coniq

PERSONALIZATION
IN SHOPPING MALLS

How to Walk, Run & Fly

In an ever-changing retail landscape,
Personalization is survival.

The retail landscape has transformed significantly over the years and continues to evolve as 'the Twenties' bring unprecedented economic conditions, the impact of which is changing retail as we know it. Today, inflationary pressure and global unrest, coupled with the aftermath of Covid 19 and the surge in digital shopping preferences, mean that personalization now equates survival for many retailers.

Deepening financial concerns have led customers to re-evaluate their priorities and their spending habits, contributing to a shift in consumer behavior. Consequently, retailers are having to work harder than ever, to acquire and retain their customers during this period of economic downturn. Customers are demanding more from retailers than ever before. To survive, shopping malls must adapt to newfound customer expectations.

In this paper, we will take you on a journey, detailing how you can **'Walk', 'Run' and 'Fly'** towards achieving personalization in your mall.
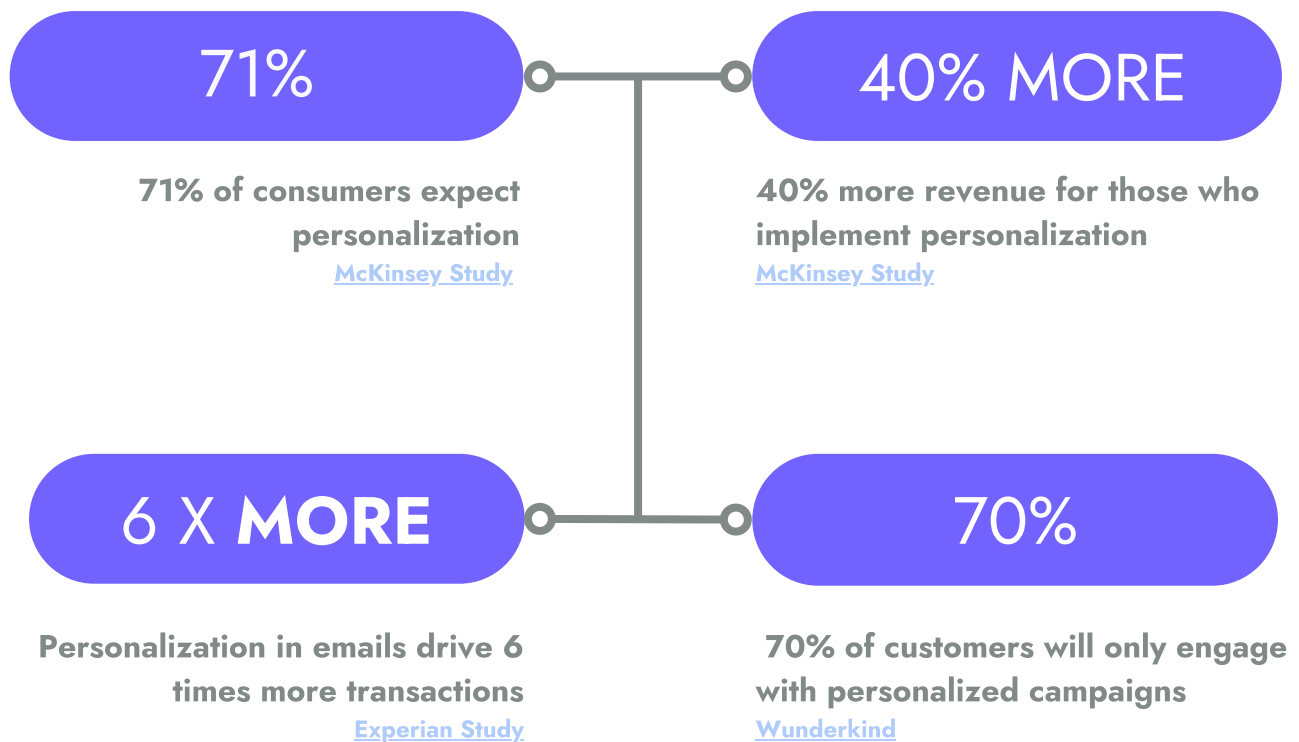
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Why Personalization?

The current economic climate puts enormous amounts of pressure on marketing teams who are constantly looking to meet their customers' ever-changing needs. With increases in the cost of living, coupled with significant changes in shopping behavior and customer retention pressures, it is clear that there is a multitude of challenges for marketers to tackle.

The good news is that there are strategies you can use to address such challenges. The most obvious strategy for the majority of marketers is to target as many customers as possible by reducing costs, and prioritizing offers and experiences for EVERYONE. This strategy is great for targeting a large number of customers quickly. So why should marketers focus on personalization instead, which will most certainly target a smaller number of people?

To begin with, it's what customers expect! The statistics below highlight **customer expectations when it comes to personalization, and the tangible commercial return when implementing this strategy.**

71%

71% of consumers expect personalization
McKinsey Study

40% MORE

40% more revenue for those who implement personalization
McKinsey Study

6 X MORE

Personalization in emails drive 6 times more transactions
Experian Study

70%

70% of customers will only engage with personalized campaigns
Wunderkind

The emphasis on digital innovation in recent years has led retailers to try and capture the hearts and minds of their customers through personalization. As a result, consumers now expect unique and customized experiences, delivered across multiple channels. According to Twilio Segment's report on the state of personalization, **49% of consumers say they are more likely to become repeat buyers** if they receive a personalized retail experience. The report also indicates that consumers spend significantly more when they are offered an engaging experience. The use of a personalization strategy facilitates the delivery of engaging customer experiences, which can therefore result in **a direct impact on both ROI and customer loyalty.**

Therefore, to drive customer loyalty, especially during periods of economic downturn, shopping malls should focus on marketing strategies (like personalization) that will help them retain their customers in the long term.

