Emplate webinar

Welcome

Shopping center app launch:

Strategies to succeed

emplate

The speakers



Mette de Linde

Business Development Executive, Emplate



Tomáš Knop

Shopping Center Manager of Galerie Vaňkovka, ECE



Tomáš Stránský

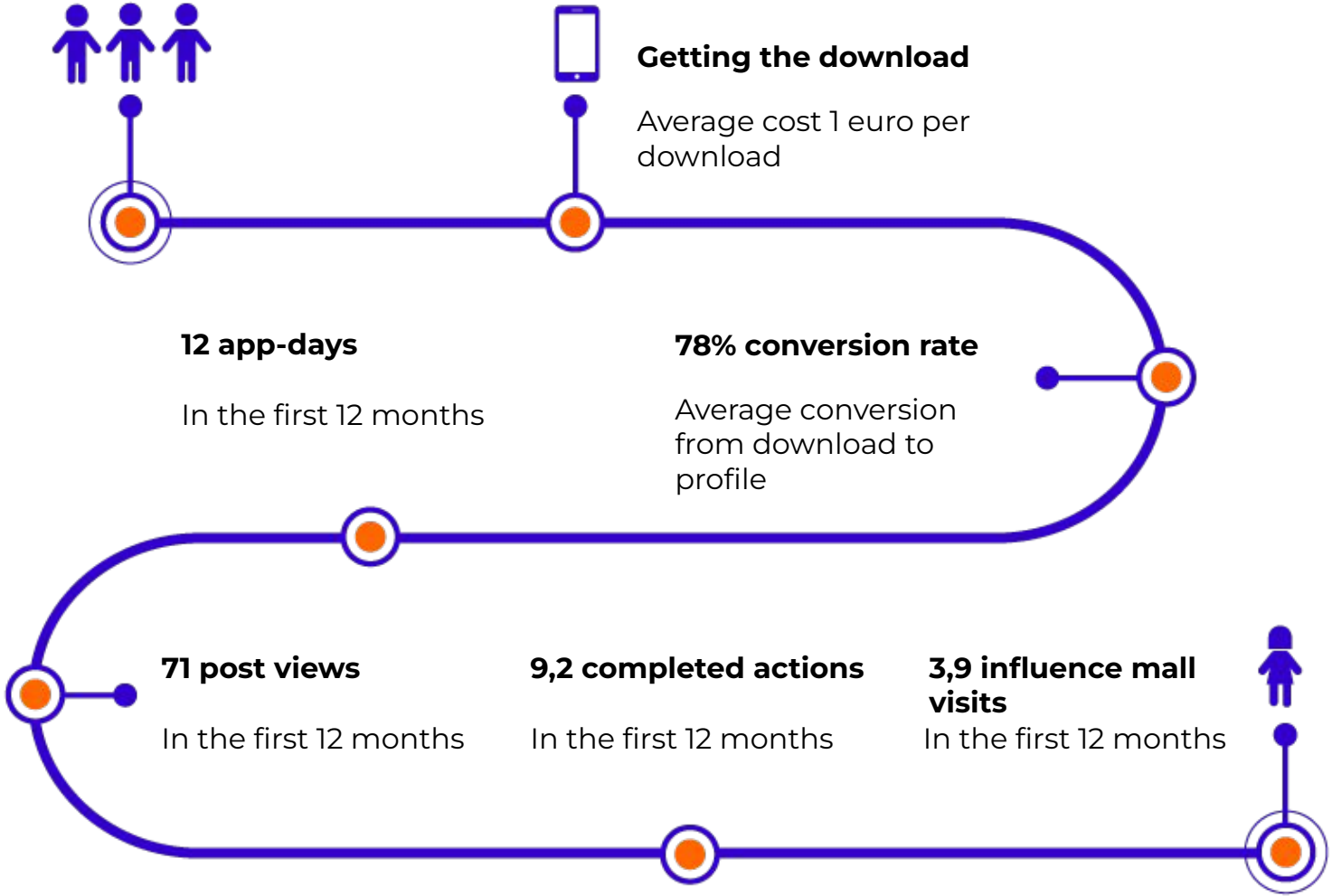
Marketing Manager, Galeria Vankovka, ECE



