

## PLACEWISE DIGITAL

*Engage shoppers online. Drive sales in-store.*

# WIFI ENGAGEMENT SERVICES

PlaceWise Digital's WiFi Engagement Services offer centers a captivating way to interact with shoppers. PlaceWise's center branded WiFi Experience Pages goes beyond the legal terms, allowing you to collect valuable data about your shoppers while digitally engaging them with retail offers, mall events and more.

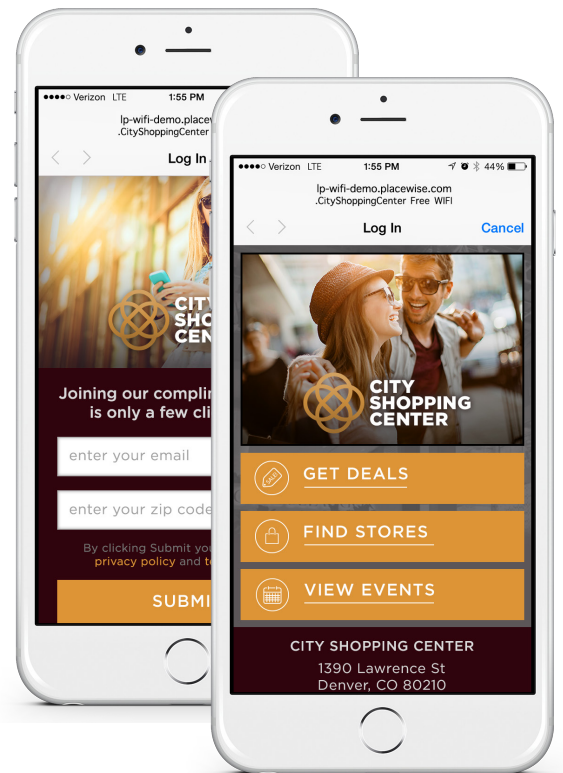
### DELIVER MORE THAN JUST INTERNET ACCESS TO YOUR SHOPPERS

According to a June 2016 ICSC study, 7 out of 10 US shoppers anticipate finding free WiFi in malls, and 29% said they used a mall's WiFi to receive coupons and promotions while shopping. Utilize this valuable digital real estate to promote your retailers.

PlaceWise will work with your current WiFi provider to optimize the WiFi user experience, delivering personalized content to your shoppers, engaging them with deals and offers from your center's retailers.

### PLACEWISE'S WIFI ENGAGEMENT PACKAGE INCLUDES:

- **Shopper Engagement:** From sign on, guide shoppers to a dedicated WiFi Experience Page designed to inform and engage them with current sales, events, and even movie theater information
- **Email Marketing:** Grow your email list by requiring an email address to access the WiFi network.
- **Digital Advertising:** Each WiFi Experience Page and Splash page comes with an monetizable ad unit, creating new opportunities for retailers, brands, and businesses to advertise with you and generate additional revenue for your center.
- **Data Collection:** Leverage shopper data to make advertising purchase decisions and create targeted marketing campaigns. Your WiFi network can provide valuable shopper data, including: demographics and psychographics, brand affinities, and purchase intent.



