

The Online Shopping Center Channel

Global retail. Local shoppers.

Imagine shopping center websites that help ring your cash register! Every mall website powered by the Mallfinder Network uses a search engine and seasonal gift guide to drive traffic to your brand, either online or at the mall... all at no cost to you.

Your challenge is to maintain a consistent brand message that connects with consumers. By grouping over 180 malls under the Mallfinder umbrella, it's like having hundreds of extra marketing professionals working for you. Find out how you can get maximum exposure and consistent support for your initiatives starting with Holiday 2001 and beyond.

BrandSynch Strategic Vision

BrandSynch is a free content management service that helps you distribute and manage content across shopping centers managed by different companies.

BrandSynch is based on brand management best practices. Your input helps us refine BrandSynch's ability to support your entire enterprise.

BrandSynch Strategic Process



How BrandSynch Works For You

- 1. Identify Affiliated Malls** Receive information on which shopping centers are Mallfinder Network affiliates. You'll receive regular email updates describing which new shopping center websites have launched.
- 2. Understand Your Requirements** In order to protect your brand, Mallfinder Network asks you to share your business rules. Since 1997, we've worked with companies like Coca-Cola to develop online brand management best practices.
- 3. Analyze Retailer's Key Shopping Occasions** Consumers are motivated by relevant offers. By understanding which shopping occasions best drive consumers to your brand, we develop new services that help you reach your customers, all at no cost to you.
- 4. Support Retailer's Promotional Programs** Our call center is here to make sure that your brand messages are synchronized properly. Content can be submitted either via email, fax, postal delivery, or via RetailHub.com, a secure, password-protected web interface.
- 5. Develop Uniform Reporting Standards** Calculating return on investment takes more than counting hits and sessions. We invite you to help define what information should be shared, how it should be delivered, and in what formats it should be made available. Since we are not a mall subsidiary, we are best able to negotiate on your behalf.