The agenda for today

- The impact of shopping center apps
- How the successfully launch an app
- Vankovka’s launch - strategies and achievements
- Q&A

The impact of shopping center apps


Getting the download
Average cost 1 euro per download
12 app-days
In the first 12 months
78% conversion rate
Average conversion from download to profile
71 post views
In the first 12 months
9,2 completed actions
In the first 12 months
3,9 influence mall visits
In the first 12 months

Brand performance survey - App users results

4,2x

More likely to have your shopping place on top of mind

2,6x

More likely to be the first place customers visits when they shop

3,1x

More likely to spend most of their money at your shopping place

The benefits...



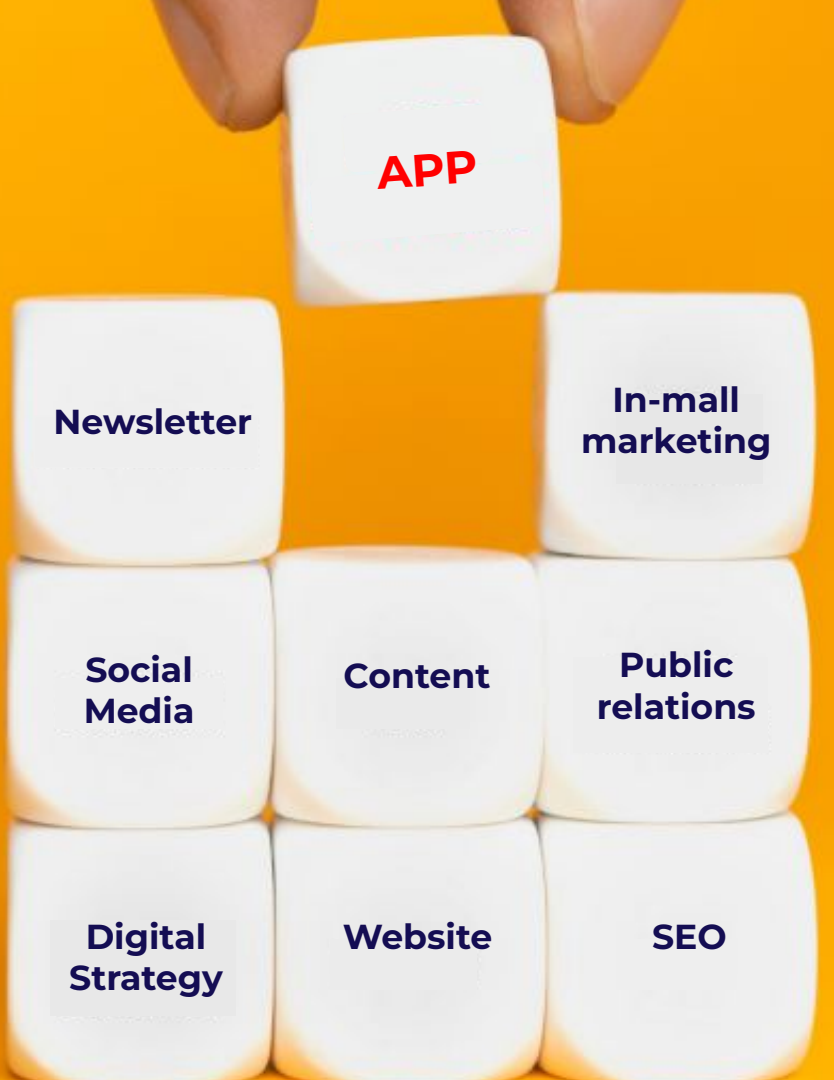
Demographic and behavioral data

Leverage existing channels

Know users preferences

Expand customer journey

How to create a successful Launch


APP
Newsletter
In-mall marketing
Social Media
Content
Public relations
Digital Strategy
Website
SEO


EXPECTATIONS

Acquisition



Performing channels

Performing channels	Channels not performing
✔ Google app ads (Android)	❌ Out of home (bill boards etc.)
✔ Facebook app ads (iOS)	❌ TV
✔ In-mall marketing	❌ Radio outside the mall
✔ Radio inside the mall	❌ Newspaper/Magazine
✔ Events in the mall	❌ Any advertising on paper

Results of campaigns on Google: The best performing centers get downloads for a cost of 80-90 cents per installation.
Average cost per downloads is around 1 euro.
(including malls with more than € 2500 of monthly budget)

The message must be concrete and tangible

The **reason why** to download and create a profile should be crystal clear for the customer.

