PATRIOT PLACE

Advantage App: Guest Experience

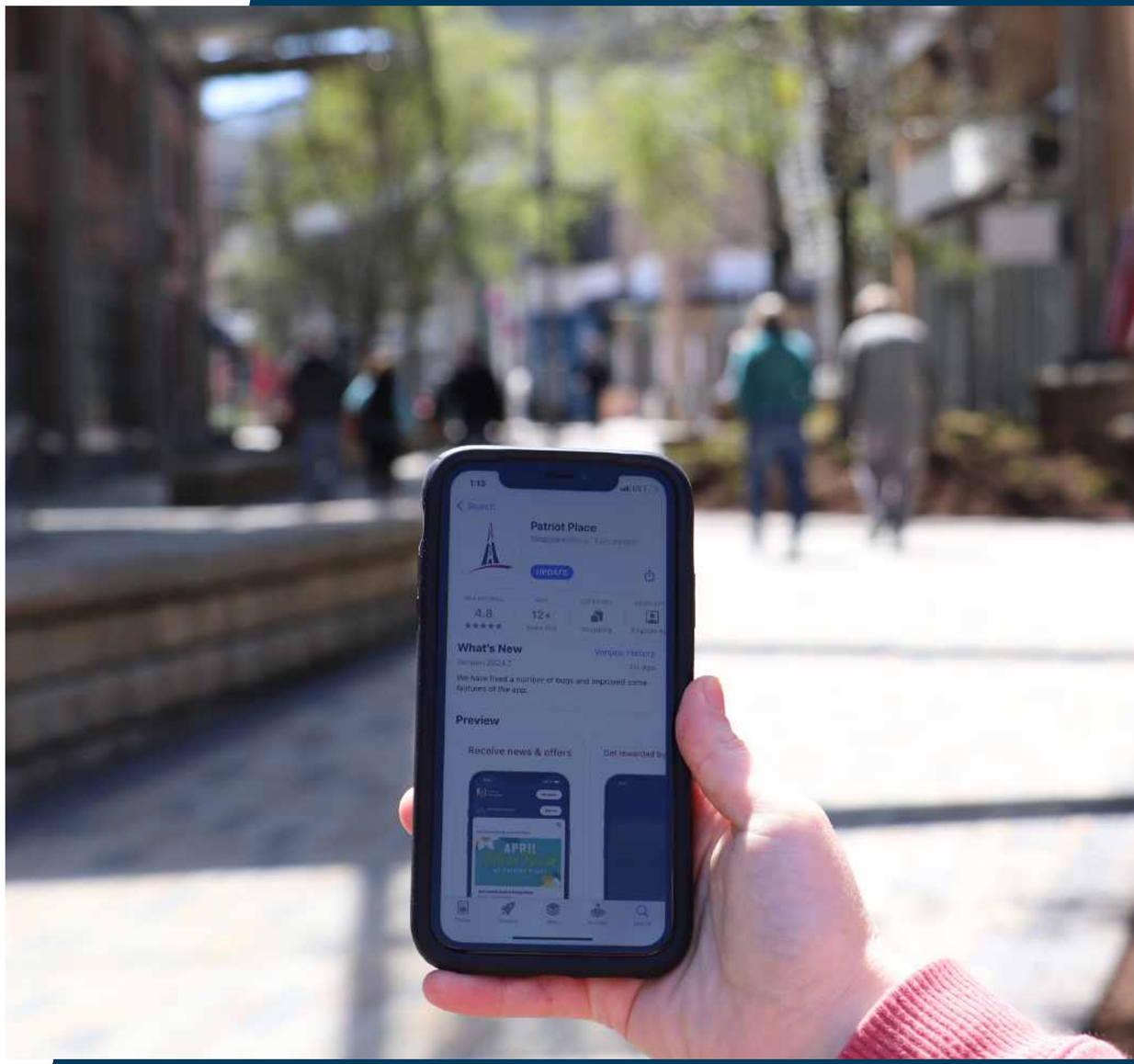


TABLE OF CONTENTS

1. Our Property
2. Our Guests
3. Why Emplate?
4. Monthly Rewards Strategy
5. Unique Concepts



OUR PROPERTY

Adjacent to Gillette Stadium, Patriot Place features more than 1.3 million square feet of shopping, dining, and entertainment. You will find major fashion retailers, live and interactive entertainment, eateries, a four-star hotel, state of the art theatre, world class health care and much more.

