



Why Wi-Fi matters for shopping centres of tomorrow

MONETIZING WIFI IN MALLS

aislelabs.com

AISLELABS INC

WHY WIFI MATTERS FOR SHOPPING CENTRES OF TOMORROW

Wi-Fi is no longer an expenditure for the mall, but an indispensable marketing tool. Aislelabs' technology enables mall owners to realize the full value of their Wi-Fi installations, beyond just a connectivity tool.

Aislelabs' product suite enables mall owners to monetize guest Wi-Fi by adding a retailer-sponsored revenue stream for the mall, all while gaining valuable insights into shopper behaviour and building loyalty CRM.

This white-paper covers why the malls must reinvent themselves and embrace technology to stay relevant in the new mobile-first world.



LET'S TALK MALLS

In principle, shopping malls are a "shopping precinct or shopping centre, in which one or more buildings form a complex of shops representing merchandisers with interconnecting walkways that enable customers to walk from unit to unit."

In essence, they evolved from the humble mom-and-pop stores that ubiquitously dotted our neighbourhood; a tectonic shift in the retail economy where the unorganized segued into the organized. At their core, they still retain a sense of community and a social sanctuary for teenagers.

For decades, the seamless integration of malls into the urban fabric has been unperturbed. For the last half century, however, malls are at a critical inflection point. According to a report by McKinsey & Company, titled

'The future of the shopping mall', "a storm of global trends are coming together at the same time to cause malls to change the role they play in people's lives. No longer are they primarily about shopping. Now, when consumers visit malls, they are looking for experiences that go well beyond traditional shopping."

Malls can no longer restrict themselves to be retail clusters, they need to evolve as an experienced business charging for the feeling customers get by engaging with it.

So if consumers are going to shop in person, they want the experience to be a memorable one. They want to do something unique while shopping — something with a story they can tell later. Something they can share on social media.

THE TRENDS SHAPING UP THIS CHANGE INCLUDE:

✔ Changing demographics - More people living in smaller spaces and a greater need for public spaces in which to socialize and congregate. In this environment, malls offer a welcome watering hole, especially in cities where other public spaces are not safe. Sustainability concerns are causing some consumers to prefer mixed-use developments where they can live, shop and work all within walking distance — instead of having to get into a car and drive to a crowded suburban mall.

✔ The advent of e-commerce - Rise of digital technologies are fundamentally reshaping consumer expectations and shifting the function of stores toward useful and entertaining customer experiences.

As these trends advance across the global stage, they are forcing mall operators to rethink how they conceive and operate their properties.

MALLS NEED TO REINVENT THEMSELVES

Mall owners are on the cusp of reinvention to remain relevant.

REINVENT BY SPACE

Experts say many of these shopping centres will need to reinvent themselves as mixed-use lifestyle hubs to avoid a bleak future. “There’s no question that some of those are going to have to look to other potential uses; recreational uses, institutional uses or office uses. Restaurants, fitness centres and medical clinics are beginning to make up a larger portion of the tenant mix at many shopping centres, as they provide social experiences and other services that can’t be purchased remotely.”

REINVENT BY TECHNOLOGY

While space reinvention is imperative, brick-and-mortar establishments cannot ignore the influence of online shopping. The digital savviness of the modern consumer is drawn to the highly personalized and convenient nature of the e-commerce revolution.

So, the pivotal question is, how to remain relevant with e-commerce in the backdrop.

Most customers today are what’s known in the industry as “omnichannel shoppers” — they like to browse

and buy both in-store and online. By making it easier for customers to use their gadgets in the mall, mall operators can blend digital and physical shopping experiences.

These neo consumers carry their smartphones, laptops, and tablets into the mall and wants to be connected to the outside world. Accessing Wi-Fi is only a natural expectation for the consumer.

Wi-Fi in malls goes beyond a nice-to-have amenity or a technological gimmick. It offers malls an opportunity to be a frontrunner in gaining an understanding of their customers and ultimately influencing them. Online retailers have always had the tools to record every click, gain insights into their behaviour, provide a personalized experience, and target based on customer behaviour. Use of Wi-Fi based monetization technologies now provides similar tools with rich shopper insight, as well as , re-targeting and marketing functions to help brick-and-mortar retailers and malls to not only compete, but excel.