❌ The message doesn't work when it's generic:

"Download the app - collect points and redeem rewards"

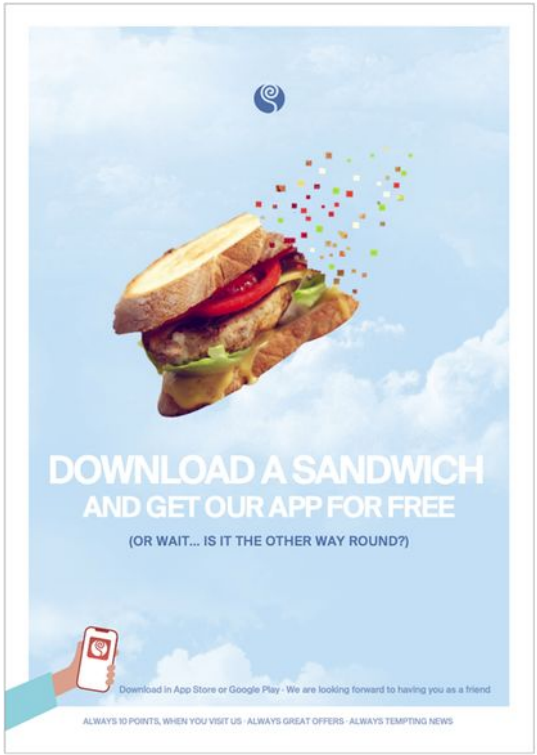
"Download the app - get the latest news and offers"

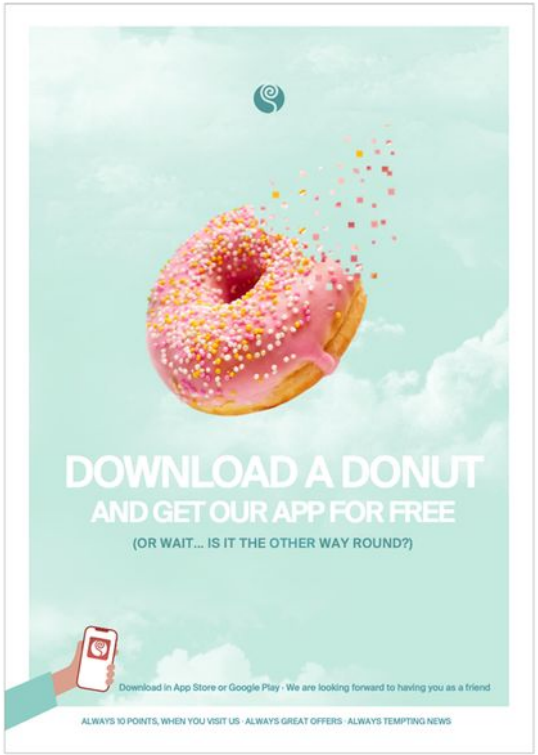
"Download the app - be rewarded for your visit"

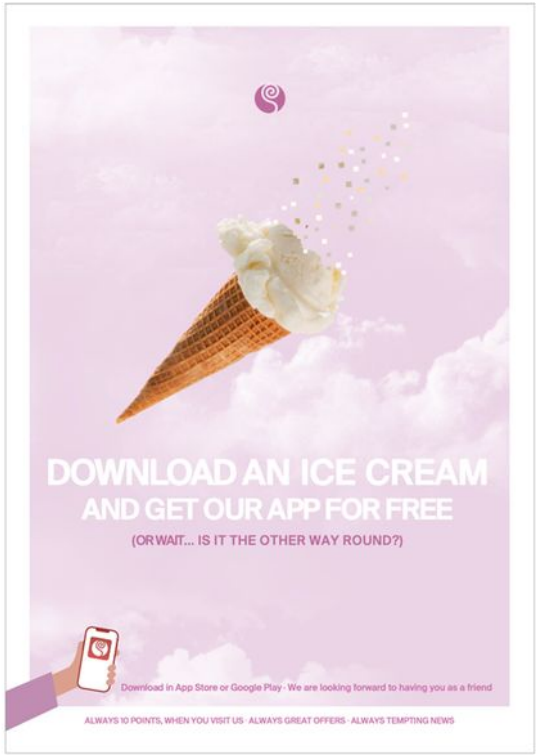
"Download the app - join our amazing loyalty program"

