

Welcome to the webinar!

We are 25 different nationalities represented here today. It's amazing.

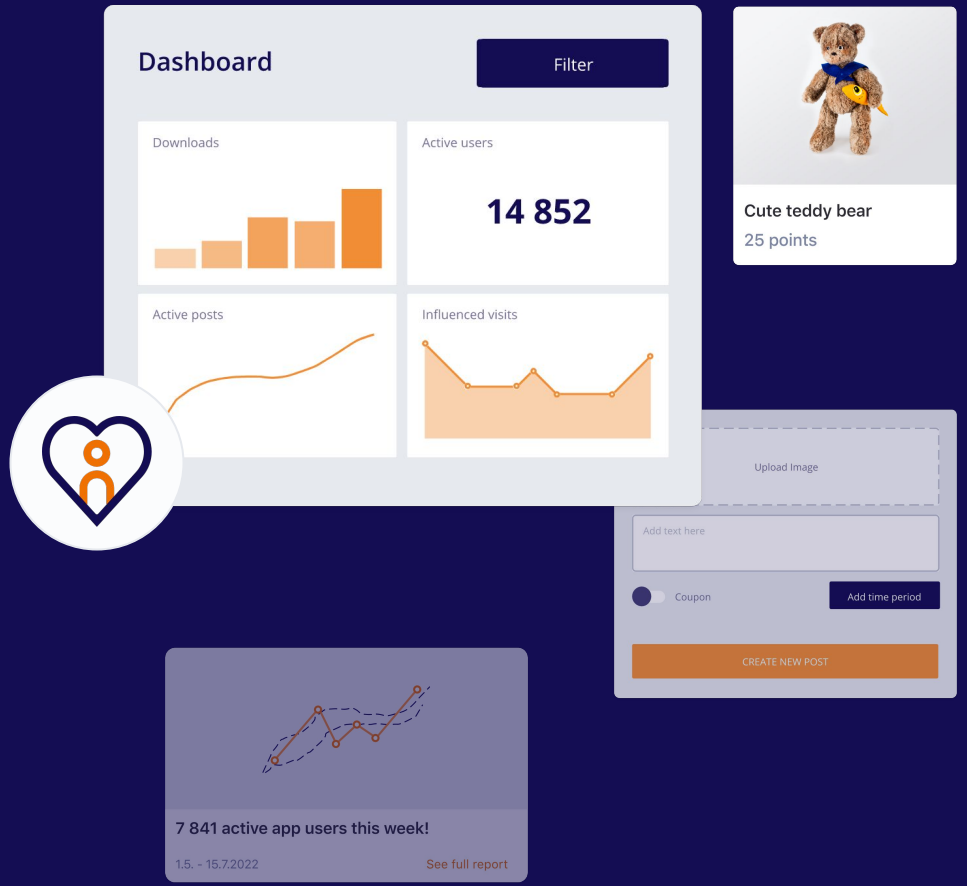
Try and write "hello" in the chat in your native language.

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Webinar

15/17/2022

Customer data and loyalty



Presented by:

Simon Staack

Co-founder and Managing director

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Customer Loyalty

01

Your customers opt-in when it comes to advertisement

We pay €10 for NETFLIX to watch ad-free series

We pay €10 for Spotify to listen to ad-free music and radio

We don’t hate advertisement
We just hate bad experiences

Two types of loyalty you need to know

Transactional loyalty

No emotional connection and often based on price/discount - Where to find the cheapest product?

Short-term as customer will change shopping place if small factors are changing

When they change behavior it's hard to chase them, as you will be competing on parametres where you need to "buy them back"

Can be a gateway to earn an emotional connection with your customer, if you understand, know and have the tools to create emotional loyalty.

Emotional loyalty

Help, inspire and motivates your customers to connect with you

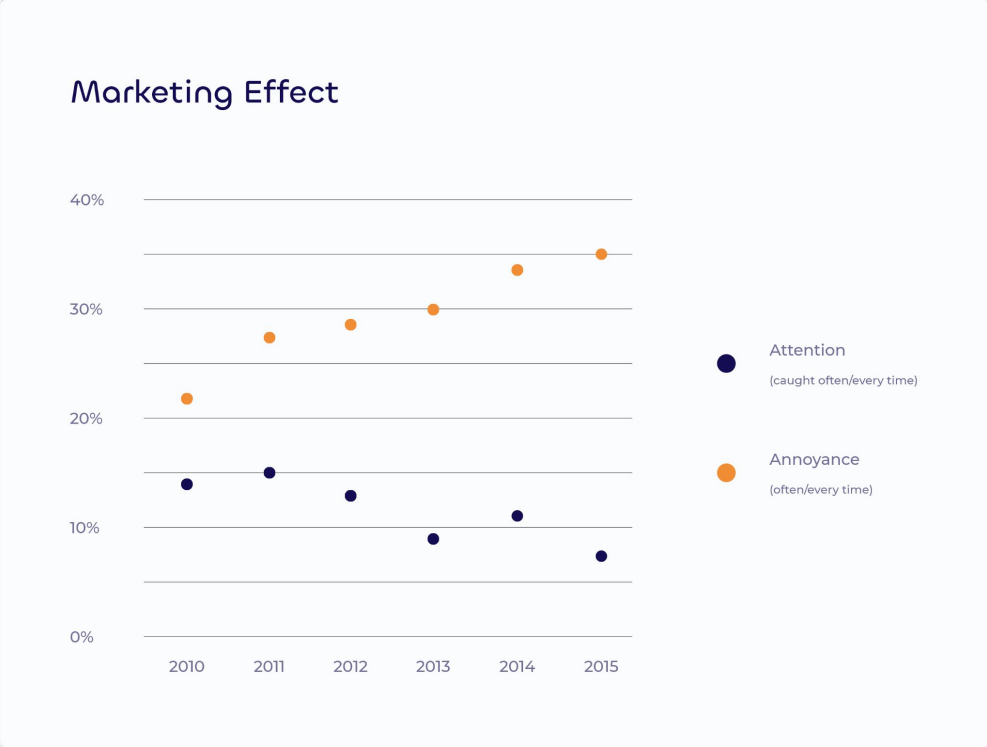
Personal connections based on relevance and convenience