BY THE NUMBERS

22 SHOPS
25 RESTAURANTS
11 EXPERIENCES
2 HOTELS
HEALTH CARE CENTER



OUR GUESTS

It is important for Patriot Place to have customized tools to create customized guest experience for all different parties.

EVERY DAY VISITOR

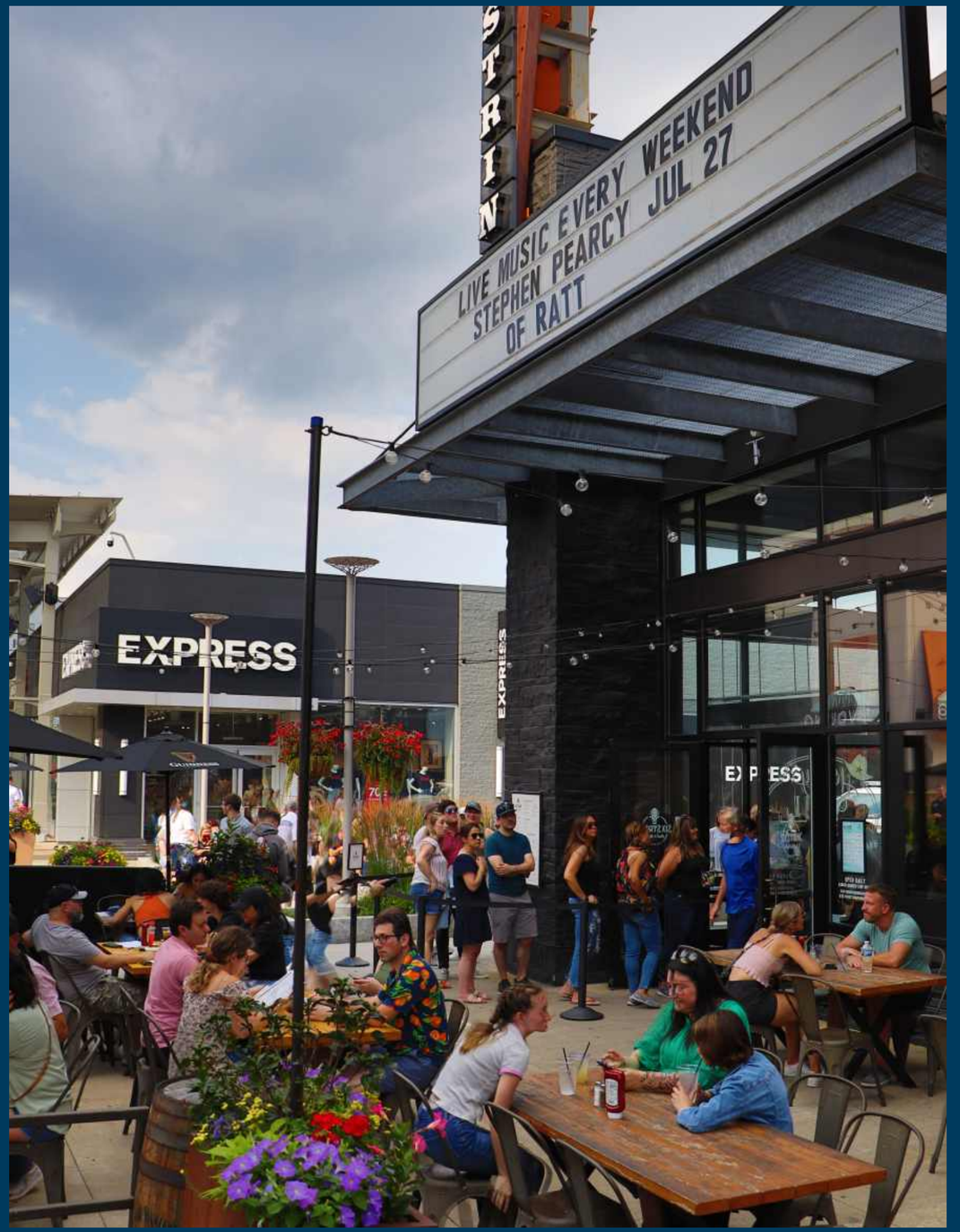
- Utilizes shopping, dining, entertainment venues on a weekly to semi monthly frequency

EMPLOYEE

- Stadium
  - Full Time
  - Part Time
- Health Care
- Office Tenants

STADIUM VISITOR

- New England Revolution (MLS)
- New England Patriots (NFL)
- Concerts
- Exhibits & Conventions



WHY EMPLATE?