✅ The message works when there is a concrete call-to-action

Instant Gratification

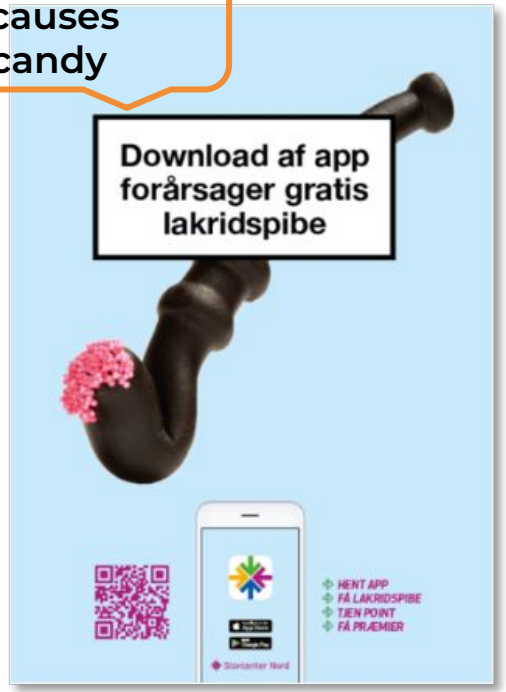






Instant Gratification

Download of app causes free candy







Interactive integrations

Redeem a free water from the vending machine, or try your luck with the gift crane – activated by the app.











Exclusive rewards and events



Patriot Place

Enter to Win a Jayson Tatum Jersey

Expires on June 19, 2022

The Celtics are back in the NBA Finals! To celebrate, we're giving away a Jayson Tatum jersey provided by Olympia Sports.

Watch The Finals at Patriot Place and look for Bonus Point opportunities at some of your favorite viewing spots!

CLICK HERE TO ENTER



CBS Sporting Club

Celtics Playoff Viewing

Expires on May 16, 2022

Check in at CBS Sporting Club while watching any Celtics playoff game and receive **50 bonus points.**

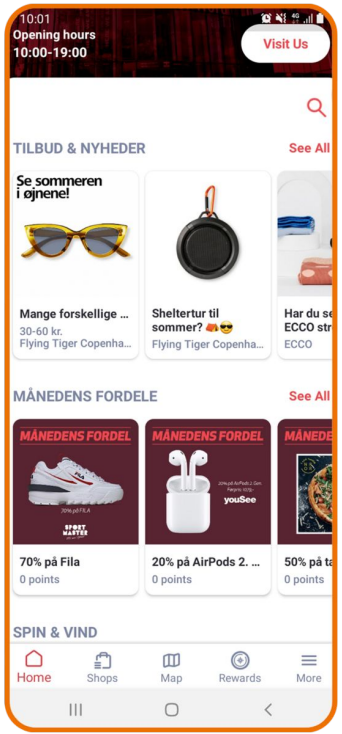
After a Round 1 sweep of the Brooklyn Nets, check-in and watch Game 1 of Round 2 vs. the Milwaukee Bucks on Sunday, May 1 at 1:00 PM 🏀