Personalization drives loyalty
Here's why it matters to you:

- The cost of customer acquisition is **6-7x more** than retention marketing and has risen by almost **50% in the last 5 years**
- When a company achieves **a 7% increase** in brand loyalty, the customer **lifetime value** of each client can **rise by 85%.**
- Loyal customers make purchases **90% more frequently.**
- Businesses in the US lose **$136.8 billion** annually to poor customer retention.
- **80%** of your company's future revenue is said to come from just **20%** of your existing customers

Although strategies such as price reductions and universal offers may seem like a good option in the short term, they won't guarantee a long-term pay-off for your shopping mall, are unfocused, and can also be unnecessarily expensive to implement. Not only will personalizing your marketing efforts help you retain your customers and build customer loyalty, but it can also provide value for your retail tenants too!

An Accenture study found that **91%** of consumers are more likely to shop with brands that recognize and provide them with relevant offers and recommendations.

Microsoft research suggests that **90%** of Americans consider an enhanced customer experience as a key factor when deciding to spend with a brand.

Hence, providing a personalized customer experience can create a vital competitive edge for your tenants and increase customer spending habits, motivating shoppers to come more often and spend more during their visits.

Despite clear evidence that confirms the importance of personalization, **only 35% of companies feel that they are successfully achieving personalization** across all of their retail channels. Although a majority of businesses (around 60%) realize the need for personalization, and are prepared to invest both time and resources into achieving it, many are failing to effectively collect, manage and utilize the data they need to be succesful.

The bar for retail is only getting higher and if you are not taking steps to personalize for your customers- your competition is. Businesses are now facing a "now or never" timeframe, as personalization efforts become a mainstream feature of customer journeys. **Whether you want to begin or take a step further in your journey to personalization, here is our guide to help you succeed.**

How Coniq Clients are Leveraging Personalisation.

Coniq clients are seeing the first-hand benefits of leveraging customer data to implement personalized initiatives. One client aimed to increase their customer engagement and drive footfall inside their shopping mall.

Coniq designed a customer engagement solution to **target and interact with customers seamlessly across different channels...**

LOYALTY PROGRAM

The program incentivized shoppers by sending **personalized content** based on **real-time location and behavioural data**

Emily Johnson (47)
Elkader
52043

- **25 visits**
- **2 visits** per month
- **3 transactions** per visit
- **$160.50** ATV
- Favorites: **Adidas & The Body Shop**

THE PROGRAM INCREASED THE AVERAGE TRANSACTION VALUE FROM:

$35

$48

In **'Walk'**, you will learn:

- What basic data you should be collecting on your shoppers, and how to collect it
- How to create simple customer segments
- How to optimize your marketing plan with this insight

In this section, we discuss the first step to personalization. At this stage, you would already have a simple marketing strategy in place for your mall. If you are not quite there yet and are simply looking to start from the marketing basics, we invite you to read this article: Top 5 tips to optimize your shopping mall strategy.

Collect Basic Customer Data

The key to marketing success is getting the right message in front of the right person at exactly the right time. To do this effectively, you first need to know whom you are trying to target! The journey to personalization starts with exactly that - collecting data and defining basic customer segments, so that you can target them effectively.
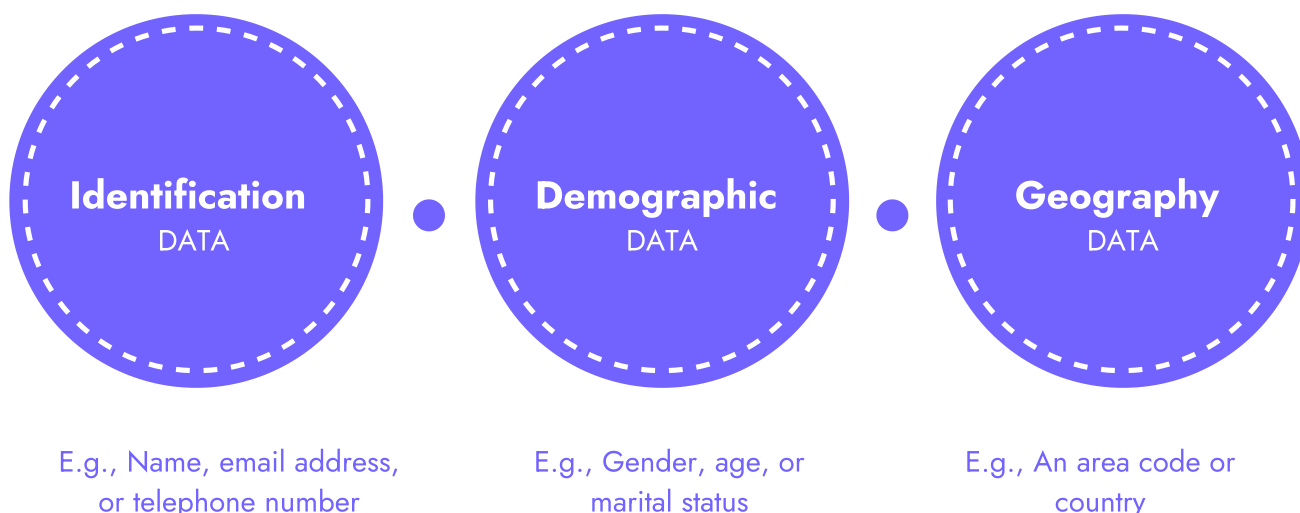
At this stage, you should be focusing on collecting **basic first-party data**, so that you can start building individual customer profiles. This will serve as the basis for your segments.

