

# Get to know retail visitors at an individual level to deliver a personalized in-mall experience, with Google Cloud



This real estate group owns, develops and operates premier retail assets (shopping centers and airports) in the most dynamic cities in Europe and the US. Its portfolio consists of more than 100 locations welcoming over a billion visitors a year, and the group strives to deliver a best-in-class in-mall experience.

## CHALLENGE

Increase knowledge on in-mall visitors

In order to deliver a unique and personalized experience to its visitors, and provide value to retailers, the commercial property company needed to know better the millions of people that are physically visiting its shopping centers.

## APPROACH

Onboard visitors within digital loyalty program and encourage interactions

The group has chosen to deploy a double data-driven approach: onboard in-mall visitors to their digital loyalty program and engage them through smart and personalized animation campaigns.

Data were collected on all shopping centers' websites and apps, before being reconciled with loyalty program information and CRM activity to feed activation use cases. All was hosted and run in Google Cloud Platform, and led by marketing, IT, legal teams and 55.

## RESULTS

Twice more known visitors in just a year

The collaboration with fifty-five has enabled to reach business ambitions in terms of digital loyalty card holders' volume and engagement through the design and deployment of a whole data strategy, technical architecture and library of use cases.

**x2**

known customers in the shopping malls' loyalty data base in one year

**80%**

decrease in Facebook Cost Per Lead thanks to smart data-driven acquisition campaigns

**+100%**

email click through rate thanks to offers personalization emailing use case