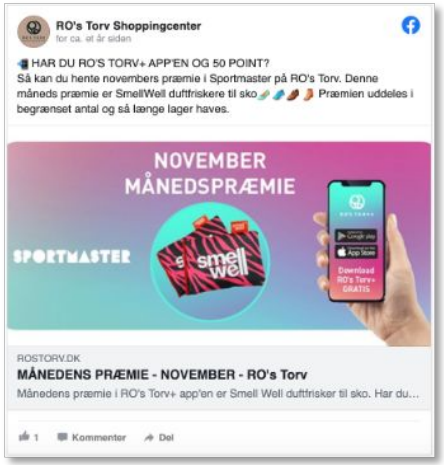


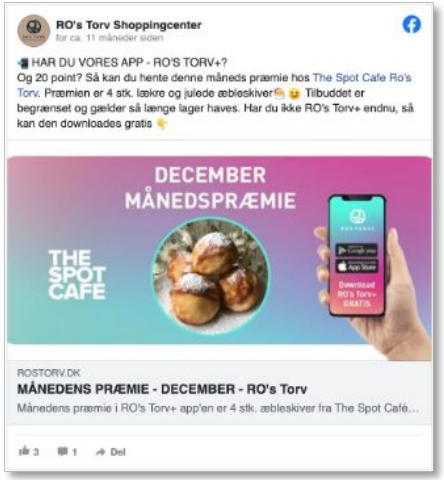


New rewards every month

A concept which is easily communicated to both existing and new profiles is crucial for the ongoing engagement