Not build on offers and rewards alone, but more trust and service

Making customer chose your shopping center first no matter other factors because they feel valued by you

Very long-term and hard for your competitors to compete with, meaning easier for you to beat them again and again

Why should shopping centres care about loyalty?



Read more: 3 essential insights to shopping center marketing

How does the development of marketing effects influence your marketing effort?

Magazine cost all inclusive: €120.000

Impact of printed magazines

Focus areas	Count of people	%	Costs
Household in primary area	166.176	100%	-
Net distribution	91.847	55.3%	€1.35
People who remember receiving	31.237	34%	€4.10
People who remember reading	21.241	68%	€6.00
People visiting with the intention to buy	1.912	9%	€66.70

Read more: Some of the biggest challenges for shopping centres

How is that compared to a Loyalty App?

Compared to the same shopping center who implemented an app based loyalty program less than one year after the magazine was launched.



Customer Data

02

Static data is good - Recurring data is perfect

What data is relevant for you as a shopping center and what
can it be used for when creating a better customer experience?

Data type	Data points
Customer ID	• Email • Phone number • Facebook ID
Demographics	• Name • Gender • Age or age group • Zip code • License plate • Kids (yes/no, age groups)
Shop preferences	• Preferred individual shops • Preferred shop categories
Physical visits	• Latest visit • Visit frequency • Areas, shops and events visited
Purchase data	• Number of purchase (coming soon) • Size of purchase (coming soon) • Coupons and benefits redeemed
Trending advertisement	• What triggers physical visits
Loyalty status	• Point status • Total visits during x time • Total purchase amount during x time

Shopping center insights

03

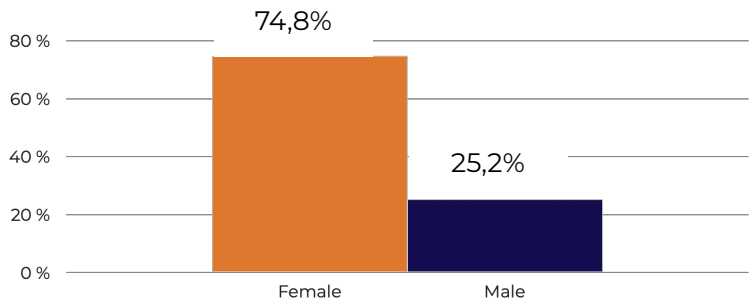
Data we are talking about is coming from

- 50 different shopping centres
- 10 different countries
- 5000 retailers and shops