First-party data refers to any direct information collected from your customer base, using software and systems that you own.

At this point, you should be able to collect at least some - ideally all - of the following data points:

Identification DATA	Demographic DATA	Geography DATA
E.g., Name, email address, or telephone number	E.g., Gender, age, or marital status	E.g., An area code or country

All of these data points will give you greater insight into **who your shoppers are**. Identification data is essential if you want to communicate with your customers. Demographic and geographical data will help you understand **who your shoppers are** and where they are coming from. This data, with additional geographical market research, will be extremely valuable when defining your key target segments.

There are multiple channels to source this data, from leveraging services you already offer (e.g. Wifi), competitions or events you run, and monthly newsletters. You can create simple sign-up forms or landing pages for each of these and easily collect customer data. As long as customers feel that they are receiving value in exchange for the data they share with you, you will be able to collect the information that you need.

Personalize with Basic Segmentation

Now that you have begun collecting data and building your customer profiles, you can start to segment your audience. Based on the data you have gathered, you can divide your database into smaller groups of customers, with similar profiles (e.g. similar demographics). The assumption here is that individuals with similar demographics, or who live close to one another, will have similar needs and will respond to certain types of marketing.

Aggregating 'similar' individuals into groups (or segments) will help you identify whom you have in your audience and measure how large each segment is. Of course, the more data you have, the more accurate these groups will be. This insight is key when it comes to defining your marketing strategy as segmenting your audience will make it easier to create and target content that resonates with the individuals in each group.

This is what your segments might look like at this stage in your journey to personalization:

|	Age	Within 10 miles	Within 30 miles	31 miles +
Men	16-25	987	400	93
	26-35	2,926	1,002	461
	36-45	3,272	1,235	536
	46-59	5,202	2,209	429
	60+	3,177	1,568	238
Women	16-25	1,245	530	84
	26-35	2,429	983	325
	36-45	2,643	1,022	307
	46-59	3,956	1,589	476
	60+	2,823	1,321	103

In this example, we have collected gender, age, and location data. This table shows us that our largest segments are Men between 46-59 who live within a 10 miles radius, and Women between 46-59 who live in a 10 miles radius.

These figures are inspired by real data.

This segmentation example shows how you can categorize large groups of customers. Depending on your market, your audience, the data that you have available, and your strategy, you may want to create even smaller, more specific segments, to be as efficient as possible.

Now that you have segmented your audience, you can decide which groups you want to focus on and how best to communicate with them. This is called targeting! To target your segments, use the information that you have on each segment to adapt what you say (your content) for each group and how you say it (through which channels) so that it resonates as much as possible with your customers, their needs, and their interests.

SEGMENT

TARGET

POSITION
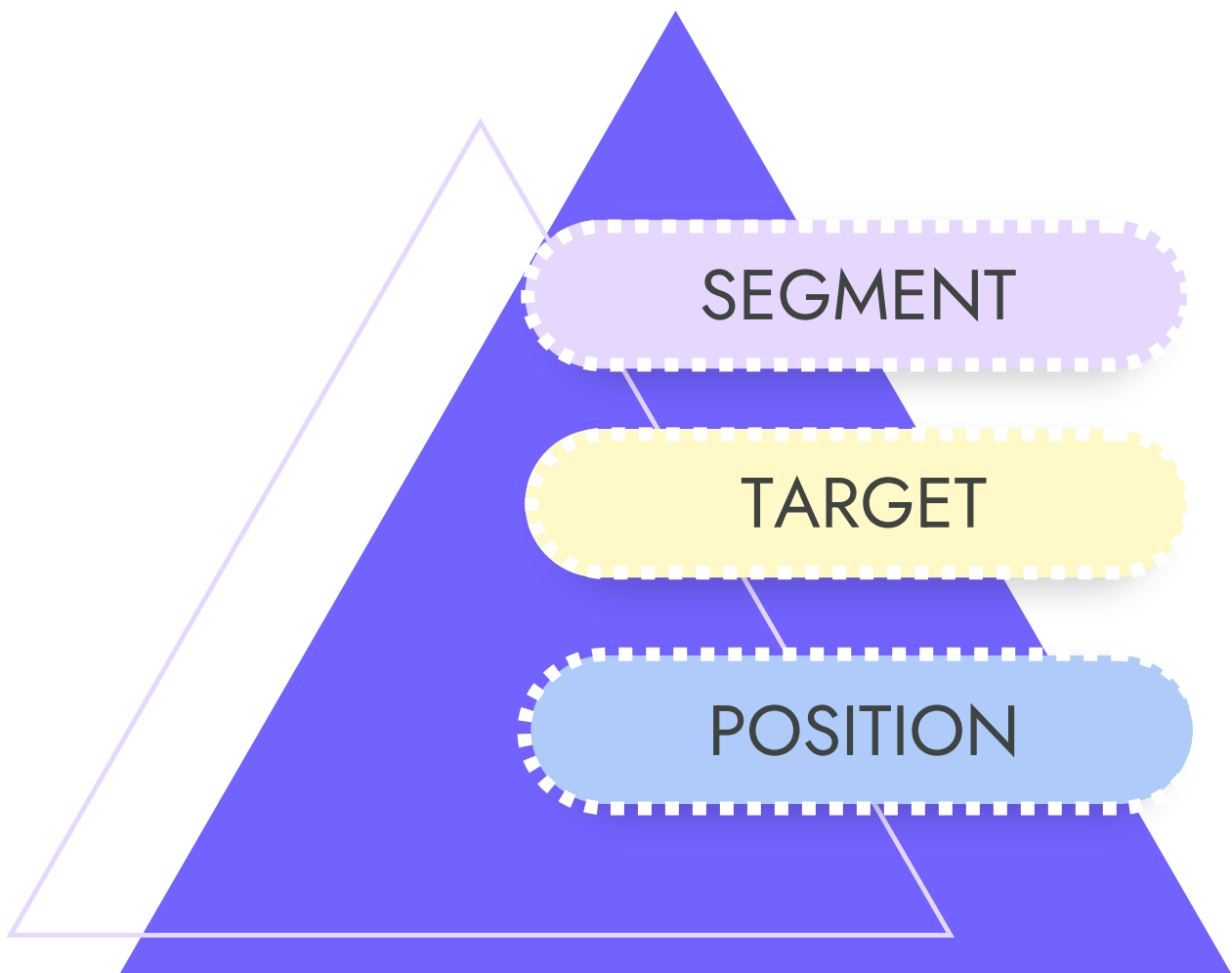
Even this type of base-level personalization can improve a customer's overall experience with you. According to a study conducted by Everage, 98% of marketers cited that personalization helped advance their customer relationships. Moreover, 87% of companies saw an uplift in key metrics such as engagement, conversion, and Average Transaction Value (ATV) when they personalized their communication. Various channels can be leveraged now that your customer segments are defined, including:

Traditional marketing channels: some shopping malls use traditional marketing channels to utilize the basic data they collect. For example, by having demographic and geographic data, malls can target the areas with physical ad boards, location-specific radio stations that they want to advertise on, or even develop partnerships within relevant areas, etc.

Email marketing(if your shopping mall is collecting email addresses): you can use this powerful communication tool more efficiently, by sending targeted emails to your segments. If you do not have a pre-existing database, read our article on how to build your customer database.

SMS and push message marketing: this is also a commonly used channel (when collecting phone numbers), depending on the market segment.

This level of basic data, and the channels with which you optimize it, allow you to tailor personalization toward market segments. This means that you can begin influencing groups of customers! Although at this stage there isn't any data around 'buying behaviors' (such as where and when your customer's shop), you should still be able to observe the impact of your actions on these segments, reflected by trends in your footfall and sales.

This level of personalization is great if you are just beginning your journey. You are beginning to engage with your customers by collecting and utilizing first-party data. This is the first step to implementing personalization within your mall and will allow you to lay the foundations for future growth. As you become more comfortable with collecting and activating first-party data, you can enhance the program as you progress, by integrating third-party data and adding even more personalization techniques. You will know it's time to upgrade as you begin seeing tangible results - for example, increases in engagement (email KPIs), and general increases in spend and footfall.

Example: Younger shoppers are more likely to be heavy users of social media, so notifying them of upcoming social posts and events can help **target the right people** with the **right forms of content.**

Birthday Emails

Sale Season Emails

Newsletters

Ad-Boards

Sign-Up Offers

Personalization
An example of Walking

STEP 1
Jessica enters the mall and signs up for the wifi, she enters her name, email address, and postcode

SIGN UP

STEP 2
A few days later, she received an email about a Kids' Concert happening at the mall this weekend, she signs up for tickets and is prompted to enter her gender and birthday

STEP 3
She receives a generic monthly newsletter detailing 'what's on at the mall and a birthday email once a year with a $5 gift voucher.

RUN to Personalization
Build complex customer profiles

In **'Run',** you will learn:

- What behavioural data is and how to collect it
- How to use this data to create advanced customer segments
- How to harness your segments and real-time data to create journeys that feel personalized

+ a special 'Run Faster' section in which you will discover the power of real-time transactional data.

Collect Behavioral Data

The next level of personalization focuses on understanding individual customers and how they behave in your shopping mall. To do so, you need to put the tools and processes in place to collect individual shopper data. The richness of this data, alongside the right tools, will enable you to do smarter segmentation and create automated journeys which will make individuals feel like they are being targeted directly with personalized content.

How does your shopper **behave in your mall?**
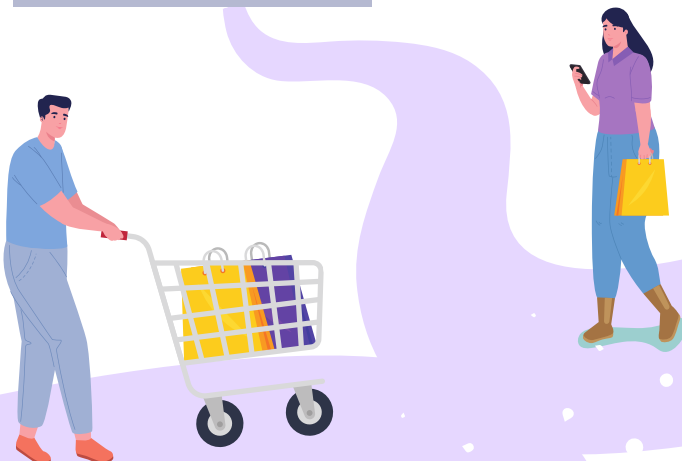
To do this, you need to understand how each customer behaves in your mall. The biggest challenge here is creating a process that will enable you to collect this data across all of your tenants (or at least enough of them for the data to be meaningful). There are various ways to do this…Some malls use gift cards to collect customer data, while others rely on their tenants to share key insights, but the best way to gather this data is through a mall loyalty program.

The right loyalty solution can offer you innovative tools and technologies designed to collect rich customer data, helping you engage with shoppers in real-time!

A simple mall loyalty program could help you gather data on:

- **How often** shoppers come to your mall
- **Which stores** they shop in, and **how often** they visit each store
- **When** they shop (what time of day, what day of the week/ month/ year)

Are there alternatives to loyalty programs?