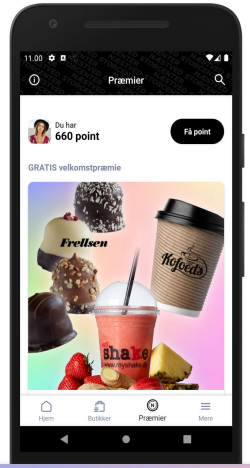


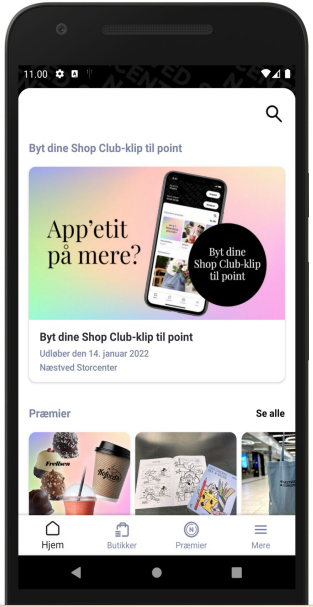




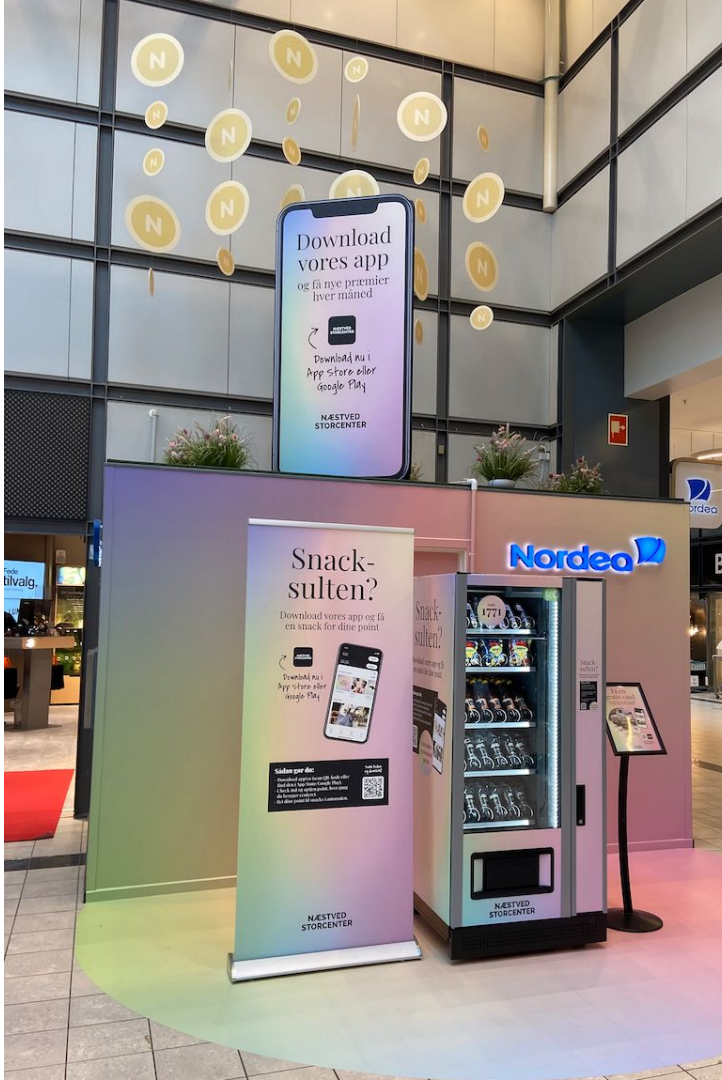
Make a visual impact

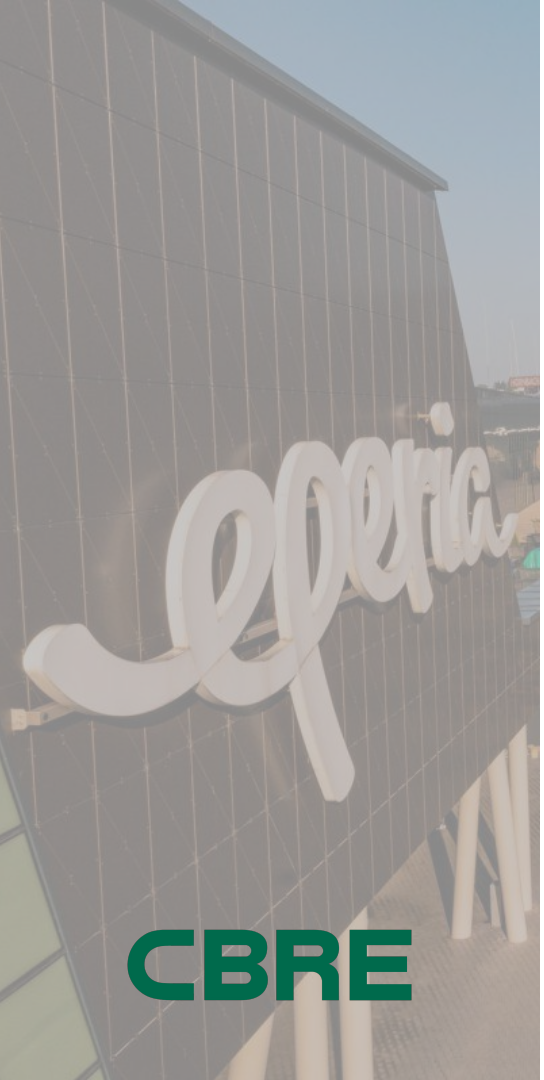
NÆSTVED STORCENTER







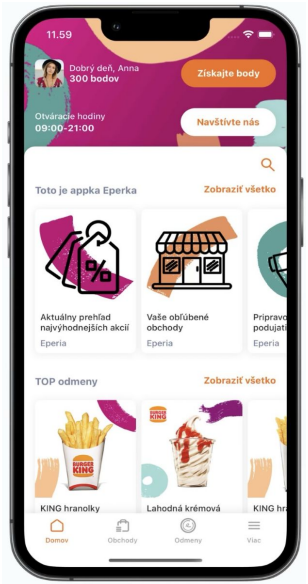


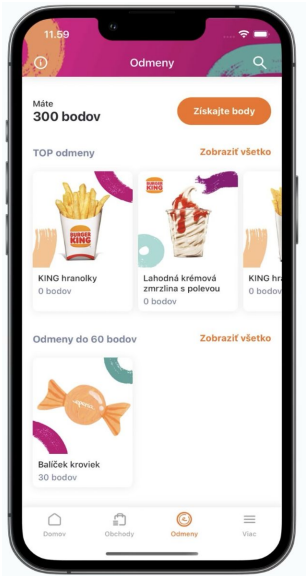

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Opening hours
09:00-21:00
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Hraj o super ceny
VYTOČ SI VÝHRU
V KOLESE ŠŤASTIA!
Games
Koleso šťastia
Zatoč s kolesom šťastia a hraj o super ceny -...
TOP odmeny
See All

