



Shopping Centres

Reimagine the shopping mall experience

Attract. Engage. Optimize.

Reinvent the shopping experience by addressing the unique and complicated challenges facing today's property owners and shopping centers. RetailNext's software and expertise help property operators to better understand shopping journeys. What's more, the system enables monetization of shopper data to further boost tenant performance and revenue.

Empower data-driven decision-making for attracting traffic, optimizing navigation and delivering value-added amenities. Eliminate unnecessary costs and increase retail sales. Collaborate with brands to optimize store and shopping center performance.



Answer the most pertinent questions



Harness the power of data across all channels to understand the most common shopper journeys throughout your property, and use these insights to help you identify:

- Where do most people enter your property from?
- Are your hours of operation aligned with customer visit patterns?
- Are common areas located where shoppers naturally dwell?
- How effective are sponsorships and promotions?
- When people come for events, do they spend more time and more money?

Reveal traffic and spending behavior

Collect and measure shopper behavior with industry-leading accuracy. Gain immediate data for factors such as retail visit paths and visit duration, to better understand mall performance and business opportunities. Measure cross-category spend behavior throughout the property to gain valuable insight into category and store patterns.



Identify prime locations at the property

Ensure the entire shopping center space is fully utilized and within occupancy limits. Find areas which need an increase in traffic and make the most of areas with high traffic. Understand if base rent is appropriate based on activity such as passby traffic and capture rate.

Optimize multi-brand store concepts

Use RetailNext's technology platform to empower your multi-brand store concepts, including those with digital native brands. For each brand, measure traffic, shopper engagement and more. Use the data insights to make leasing decisions based on performance of the brand and location. Provide the valuable shopper insights back to each brand as well.



Measure Marketing ROI

Understand how marketing events, promotions and digital signage impact traffic and sales. Adjust marketing spend accordingly and place digital signage where there is greatest traffic.

Align staff with traffic

Identify traffic cycles across the day, week, or year and align shopping center staff (security, housekeeping, maintenance and management) to these traffic power hours. Add staff when traffic peaks and remove when traffic subsides.

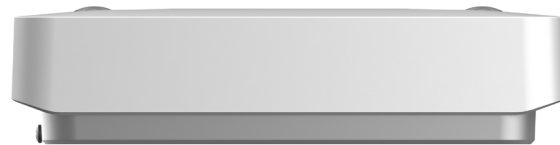


Use cameras for security and insights

Streamline evidence collection with video recording and management. Identify issues instantly and remotely investigate with web and mobile applications. Easy implementation means integration with minimal effort, to any sized shopping center, locally or globally. Re-use existing infrastructure from previous traffic counter and security camera systems.

Aurora

The all-in-one IoT sensor with the industry's widest field of view and integrated AI



With unparalleled accuracy and onboard deep learning, Aurora simplifies shopper behavior measurement. The sensor includes stereo video analytics, Wi-Fi, Bluetooth and a beacon all in a single device.

Built for retail's revolution, Aurora reduces your hardware and requires minimal IT resources for setup and management.

See more industry resources at www.retailnext.net/resources

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WHY RETAILNEXT

Founded
2007

Brands
400+

Employees
200+

Countries
90+