WHAT CAN WI-FI DO FOR MALLS

Customers have build direct relationships with individual stores in a mall, not with the mall itself. One of the biggest challenges that malls face on this front is that many don't currently have a direct relationship with any of them, or their valuable CRM data. In that context, Wi-Fi becomes a central contact point where a mall can engage with customers both directly and indirectly.

Wi-Fi does not have to be a cost center for the mall. Mall owners can monetize it by using it as an effective marketing tool.

Malls with Wi-Fi installed can use it for:

- ✔ Understanding behaviour anonymously for most visitors to the mall
- ✔ Getting to know the demographics of the shoppers
- ✔ Enabling targeted marketing campaigns
- ✔ Building loyalty CRM
- ✔ Conducting digital advertising campaigns
- ✔ Monetizing collected data working with retailers and partners

This information can be used for various purposes at shopping centres and malls, including:

- ✔ Identifying right tenant mix for the mall to maximize dwell times and spending
- ✔ Optimizing leasing and attracting new tenants
- ✔ Measuring the impact of marketing campaigns and events
- ✔ Understanding the profiles and demographics of shoppers
- ✔ Benchmarking footfall and performance metrics for tenants across time
- ✔ Executing personalized email campaigns to boost footfall and sales
- ✔ Identifying operational efficiencies and better staffing

AISLELABS WI-FI SOLUTIONS

Wayfinding, Marketing & Analytics Platform

Aislelabs serves enterprise customers around the world including major shopping centre groups, retail and brands, transportation hubs, international airports, hospitality groups, and venues.



Aislelabs product suite consists of an end-to-end platform, with key components of the suite being:



AISLELABS FLOW

Flow provides Wi-Fi based anonymous location analytics for brick-and-mortar spaces such as shopping malls. The service provides comprehensive reporting on shopper behaviour in different spaces of the mall. With no app required, Flow taps directly into your existing WiFi and delivers highly granular, customizable analytics around shopper behaviour. Available features include detailed heatmaps, walking paths, per-zone footfall, dwell times, cross-shopping patterns, time-of-day and day-of-week analysis, trend charts, multi-site comparisons, and more. The enterprise version of Flow includes multi-user view, email alerts, advanced reporting, raw data exports, API access, and data download options across sites and time zones.



AISLELABS SOCIAL WIFI

Captures shopper information during WiFi sign-in. Enables location marketing via email and social channels such as Facebook and Twitter enabling effective digital retargeting based on in-mall behaviour. The product transforms free WiFi into a comprehensive marketing platform, feeding into your CRM or customer loyalty database. In addition, it provides social analytics for the physical space to further understand each guest's interests, demographics, and where they spend most of their time.

AISLELABS WI-FI SOLUTIONS

To enable these technologies, Aislelabs operates a scalable technology infrastructure which serves over a billion requests each and every week. This includes connecting tens of millions of Wi-Fi sessions and collecting data points for analytics.



AISLELABS AUDIENCE

Digital advertising and marketing platform for monetizing guest Wi-Fi. Provides a revenue stream to venues by enabling retailers, brands, and partners to behaviourally re-target specific audience groups. Increased effectiveness of paid media spends and provides measurable results on actual in-store conversions.



AISLELABS NAVIGATE

A comprehensive wayfinding and navigation platform. Can enhance any mobile application with wayfinding capabilities. Full customization is possible offering unique functions for any venue as an add-on to any app using WiFi and iBeacon. Accurate indoor location with blue-dot and turn-by-turn directions is delivered via your mobile app (Android and iOS), tablet kiosks, and web portals.



AISLELABS ENGAGE

Deliver real-time messaging to shoppers as they walk inside the mall. Use a cloud-based intelligence engine to personalize messages based on millions of data points about individual shopper profiles, precise locations, and store traffic flow. Engage and reward your customers by offering a memorable shopping experience. Create automated multi-step campaigns using WiFi and iBeacon technologies.