YES
→ **Beacons**
→ **Footfall counters**
→ **Other**

BUT…
Typically, alternatives like this do not capture individual customer behaviour across the entire mall.

Personalize by Resonating with Individual Behaviors

This individual, behavioral data, compiled with the basic data listed in the 'Walk' section, will enable you to start building a more complete view of each customer. You should now have a better understanding of your customer's habits, preferences, and interests, and you can use it to your advantage!

Indeed, this data can be used to divide your audience more accurately and to create more sophisticated and accurate customer segments that are based on actual behavior, rather than just a similarity in profiles. These advanced segments can be targeted with tailored communications, offers, and rewards, that are smartly designed to make each customer feel like they are receiving a personalized customer experience. The more you adapt your communication to suit a shopper's interests and preferences, the more likely it is to have an impact on their behavior - and if you have the right loyalty solution, you will be able to track and measure this impact!

Create
more sophisticated and
accurate customer segments
that are based on actual
customer behavior

At this level, you could be using **email marketing** to target customers based on their behavior in the mall- like **where they shop** and the **rewards they redeem**. This type of tailored content will ensure **customers feel like they are receiving something totally unique and personal.**
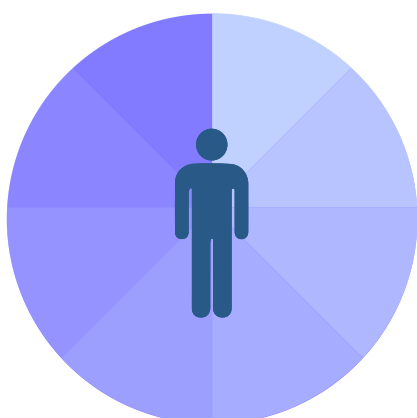
With the right tools, you can analyze real-time shopper behavior, and track engagement at every stage of the customer journey. Not only can you see who your customers are, but you can access more details about how they behave in your mall. Although at this level you will not be able to view how much a customer has spent or what items they purchased, you do know what categories of shops they make purchases in and when. With this, you can begin influencing their behaviors and tracking the results.

The next step is collecting real-time transactional data! If you want to see what the next level looks like, and what happens when you DO collect real-time spending and purchase information, then read on…

Want to run **faster?**
Collect transactional data

If you're looking to 'run even faster' towards personalization, having transactional data for each of your customers will help you! A recent report found that **80% of marketers worldwide** said they **didn't understand their customers beyond demographic and geographic data.**

The report also found that **96% of businesses found it difficult to unify their data in one place**, making it harder to build a comprehensive single view of a customer. Having a **single view** of your customer is the most important tool in your arsenal. This is because the **more information** you collect, the **more individually focused** your marketing can be.

Although there are other ways, **a mall loyalty program is typically the most efficient** way to collect rich transactional data. This involves customers collecting points for every transaction that they make within the mall. Tracking those transactions can be done using:

- **In-store interactive hardware:** Some malls provide hardware for their tenants to track these loyalty transactions.

- **Customer Information Desks:** Other malls provide this service on behalf of their tenants and their customers. The information desks track and reward customer transactions.

- **Receipt scanning:** Some offer their customers the possibility to report directly on their transactions by enabling receipt scanning technologies with mobile or web apps.

- **Card-linking:** This is a low-touch solution for customers and tenants, which enables the collection of transactional data by linking loyalty programs to shoppers' bank accounts.

PROs & CONs
of each method

	👍	👎
In-Store Hardware	• Easy **instalment.** • **Easy for shopper** (no need for an app, nor to link bank card details).	• Requires **engagement from tenant** staff (need for training, and usage incentive).
Customer Information Desks	• **Zero touch for tenants.**	• **Additional step** in the customer's journey.
Receipt Scanning	• **Self-service** tool for customers. • **Zero touch for tenants.**	• **Additional step** in the customer's journey • Risk of **error.**
Card Linking	• **Zero touch for tenants.** • **Zero touch for customers.**	• **Usage barrier** (not all customers will be willing/able to share their bank details). • This solution can be costly.

Examples of transactional data points you would be adding to your individual customer profiles are:

- **ATV (Average Transaction Value):** how much do they spend per transaction, on average?

- **SPV (Spend per Visit):** how much do they spend per visit?

- **CLV (Customer Lifetime Value)**: how much have they spent with you overall?

Now, you can build this additional data on top of the behavioral data you have already collected (I.e. Which stores they visit, how often and for how long).

What Transactional Data Adds to Personalization:

With a program that gives you transactional data and a deeper insight into customers' lifetime value, you will be able to segment more efficiently and target the customer groups that are the most attractive and profitable for your business. Transactional data helps you to:

- **Understand the value of each customer** (and customer groups) so you can prioritize accordingly.

- **Reward customers** based on **how much they spend with you,** not just on the frequency of their transactions.

- **Gain deeper insight** into customer behavior - you now understand **how much they spend** and **in which stores.**

With the right tools, you should now be able to leverage this data to create automated customer journeys that resonate with individual shoppers, drive their loyalty and influence them to visit more frequently and spend more. It therefore brings an additional source of value to your shopping mall and to your retail tenant partners.

The customer profiles you have built with basic, behavioral, and transactional data should make it a lot easier to understand who you are talking to and what their expectations are. This information will allow you to **produce content that resonates with each customer.** Now, you need to match the right content with the right person, so that **each communication feels personalized,** without demanding too much effort from your marketing team.

In this section, you are not targeting individuals one by one, but instead, **creating segmentation rules** that automatically create sophisticated segments for you.

This is called **mass personalization** and can easily be implemented with the right tools. For example, the use of **dynamic content** within emails is a popular way to mass personalize - by modifying the content seen by a shopper, based on who they are and their shopping preferences.

