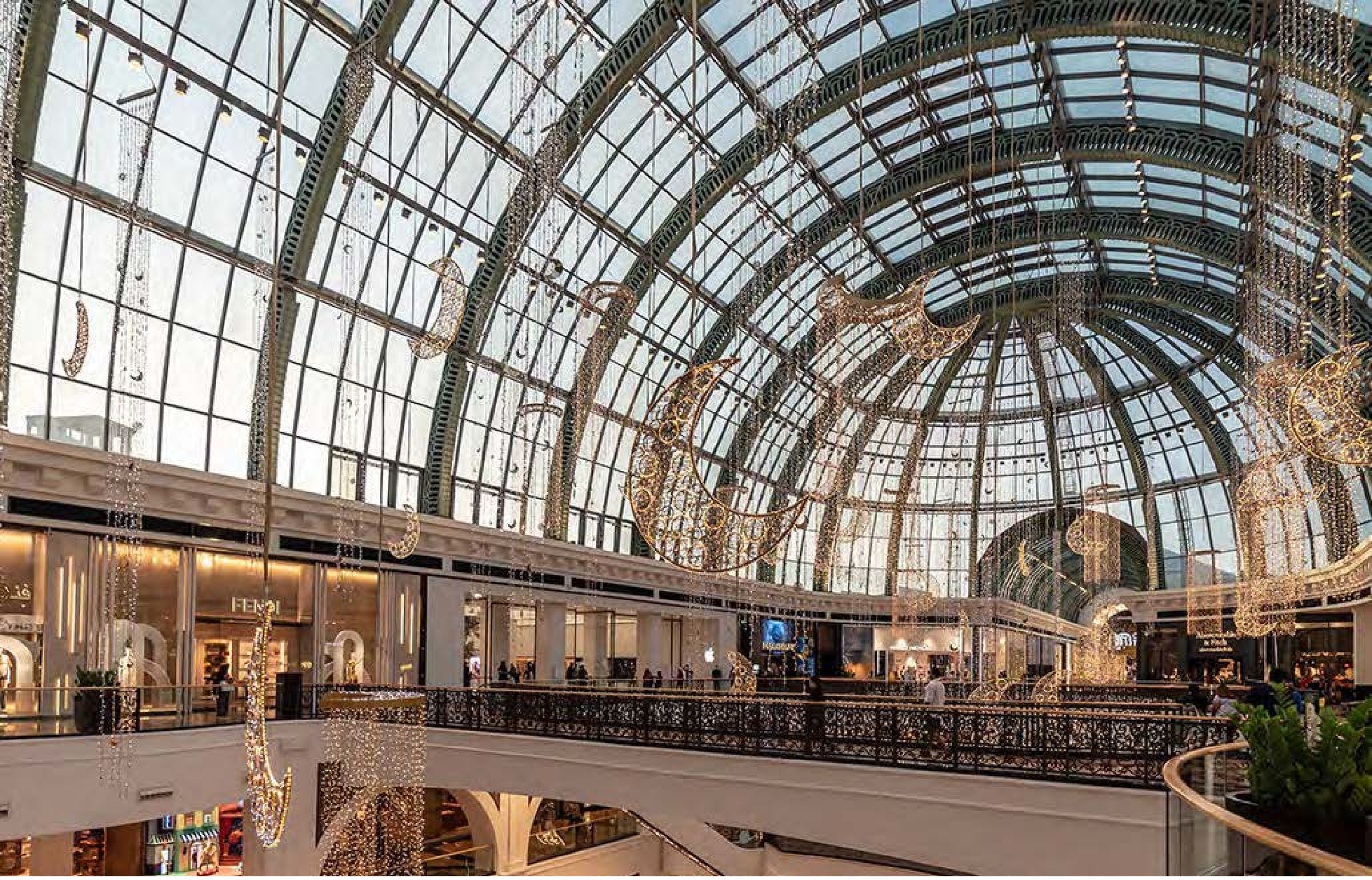


Decreasing Cost per Visit for Mall of the Emirates Traffic with Footprints AI

Case **study overview**

Mall of the Emirates is one of the largest and most prestigious shopping centers in the Middle East, attracting more than 40 million visitors every year. With the aim of increasing the efficiency of their marketing campaigns and reducing the Cost per Visit, the mall decided to partner with Footprints AI for our unique capabilities around indoor customer behavior data and AI-powered solutions. The aim was to predict which people from the digital catchment area of the mall were most likely to visit the mall and to do shopping for specific categories of products, with an hour-level accuracy.

“The Footprints AI unique technology allowed us to understand who our current and potential customers are, what they want and what they need beyond what we could wish for."

Athul Vatolathil,
Head of Data & Analytics, Majid Al Futtaim - Malls

ماجد الفطيم
MAJID AL FUTTAIM

Client

Majid Al Futtaim Malls

No. of malls

27

Solution

Indoor Shopper Analytics

Digital Catchment Area

Predictive Audiences

Footprints
for retail

BURBERRY
ZARA

Project Overview

In the first 3 months, the project involved the use of Footprints AI's indoor customer behavior data and AI technology to analyze the mall's digital ecosystem.

- The aim was to provide insights into the mall's customer behavior, preferences, and purchasing habits, which would then be used to inform targeted marketing campaigns.
- This meant generating predictive analytics for their Digital Catchment Area (who are the people around the mall and what are their purchase interests and intentions)
- While also generating predictive audiences based on these advanced consumer insights that can be used for retail media campaigns.

Channels

Shopping Mall Wi-Fi - Web - Mobile Devices - Mobile Apps – In-store Transactions – Search Media - Social Media

The approach

Footprints operates on the belief that data assets can help shopping malls create new streams of revenue and more sustainable business models.

Footprints AI used a combination of indoor customer behavior data and AI technology to analyze the mall's digital ecosystem. The data included foot traffic patterns, in-store engagement, search patterns, customer demographics, and purchase history, which were then used to predict which people from the digital catchment area of the mall were most likely to visit the mall and to do shopping for specific categories of products, with an hour-level accuracy.

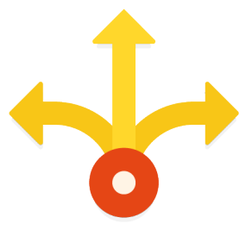
Footprints
for retail

The results

The results of the pilot project were significant and exceeded the expectations of Mall of the Emirates. By using the predictive actionable insights as generated by the Digital Catchment Area analysis and the Predictive Audiences for their marketing strategy, the Cost per Visit for the mall traffic decreased by 38% during the three-month pilot project, and the mall saw a significant increase in the number of customers visiting the mall and making purchases.

The results of the pilot project have significant implications for the mall industry and demonstrate the potential of AI-powered solutions to inform targeted marketing campaigns and increase efficiency.

Understand your shoppers' behavior.



Predict what your shoppers want & expect.

Influence shoppers across retail media channels.

Industry impact

By using indoor customer behavior data and AI technology, malls can gain a deeper understanding of their customers and use this information to improve their marketing campaigns, resulting in increased foot traffic and sales.

COST EFFICIENCY

38% decrease in cost per visit

ALL IN ONE PLATFORM

Single customer view, with predictive insights

IN-DEPTH PROFILING

15 million shoppers profiled

Footprints
for retail

Let’s get your retail to capitalize on the rise of the AI.

Footprints AI, 3 months to data-driven profits: Launch your retail media platform now.

Footprints
for retail

Enable your retail properties to boost their performance and create a unique, recurring revenue stream by monetizing their data assets.

www.footprintsforretail.com