AISLELABS PASS

Pass brings the power of location-based marketing to digital campaigns and online marketers. Create mobile wallet coupons and Apple's Passbook passes using an intuitive campaign creator. Effortlessly share everything on social properties, including Facebook, Twitter, and Email campaigns. Target audiences based on precise location and behaviour by integrating with iBeacon and Bluetooth Smart for precise indoor proximity.

AISLELABS SOCIAL WI-FI - A SOLUTION FOR MALLS

Aislelabs delved deeply into understanding today's challenges faced by mall owners/operators and the result was 'Social Wi-Fi', a technology solution that addresses one of the biggest challenges faced by mall owners, access to customer data to better understand their behaviour and, in turn, build an effective marketing strategy. At the heart of it, Social Wi-Fi is a step towards helping malls remain relevant despite the onslaught of e-commerce.



SOCIAL WI-FI IN A NUTSHELL

Social Wi-Fi empowers marketers to monetize their free Wi-Fi while enabling easier one-click access. Now you can know who is visiting your premises and communicate with them on a personal level in a private, friendly manner. Aislelabs' offering works with your existing Wi-Fi hardware with no new capital expense required. Our cloud-based implementation allows you to deploy a customized social captive portal with ease.

GENDER



60.6% Male (7,767)

39.4% Female (5,060)

AGE



3.2% under 15

41.4% 15-30

48.8% 31-45

6.7% 45+

LOCATION



Current City

Dubai, United Arab Emi	57.8%
Sharjah, United Arab Er	1.9%
Abu Dhabi, United Arab	1.9%
San Diego, California	1.1%
Kathmandu, Nepal	1.0%

Hometown

Dubai, United Arab Emi	6.8%
Manila, Philippines	2.9%
Kathmandu, Nepal	1.5%
Cairo, Egypt	1.5%
Mumbai, India	1.4%

NATIONALITY



Top Nationality

Philippines	24.0%
India	15.7%
Pakistan	5.5%
United Arab Emirat	4.4%
United Kingdom	3.4%

INTERESTS



Top Interests

Community	19.5%
Musician/Band	10.1%
Public Figure	8.8%
Media/News/Publishing	6.1%
Actor/Director	4.2%

AISLELABS SOCIAL WI-FI - A SOLUTION FOR MALLS

Benefits of deploying Aislelabs Social Wi-Fi solution are many, including:



- ✔ Transform your guest Wi-Fi into a powerful market research and customer insights tool
- ✔ Get access to guests' age, gender, interests, email, and other key attributes. Understand your visitors demographics and engage with them in an opt-in model
- ✔ Provide one-click access to your Wi-Fi via Facebook, Twitter, email, and other popular social sites
- ✔ Engage with the right visitor at the right time. Create multi-channel marketing campaigns with email, SMS, and social posts. Use rule-based marketing platforms for real-time, personalized communication

Guest Wi-Fi & Social Login



Provide Wi-Fi to your guests. Easy login with Facebook, Twitter, Email, etc.



Gather business insights and maintain customer information.

Customer Demographics & Marketing



Understand customer behaviour, age and gender demographics. See what your customers are interested in.



Develop customer relationships. Offer targeted campaigns via SMS and email.



WI-FI INFRASTRUCTURE

Deploying Aislelabs' Social Wi-Fi is easy. It works with existing Wi-Fi infrastructure at malls and there is no need to install any new hardware or servers on-site. All configuration can be done remotely, with customizations and setup.

Aislelabs supports Wi-Fi access points by all leading Wi-Fi networking providers. As a Cisco partner, Aislelabs supports Wi-Fi access points by Cisco and Meraki out of the box. In this case, the setup can be completed in less than an hour to enable all features across a site.

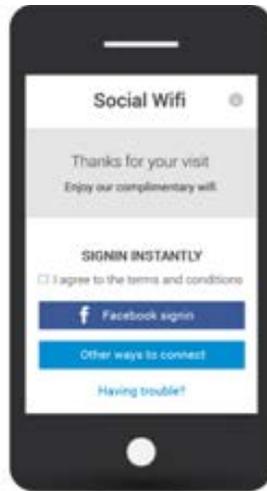


HOW SOCIAL WI-FI IS HELPING MALLS – A CLOSER LOOK

Online retailers record information on how many visitors come to their site, what pages they look at, how they browse through the site, and what other products shoppers look at. This information has enabled them to tailor their sites and to improve the overall customer experience. Physical malls, however, may lack such rich consumer behaviour data.