2020

- Changed Everything!

JULY 2021

- Final U.S. Phase Restrictions start to lift
- Experiencing the things we missed became extremely important

JULY 2022

- Customer Retention and Customer Acquisition

JULY 2023

- Customer Engagement

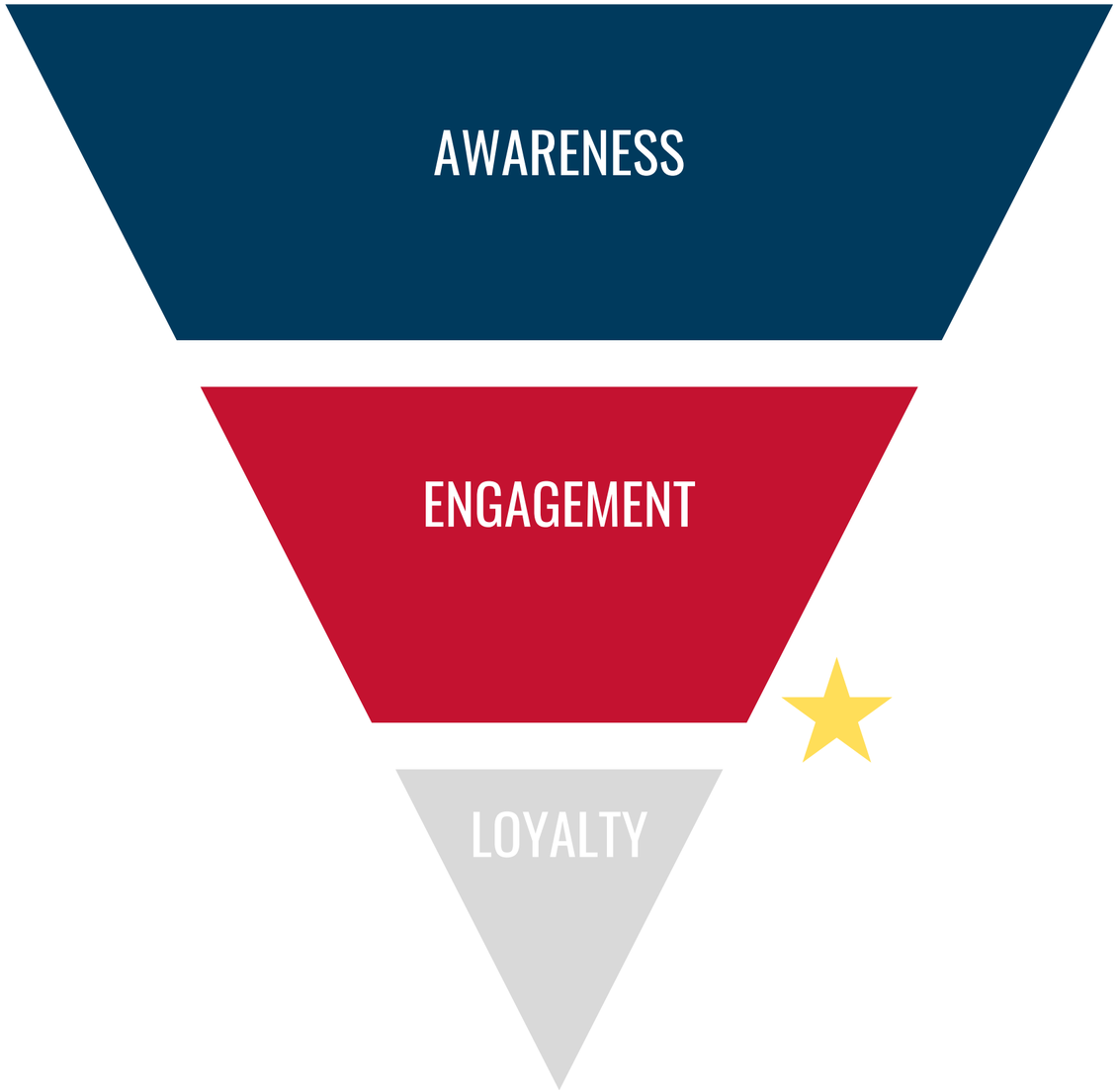
2024

- Visitor Frequency

MONTHLY REWARDS RELAUNCH

RELAUNCH: MAY 2024

Focus: Improving customer experience by shifting loyalty strategy



UPPER FUNNEL: AWARENESS

- Enter To Win
- Always On Rewards

MID FUNNEL: ENGAGEMENT

- Tenant Offers
- Flash Offers

LOWER FUNNEL: LOYALTY

- Experiences
- Bounce Back Offers
- Bonus Points*

TACTICS

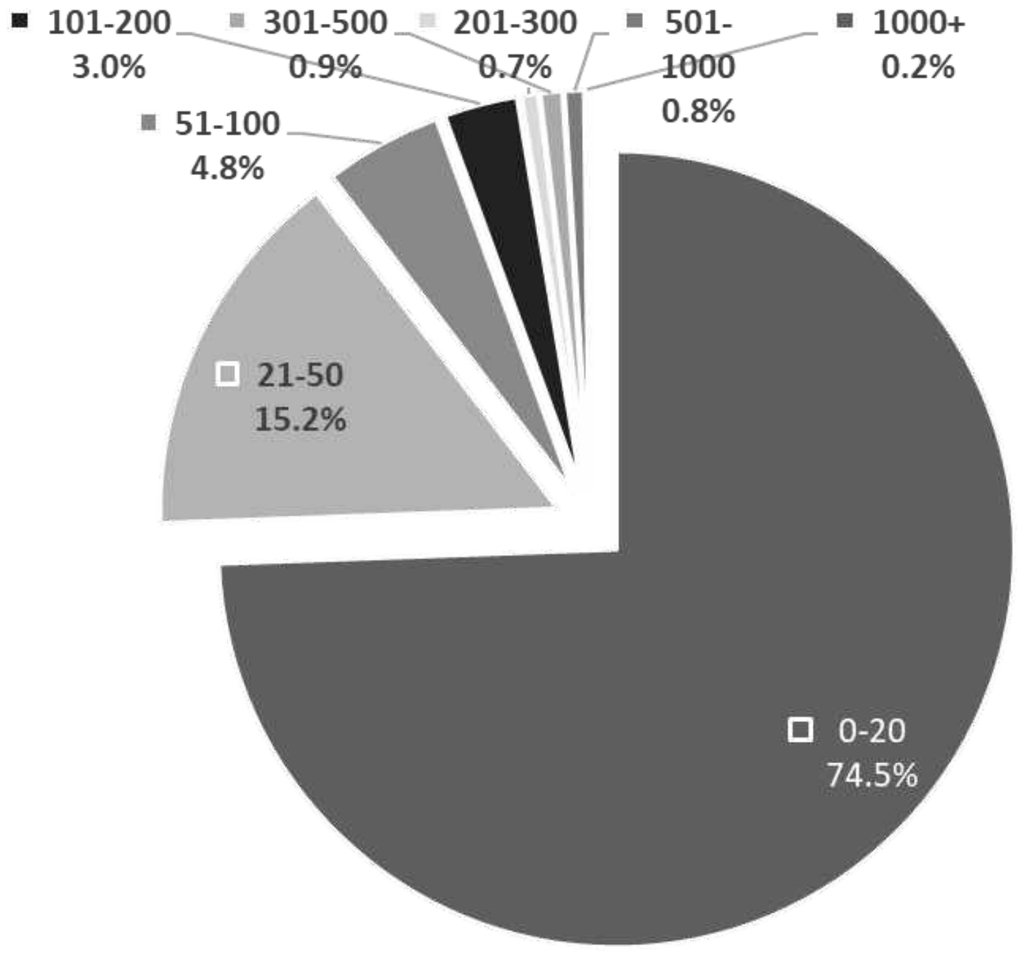
	TENANT OFFERS	FLASH OFFER	EXPERIENCE	BOUNCE BACK OFFERS	ENTER TO WIN	ALWAYS ON
DESCRIPTION	Products, Services & Discounts offered by Tenants	Offers that are connected to holidays & cultural moments	High value experience that change monthly	Offers sent to attendees of Patriot Place Events (ex. SPD, Easter)	High value item that changes monthly	An item or service that PP can always offer (ex: Valet)
QUANTITY/TIMING	Released at the beginning of each month. Mix of items & offers [minimum 2 'A' priority]	Depending on the month	1-2x a month	After large scale events	1	1-2
PORTION OF FUNNEL/GOAL SUPPORTED	Engagement	Engagement/Awarenes ss	Loyalty	Loyalty	Awareness	Awareness
PORTION OF FUNNEL	Mid	Mid	Bottom	Bottom	Upper	Upper

