

### CASE STUDY

#### CHALLENGE

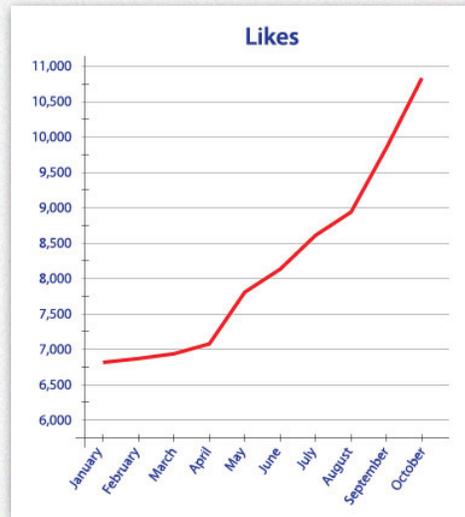
Once the website, Facebook site and mobile site are launched there is no clearly defined next step. There is no link back to the retailer in terms of the marketing process. Customers can visit the property website and the Facebook site but this relationship is largely static and often one sided. A 'next step' is required that could guide customers to not only the merchants but to the range of products that the merchants offer.

#### SOLUTION

Wishpond Mall360 allows shopping centers to showcase their merchants and the products that they carry across all digital platforms. From a technical perspective Wishpond Mall360 is a fully managed, turnkey and seamless integrated solution designed to suit the retail and shopping center environment.

#### OUTCOME

A dramatic increase in Facebook fans/likes indicating greater customer engagement and participation in the centers communication and marketing activities resulting in greater ROI for the marketing spend.



**Increase in Fan Base**



**Wishpond Mobile Optimization**

Wishpond Shopping Center New Media Suite, this product offering allows the mall to generate, launch manage and implement promotional contests and traffic drivers across all new media platforms. The problem of securing sufficient participants is solved by the use of highly integrated social sharing that is associated with the Wishpond product range.

The collection of and management of a range of data is a key benefit to the property manager. Wishpond Mall360 provides an extensive range of data as mined from the various product implementations.

Cornwall Centre ran a social sweepstake in late August. The campaign was built in line with the "back to school" initiative. The winning prize was a \$500 Cornwall Centre gift card. The sweepstake was run for a two week period. Cornwall Centre achieved more participation in that 14 day period using the Wishpond products than they had achieved using traditional methods in a previous sweepstake which ran over a 30 day period.

“*Since the introduction of the “Breakout your Style” advertising concept and the introduction of Mall 360, Cornwall Centre has seen amazing results. The Facebook fan base has reached over 10,000 fans, increasing by over 4000 fans in four months. Traffic was up 2.9% in May and stayed even in June, but the real increase can be seen in the sales figures. May showed an amazing 9.8% increase and June boasted a 10.24% increase over the same time last year!*”

**Krista BeBeau** - Cornwall Centre' Marketing Manager

