

# Sales & Event Listing

Keeping track of price points across channels is an impossible challenge. An inability to commit to price points keeps many retailers shy of cross-channel marketing. Mallfinder addresses this concern through its national and local Sales Listing system.

On featured website areas, you have an additional channel to relay your promotional message without the need for you to commit to price points.

Pre-scheduled messages stimulate your customers to buy and help you achieve your financial and inventory return goals.

## ① **Reduce Inventory**

When the end of the season arrives, your best spring assets become your fall liabilities. Keep merchandise moving out the doors by creating targeted sales messages fashioned to clear floor space for incoming products.

## ① **Drive Targeted Traffic**

Customers have been eyeing your merchandise for months and know just when to purchase. Help a targeted audience of mall shoppers - those who already love your brand - get primary notification on sales information.

## ① **Build Awareness for Merchandise**

You spend millions promoting your newest products, here is one more online advertising channel for your newest must-haves. Better yet - the listing is free and uses your already approved promotional text.



---

*Pre-scheduled messages stimulate your customers to buy and help you achieve your financial and inventory return goals.*

---