Personalization also becomes a lot more powerful, when you are not only reaching the right people with the right content but are also reaching them at the right time! With the real-time transactional data that you collect, you can set up triggered communications that will activate once a shopper behaves in a certain way.

For example, you can **automate customer journeys** so that shoppers who make more than 3 transactions (with a minimum transaction value) in one day, get a **personalized reward that they can redeem straight away!**

This will increase their dwell time and lead to more purchases.
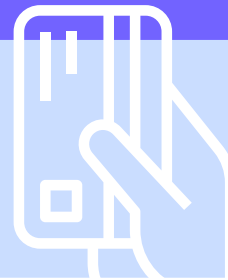
In this case, personalization leads to **highly engaged customers** who are **surprised and delighted** throughout their shopping experience. Not to mention, that you will be reaping immediate, trackable benefits!

The richness and depth of the data that you collect in this 'Run' section will enable you to activate a whole new level of personalization, and the ability to do so with minimal effort.

Personalization
An example of Running

JESSICA'S LOYALTY PROFILE

Age: 37
Gender: Female
Location: Minneapolis, 55401
Visits: 2 Per Month (Weekends between 10am-12pm)
Transactions: 3 Per Visit
ATV: $46
Favorite Brands: Starbucks, Sephora & Lego

STEP 1

Jessica is at home. She receives a push notification that LEGO is offering a 30% discount until Friday.

STEP 2

She decides to go to the mall, where she spends $60 on the latest LEGO Toy for her son.

As Jessica has made a transaction, she receives an automatic reward- a free coffee token for her favorite brand Starbucks.

Personalization
An example of Running

STEP 3
Whilst she is in the mall, she picks up some Adidas socks for an additional $10.

STEP 4
This month, Jessica spent an additional $70 in the mall and visited on a day that she would not usually visit.

STEP 5
The next day, she receives an email thanking her for her visit and letting her know that she has now reached platinum status and is eligible for Valet Parking.
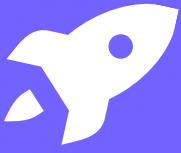
FLY to Personalization
Create a frictionless omnichannel customer journey

In **'Fly',** you will learn:

- About 4 key innovative data sources you can use to enrich your customer profiles
- How additional sources of data can take you to new levels of personalization

Connect with your omnichannel customer at all stages of their journey

At this stage, you have mastered handling more sophisticated data and are ready to take things to the next level. True pioneers of customer engagement are embracing this level of personalization, as research has shown that 75% of customers expect retailers to use their personal data to improve their shopping experience.

As a leader in personalization, you will also be using innovative technology to seamlessly connect all the touch points in your customer's journey. There are numerous ways to achieve this level of personalization, but once again, an advanced loyalty program is probably the most efficient way of collecting the rich and accurate data that you need to be successful.

75%
OF CUSTOMERS
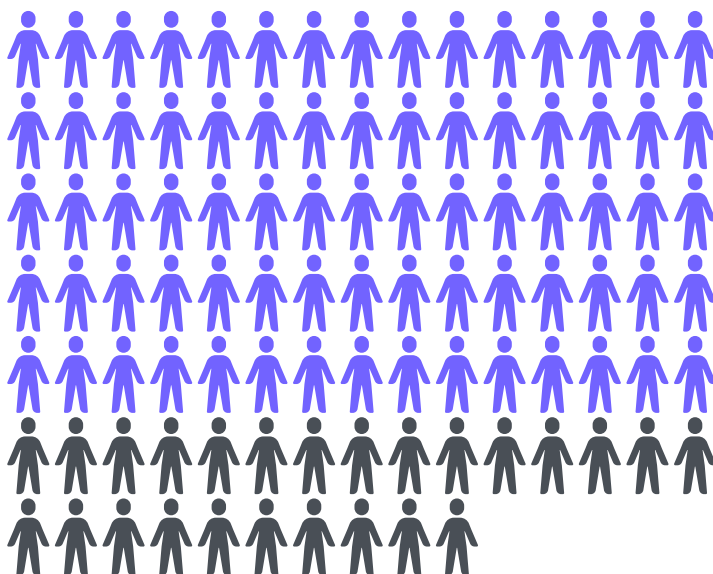
Expect your insights on **their data to be used** to improve their **shopping experience !**
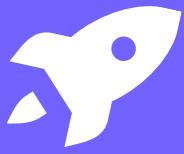
The objective at this point is to **collect data at every stage of the customer journey** and leverage it to **personalize your interactions with each shopper.** The list of data points you could be collecting is vast. For the purpose of this paper we are focusing on just four examples of initiatives that will open new data points for you.

4
Examples

of **innovative data sources** (used by the most advanced shopping malls) to better **understand, and connect** with your customers:

Data Sources

Geolocation   **Ecommerce**   **SKUs**   **Gamification**
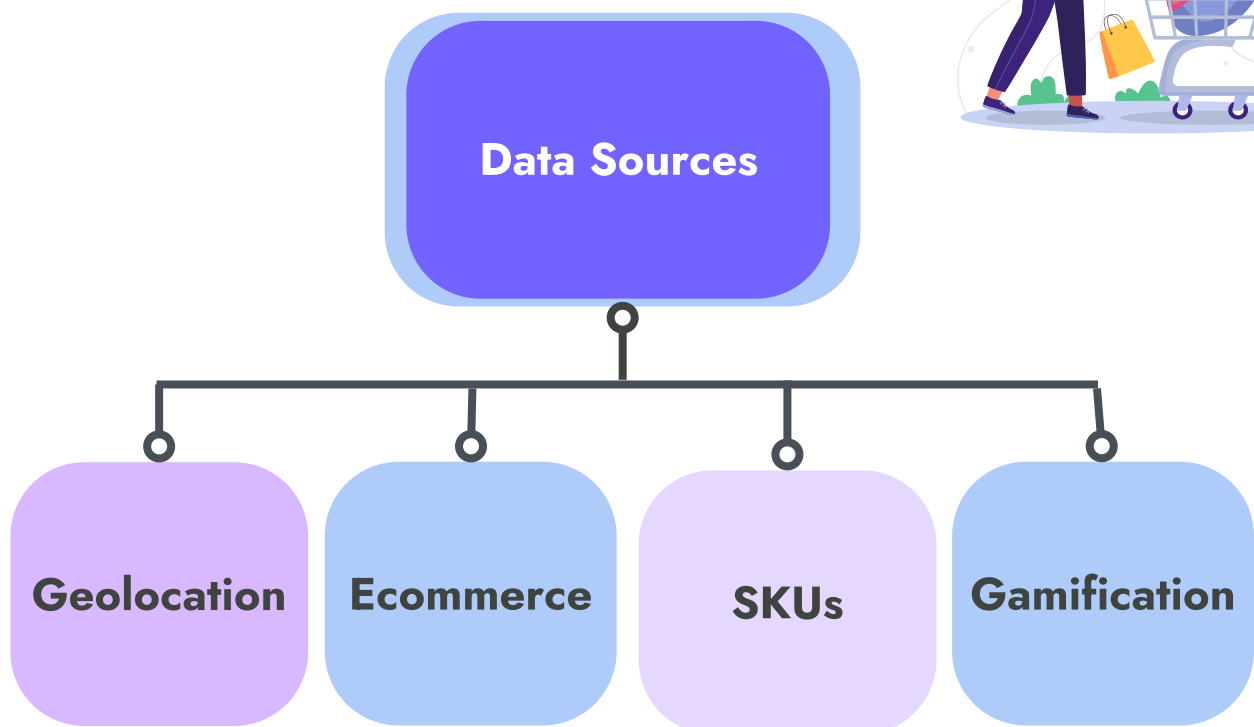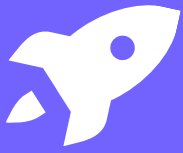
LOCATION-TRACKING

Some of the most innovative shopping malls are leveraging technologies that enable them to track their customers' location in real-time and interact with them based on this data.

Real Time Data

allows you to influence your shoppers' journey. You can automate this journey so that it feels personalized for each customer, while requiring minimal work from your team.

What Data Could You Be Collecting?

- Their **Frequency of Visits** to the center (excluding any purchases)
- The **Visit-to-Purchase** conversion rate (how often people come and actually make a purchase)
- **Dwell Time** (the amount of time spent between the moment a shopper enters and exits a mall) - this technology enables malls to understand the exact time a customer comes into the mall and the exact time they leave
- **Visits to Strategic Locations** (e.g. visits to competitor malls, visit to a location in the vicinity of the shopping mall, etc.)
- **Start- End Points** (when a customer enters and exits the mall)
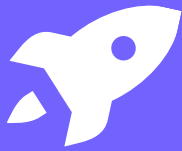
LOCATION-TRACKING

How Can You Use It to Personalize?

With it, you understand:

- The **time of day** that individuals prefer to visit
- The **day of the week**
- **How long** they typically stay
- **Other places** they may be visiting

So, what can you do with this data?

All this data enables even **more sophisticated segmentation,** allowing you to target the **right people with the right content, more accurately than before!** Location-tracking information also allows for more innovation to be applied when considering **local partners** (e.g. local hotels or commercial areas) who may be part of your local marketing program.
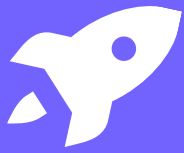
What could this look like?

Use this type of technology to enhance customer experiences.

For example:

- Send a personalized offer to Jessica when she is in the vicinity of your mall, to encourage her to visit.
- Reward her with a free coffee once she has been in the center for more than an hour.
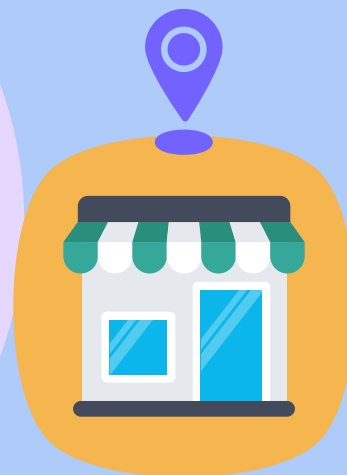
ECOMMERCE

As we move through this decade, the global retail industry must further embrace online interactions and eCommerce as consumers adjust to post-covid omnichannel lifestyles. Malls are reinventing the way that customers interact with them both in the physical, digital, and meta space. **Successful shopping malls have learned that shoppers enjoy living their experiences through these various channels-** meaning that today, Eccomerce is essential for offering a **multi-faceted retail experience**, generating **more customer touch-points,** and collecting **richer data** as a result.

What Data Could You Be Collecting?

An e-commerce solution opens the door to additional data points, including:

- **Shopping Preferences**: does your customer prefer to shop online, in-store, or both?
- **Product Level Data** (SKUs)
- **Website Analytics & Insights** (although these may not all be directly linked to individual profiles).
- **Attitudinal Data** - data around customers' feelings towards your brand (e.g. online reviews, comments, ratings...)

How Can You Use It to Personalize?