### FOR MORE INFORMATION, CONTACT:

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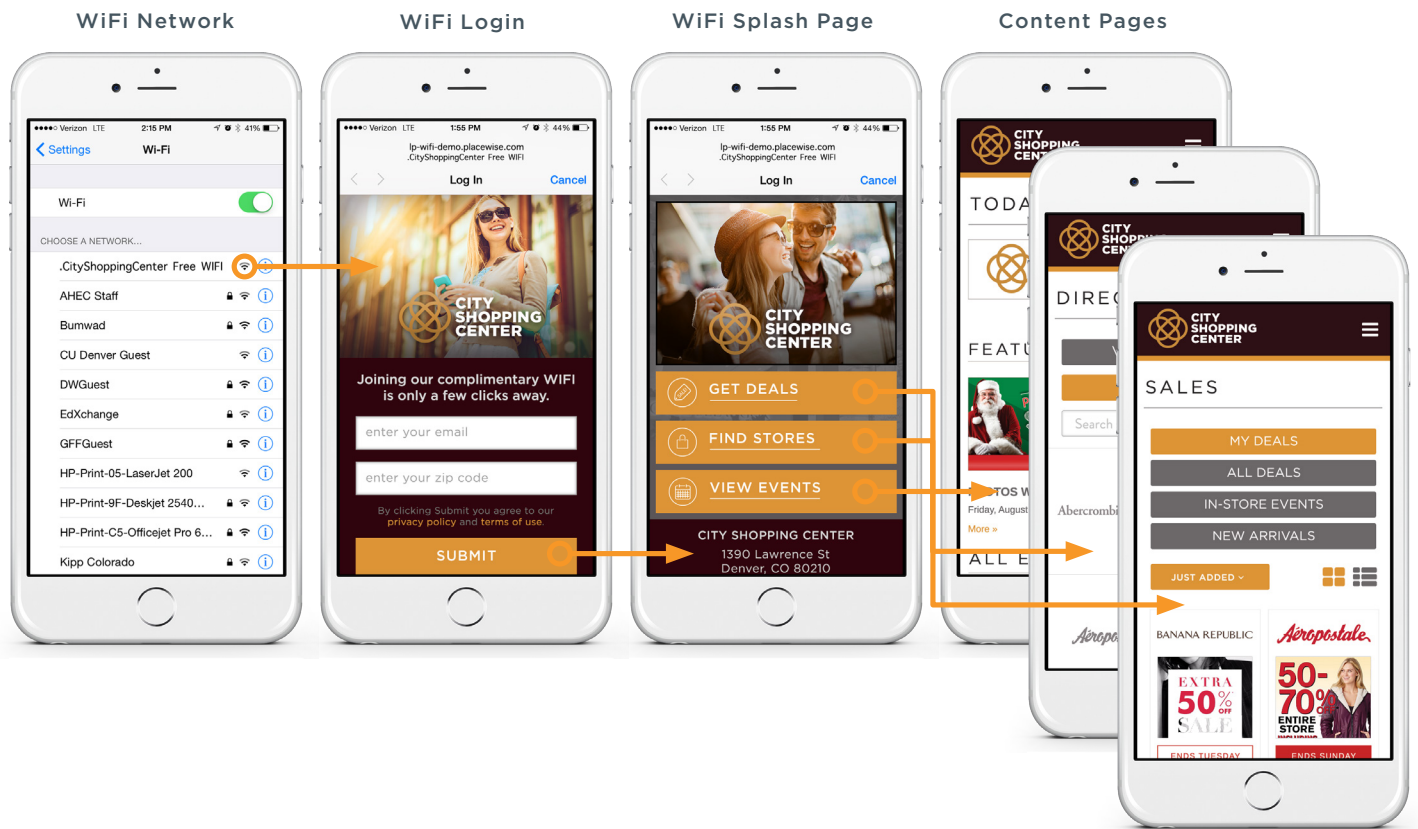
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Gating allows your center to require certain information be collected before allowing shoppers access to your centers Wifi Network. PlaceWise Wifi Experience allows your center the flexibility to choose a gating option that works best for your center's goals.

### GATING OPTIONS:

- **No Gate** - With just a TOU and Privacy agreement, your shoppers are able to easily access the Wifi after landing on your branded Wifi Engagement Page.
- **Email Gate** - Requiring a shopper's email address in order to sign on to the WiFi network is an easy way to grow your center's email list and gain subscribers to your center's content.
- **Complex Gate** - Requiring additional information, such as a shopper's zip code, birthday, or a personal profile setup will provide you with more specific shopper data that can be utilized to enhance your center's advertising and marketing strategies and open up additional revenue channels.

### PLACEWISE'S WIFI SHOPPER ENGAGEMENT



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