Have seen 35% lift in sales for retail companies

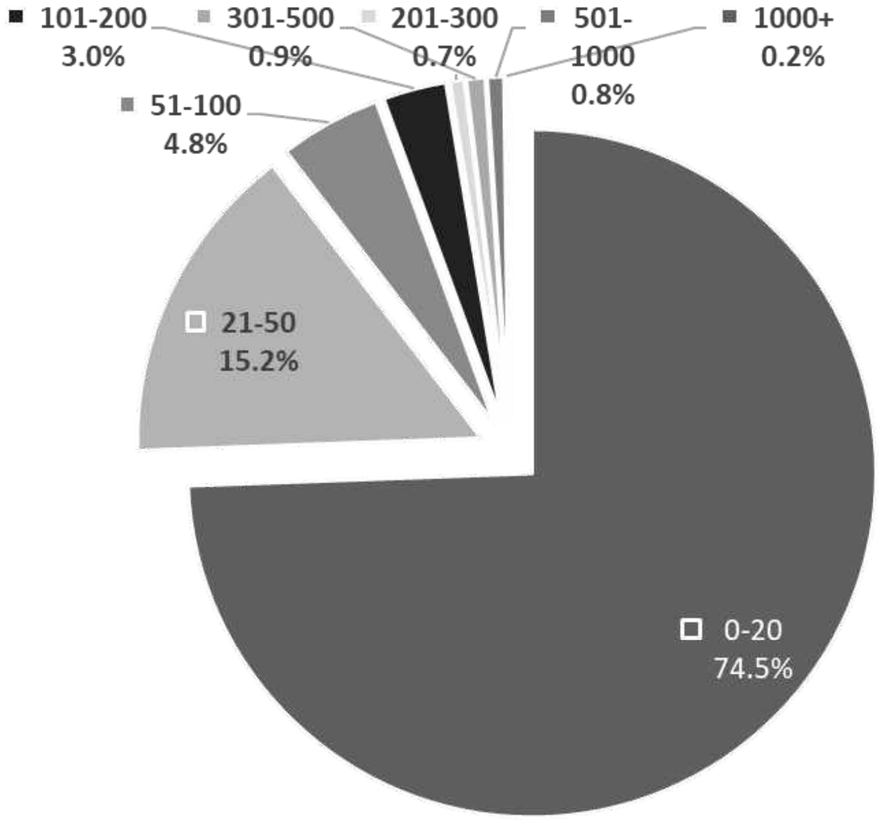
74 percent of Americans prioritize experiences over products