Social Wi-Fi addresses the need for accessing consumer information with their opt-in and makes understanding of consumer behaviour a reality. It adds a laser focus to marketing efforts by offering granular dissection and analysis of consumers' retail interest.

Social WiFi



Provide WiFi to your guests one-click access via Facebook and Twitter



Some of the key value propositions that Social Wi-Fi offers to malls are listed below.



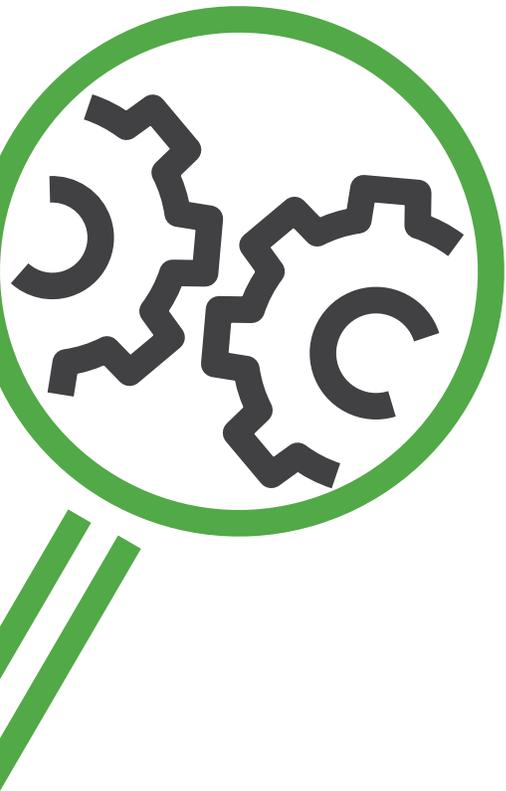
SOCIAL WI-FI HELPS INCREASE MALL DWELL TIME

Traditionally, mall owners have correlated footfalls to revenue. Yet, footfalls could be falling while revenue rises. This is based on the quality of the shopper visit. Shoppers vote with their feet, hence, the length of time they spend in a mall (i.e. dwell time) is a key indicator of the quality of a consumer's overall shopping experience.

There is a positive correlation between dwell time and revenue increase for malls. The longer a consumer is engaged in the mall, the higher the

likelihood of them going through with a purchase. Studies show an increase in just 1% dwell time in malls can result in a sales increase of 1.3%. IHL, a global research and advisory firm for the retail and hospitality industries, conducted an online survey of 100 retailers regarding their readiness in key WAN, Wireless, and Security initiatives. The study concluded that 21% of retailers reported an increase in customer dwell time in their stores due to the deployment of in-store Wi-Fi.

HOW SOCIAL WI-FI IS HELPING MALLS – A CLOSER LOOK



SOCIAL WI-FI MONETIZES GUEST WI-FI

Malls can use the data collected with social Wi-Fi in partnership with tenants to monetize it and bring revenue back to the mall. Retailers in the mall can get smarter insight and behaviourally target the right shopper group. Not only can they save wasteful spending on non-relevant target group, but also can accurately measure the conversion post-campaign as visits back to the store.



SOCIAL WI-FI HELPS MALLS GAIN INSIGHT INTO CONSUMER

Now that the consumer has accessed Social Wi-Fi through one-click access via Facebook, Twitter or email, their engagement journey does not end there. In fact, this marks the beginning of a relationship with consumers as they visit the mall again and become loyal members of mall's CRM. To make this engagement meaningful, it becomes imperative to know your consumers, up close and personal, by their demographics and behaviour.

Knowing the consumer at a personal level will help malls move away from one-size-fits-all kind of marketing techniques. Customization is the key when malls are trying to create a memorable shopping experience.

Social Wi-Fi gathers consumers social analytics and the information derived becomes a powerful market research tool. One can now view information such as show behaviour of all males who are interested in Music and visited the Food Court area.