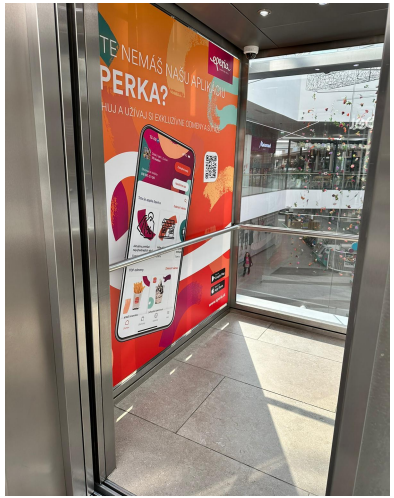

11.59
Dobrý deň, Anna
300 bodov
Získajte body
Otváracie hodiny
09:00-21:00
Navštívte nás
Toto je appka Eperka
Zobraziť všetko
Aktuálny prehľad najvýhodnejších akcií
Eperia
Vaše obľúbené obchody
Eperia
TOP odmeny
Zobraziť všetko
KING hranolky
Domov
Obchody
Odmeny
Viac


11.59
Odmeny
Máte
300 bodov
Získajte body
TOP odmeny
Zobraziť všetko
KING hranolky
0 bodov
Lahodná krémová zmrzlina s polevou
0 bodov
Odmeny do 60 bodov
Zobraziť všetko
Baličék kroviek
30 bodov
Domov
Obchody
Odmeny
Viac


ŠTE NEMÁŠ NAŠU APLIKÁCIU EPERKA?


MÁLISON
fresh bistro

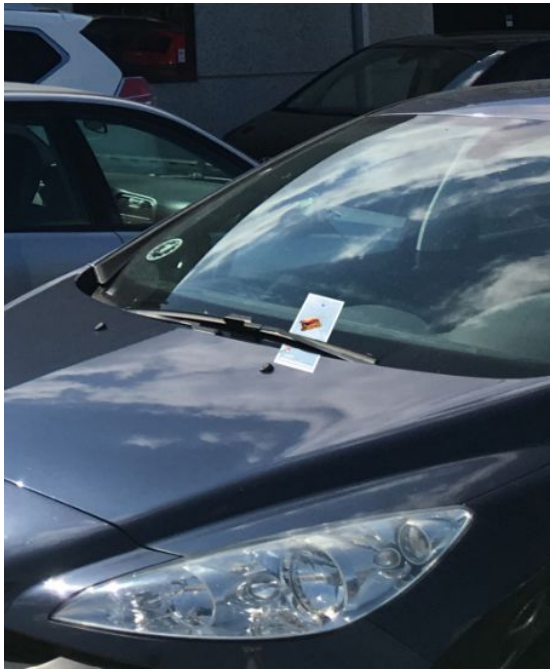

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ŠTE NEMÁŠ NAŠU APLIKÁCIU
EPERKA?


TE NEMÁŠ NAŠU APLIKÁCIU
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EPERKA?


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20 kr.


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do Dioru a späť
Teplovzdušným balónom, motorovým člnom aj
primestskou linkou. Je nám úplne jedno, ako si
prídeš po tú peňaženku, bez ktorej nemôžeš ísť.
Toto sú nivy


Nakupovať
lokálne potraviny
a odísť s košíkom
avokáda
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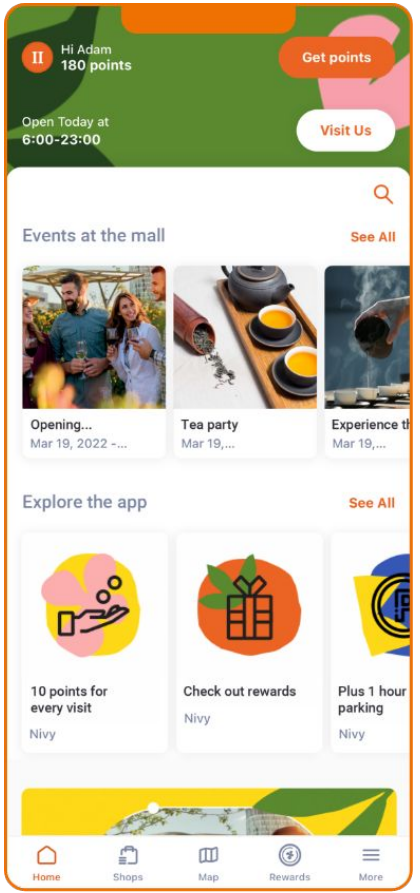