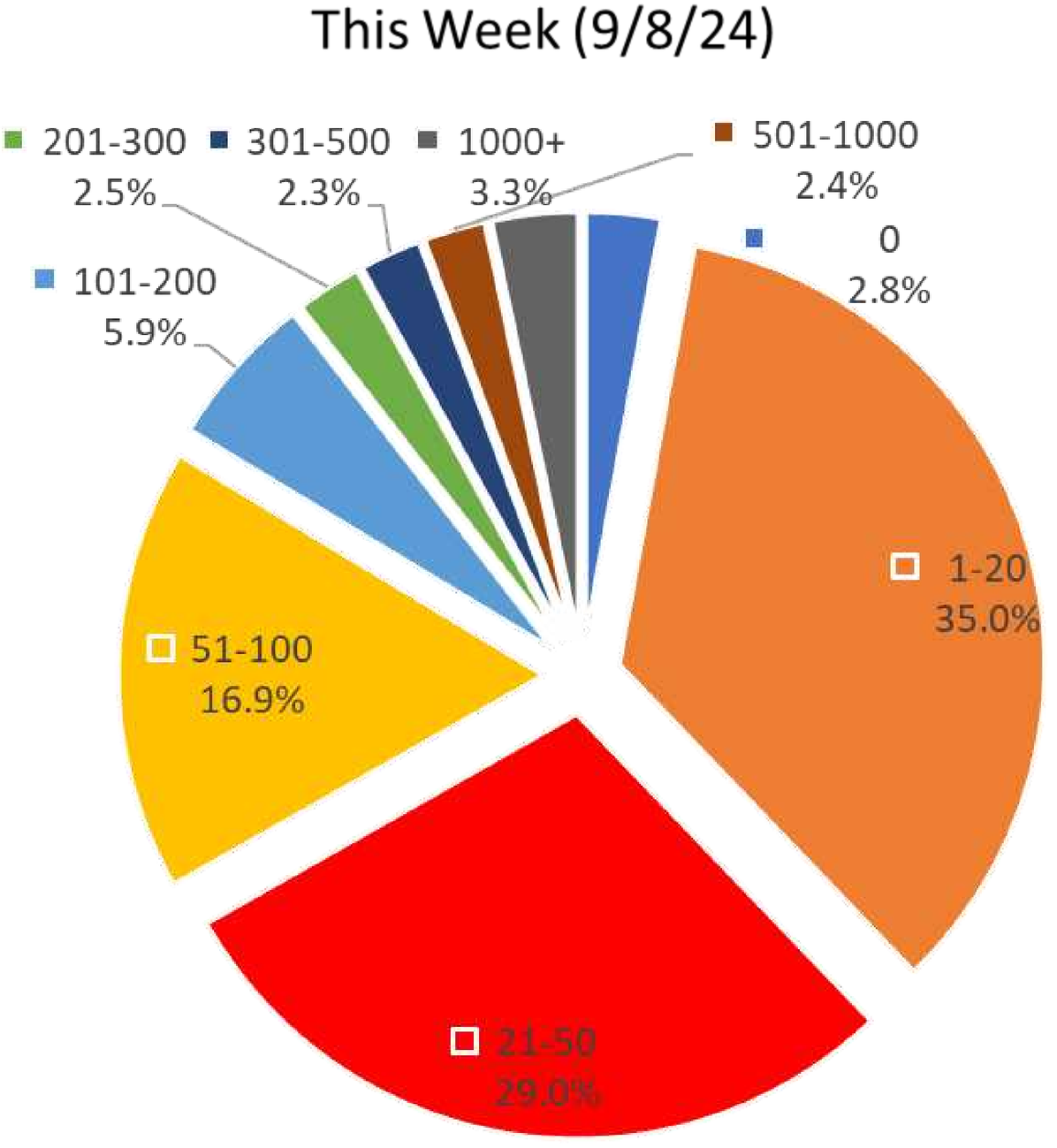
THE ADVANTAGE APP

Start Week (3/17/22)



THE ADVANTAGE APP





UNIQUE CONCEPTS



ENTER TO WIN

EXCLUSIVELY

ON THE ADVANTAGE APP

Entries: 334

Patriot Place is at **Cranberry Bog At Patriot Place.**
Published by Sean Briggs
· October 14, 2023 · Foxborough ·

Congrats to the lucky family that won the chance to go into the Ocean Spray Cranberry Bog at our Fall Harvest today!

If you missed it, we gave away the chance to win a bog tour on our Advantage App 📲 but don't worry, we'll be doing it again next year!!

#oceanspray #cranberrybog #cranberryjuice #fallharvest #fall





HOLIDAY BONUS BUCKS $500 CASH GIVEAWAY

PARTNERSHIP

WITHIN THE ADVANTAGE APP

2023: *244 (onsite QR code 4:00pm - 6:15pm)*

2022: *500 cap, pre registered and limited*

13TH ANNUAL IRISH FESTIVAL

GUEST APPRECIATION





13th Annual Irish Festival

Expires on March 16, 2024

Patriot Place

Celebrate the 13th annual Irish Festival **See All**



Irish Festival Live Entertainment Sche...

Patriot Place



Irish Festival Bonus Points, Rewards &...

Patriot Place



Irish Vendor

Patriot Place

IRISH FESTIVAL

B O U N C E B A C K O F F E R

OFFER DETAILS

- 280 Advantage App Members checked in to our Irish Festival Event
- Offer: Free Cookie at Crumbl Cookie Patriot Place
- Redemption: Monday-Wednesday of the next week

TIMING

Push Notification to the Advantage App Member with a reminder

- “Thanks for joining us for Irish Festival ☘️ We've got a little treat for you... 🍪”

REDEMPTION: 30 cookies



COCKTAIL COMPETITION BOUNCEBACK

PARTICIPANTS [Must register through the Patriot Place Advantage App]

- 2023: 629
- 2024: 750

BOUNCE BACK OFFER:

- Reward from winning restaurant
  - 15% off Food Purchase