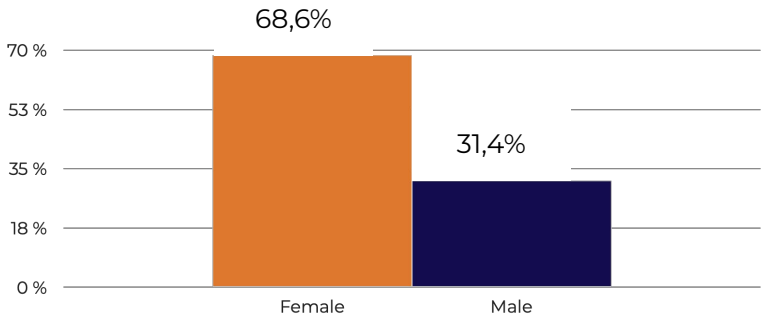


Share of female and male using loyalty programs

Per's research data from 2015

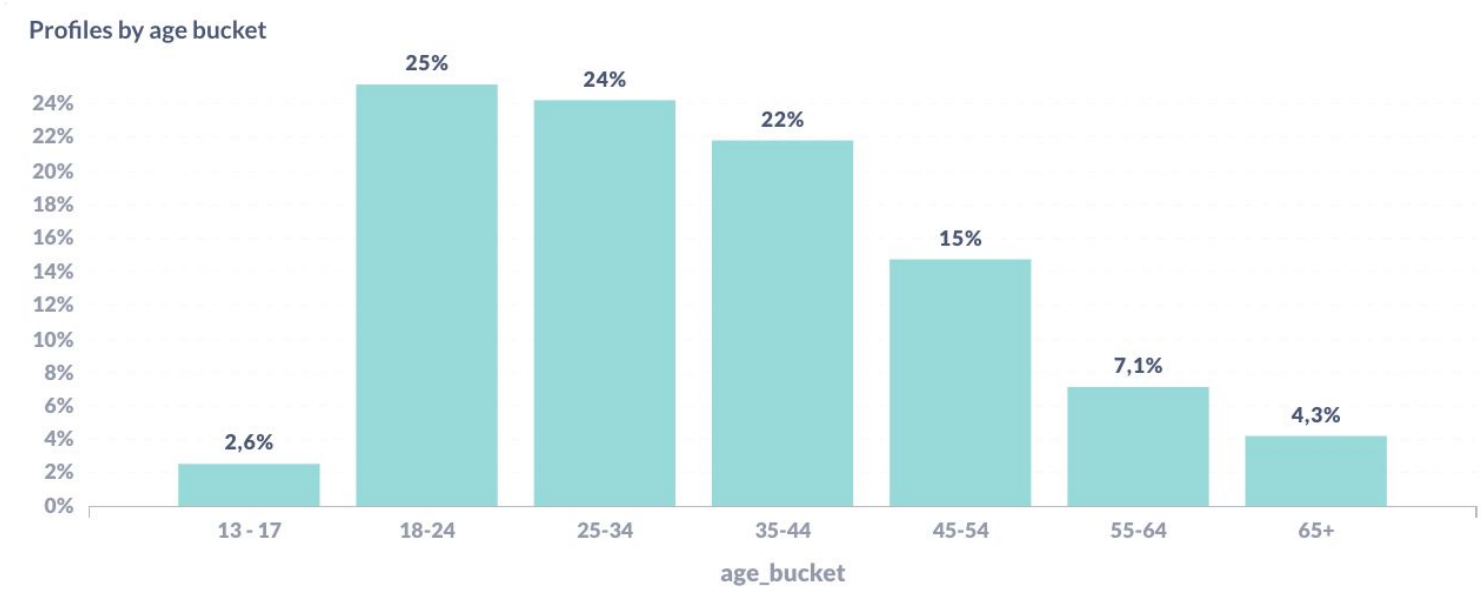


Emplate data from 2022



Maybe we are becoming more equal shoppers over time?

Share of loyalty members in different age groups today



Development in share of loyalty members in different age groups



But why are people visiting your shopping center?

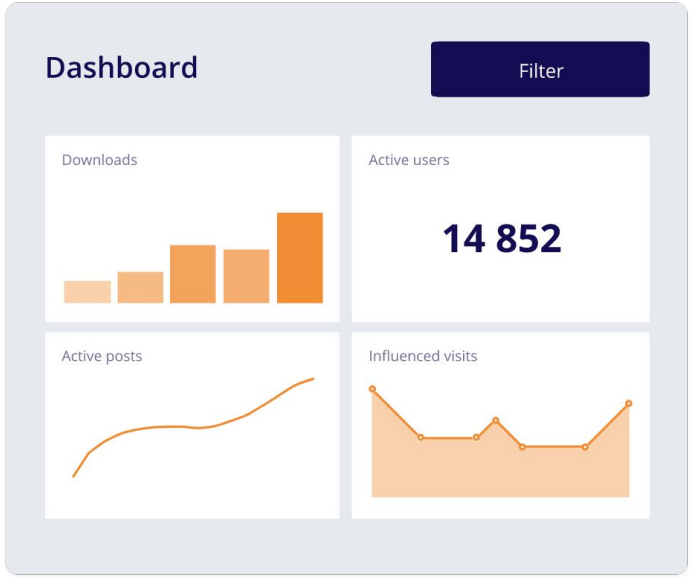
Based on our data we see that between

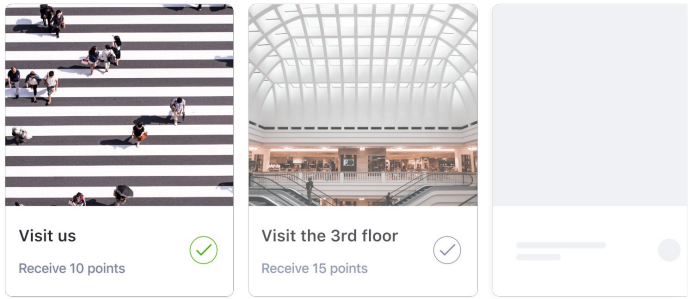
18-30%

Of your shops are relevant for the individual customers.

The questions you need to answer:

What is relevant for who?





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Thanks for attention.

- Video recording and slides will be shared via email
- Contact information will be shared via email
- We are available for question here now and via email afterwards

Q&A session