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Web & App

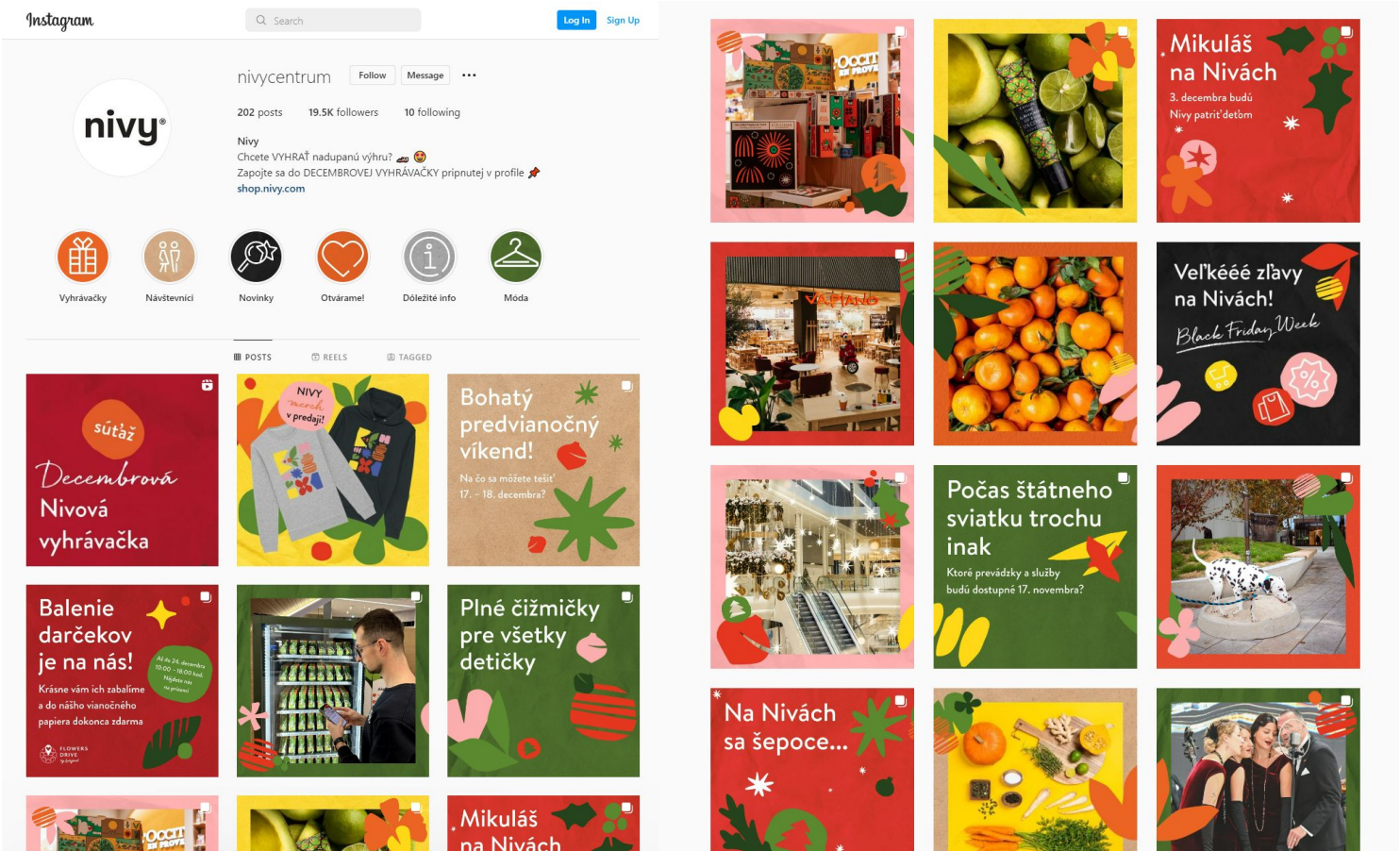

nivy
Vitajte
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Detský kútik
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Koncerty
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Šport


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Get points
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Mar 19, 2022 -...
Tea party
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Shops
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Rewards
More

Social Media





Tomáš Knop

Shopping Center Manager of Galerie Vaňkovka, ECE



Tomáš Stránský

Marketing Manager, Galeria Vankovka, ECE