SOCIAL WI-FI PROVIDES A BETTER USER EXPERIENCE

Users like sites enabled with Aislelabs' Social Wi-Fi as it provides a hassle free experience.

- ✔ Users don't need fill out any complicated forms or register. Connection to Wi-Fi is only one click away.
- ✔ As users return to the malls, they don't need to manually sign-in to the Wi-Fi again. They are automatically connected.
- ✔ If users visit multiple malls that are part of the same shopping centre chain, they need not sign-in again. They can just roam between centres and be automatically connected.
- ✔ Users can control their privacy and choose what they share through marketing opt-ins.

In summary, Social Wi-Fi delivers an amazing customer experience by providing a simple and consistent user experience with easy Wi-Fi authentication.

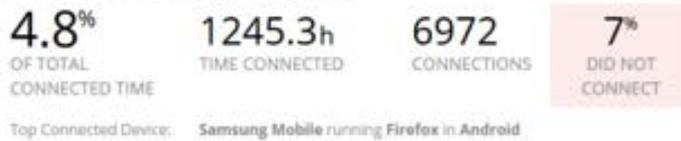
HOW SOCIAL WI-FI IS HELPING MALLS – A CLOSER LOOK

The demographic profile that Social Wi-Fi gathers when combined with mall analytics can yield business insights for retailers as well.

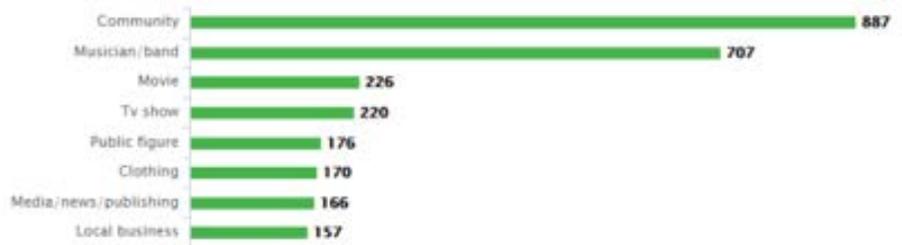
For example, a mall has brand A and brand B stores, respectively. Analytics derived from Social Wi-Fi shows the trend that consumers that visit brand A store also visit brand B store. Now, another mall happens to only have a store for brand A. The insight derived from analytics can be used as a business opportunity to inform brand B of the trend observed with respect to the correlation of footfalls between the two brands.

Example: Show behavior of all male users who are also interested in Music and visited the Food Court area.

Food Court and Walkway



Customer Interests



SOCIAL WI-FI BUILDS A POWERFUL CRM FOR MALLS

Social profile data of consumers coupled with marketing intelligence provides malls with actionable insights, enabling malls to conduct direct and, more importantly, tailored marketing campaigns across email and social media. Gaining a better consumer understanding also means that consumers can be more effectively engaged and interaction with them can be designed to appeal directly to them. This gives malls a competitive edge and enables them to compete more effectively with the online shopping space by providing a differentiating factor.



SOCIAL WI-FI OFFERS CONSUMER ANALYTICS

Social Wi-Fi works by providing anonymous analytics about consumer interaction with retailers in the malls. This passive and anonymous data collected from consumers generates analytics for the marketing team to visualize the flow and dwell patterns of customer visits. Social Wi-Fi with analytics provides essential insights such as foot traffic counts, and new versus repeat customers, and most visited stores.

SUMMARY

It is evident that malls must reinvent themselves. Shoppers today expect more from retailers, brands, and malls, but they refuse to be influenced by broad-brush traditional marketing. Malls must, therefore, invest in knowing more about visitors to their centres, in order to understand their behaviours and demographics and strategically reach out to them. By being strategic, malls in partnership with retailers, can not only influence shoppers to increase footfall and dwell time but also measurably increase sales.

Technology is the one way mall marketing managers can be strategic in their approach.

Wi-Fi is not only an effective solution, but also one of the most cost efficient as well.

Aislelabs is a global leader in providing marketing, analytics, and behavioural re-targeting software to malls. With an end-to-end product suite, Aislelabs serves shopping centres around the world and has deep experience both in technology and services. Reach out to discuss more on topics covered in this white paper with a member of Aislelabs' customer success team.



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