Once again, this data enables you to enrich each customer profile, making it easier to **target them with the right content**. With e-commerce, you can understand the products that people are buying - not just the brands they shop in - which gives you the tools to personalize a lot more effectively.
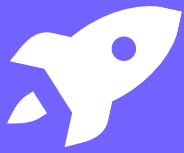
ECOMMERCE

On top of the additional data points that you have collected, having an e-commerce proposition offers a new way for shoppers to interact with your tenants. Effective omnichannel personalization then happens when you can **connect the data you collect through your e-commerce and offline channels so that the customer journey feels seamless.**

You can leverage the data that you collect to **influence each customer** based on their **individual preferences and behaviors.**

What could this look like?

Integrate your eCommerce channel with the rest of your ecosystem, so that Jessica can seamlessly switch from channel to channel.

For example:
- Jessica goes on your e-commerce website and buys soap from her favorite beauty store.
- A few days later, she passes by your mall and receives a notification informing her that there is a promotion on the matching hand cream!
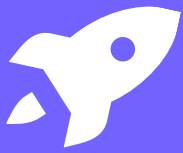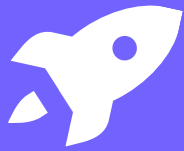
PRODUCT LEVEL DATA
(SKUs)

SKU data refers to product-level data that allows you to **see which items a customer has purchased** using a unique product code.

There are various ways to capture this data, including eCommerce, point-of-sale integrations, and more advanced solutions such as receipt scanning apps. The most obvious way to capture SKU-level data is to integrate with the Electronic Point of Sale (EPoS) systems. For individual retailers and retail groups, with common EPoS systems, this is relatively simple.

However, for shopping malls with tenants who each use different EPoS systems, this becomes much more complex. Often, each retailer will have its own version, making EPoS integration a challenge, if not impossible for many malls. This is why an engagement program can help you collect this data…

PRODUCT LEVEL DATA
(SKUs)

## What Data Could You Be Collecting?

When considering SKU-level data, we are **collecting data on each of the products being purchased by each customer.** Rather than simply knowing which brand, and categories shoppers go to and where they spend, we can now collect information on each of the products and the categories they are purchasing in.

How Can You Use It to Personalize?

Having SKU data delves **even deeper into customer behavior** - how they spend their money, specifically what products they buy, what their preferences are, what they come to your mall or property for, etc. Having this data makes it a lot easier to target each shopper with the right content, offers, and rewards at a finer category and product level -which will **increase the likelihood that you influence their behavior.**

If your shoppers receive content that is relevant to them and aligned with their previous purchases (as they would experience in the online world) you can offer them a **more convenient, frictionless customer experience.**
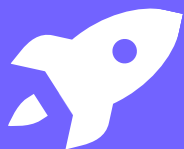
PRODUCT LEVEL DATA
(SKUs)

What does this look like?

Use this rich product data to deepen your understanding of each customer and personalize their journey.

For example:

- Jessica is scrolling through a list of boring emails on her phone. One stands out! It's from your mall, the subject line reads 'Jessica, we've got jeans for you!'.
- She opens the email and sees that her favorite jeans store has released a new pair of jeans (similar to the ones she's bought a few months ago), and there is an available pair in her size!
- She clicks through to her app, and is able to reserve a pair, that she can go and try on at the mall later today.
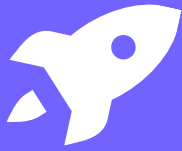
GAMIFICATION

Another innovative way of collecting rich customer data is by leveraging web and mobile apps. Indeed, more and more retailers are adding sophisticated features to their apps to unlock new forms of behavioral and attitudinal data. One of the most prominent features of today is gamification...

Gamification works by rewarding customers for sharing their personal data using clever game-style mechanics. These gamified features are used to motivate new and existing customers through clear value exchange. Customers are more likely to consent to their data being used if they can earn exclusive rewards by doing so. It can also help you achieve new data points by harnessing the power of play:

POWER THROUGH PLAY...

A global restaurant chain implemented a 'Scratch and Win' scheme that encouraged customers to submit data in exchange for prizes.

Customers could offer additional data in exchange for 'Scratch' points. The gamification of this process led to over **6,000 additional data items being retrieved** including family details, menu preferences, and preferred locations. This enabled the restaurant to **tailor its marketing content** and build **stronger customer relationships**.

6,000
New Data Points

Gamification is a great way to **re-engage** inactive customers, **build brand loyalty** and gain **insight** into the changing demographics and behaviors of your growing audience.
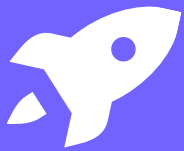
GAMIFICATION

What Data Could You Be Collecting?

- **Customer preferences** (What they like/ dislike)
- **Customer habits and lifestyle** (how they usually shop, whether they have children, how much they exercise)
- **Customer reviews/feedback**
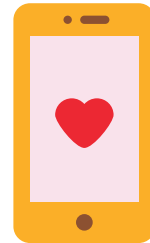
How Could You Use It to Personalize?

How you personalize will depend on the data you decide to collect. Some apps have games that encourage users to give them information on their likes and dislikes, in exchange for rewards.

Other apps offer the possibility for customers to 'heart' their favorite brands. Gamifying your app's features will certainly **improve your customer's experience** by making their interactions **fun and engaging!** In addition to the data you've already collected in this paper, you can use gamification to help you **compile even richer customer profiles** making it a lot easier to **curate content that resonates with your audience**.

The key to omnichannel personalization?
CONNECT YOUR DATA SOURCES

The way to make personalization truly powerful is by **integrating all of the data sources,** so that customer data **flows seamlessly across all channels**. This will ensure that **every shopper's experience is a frictionless, personalized journey** however and whenever they interact with your mall.

The advanced technologies you can access with a loyalty program **enable personalization across the full omnichannel customer journey**. With the right solution, you should be able to collect, store and activate all data points in real-time, at each customer touchpoint.

Personalization
An example of Flying
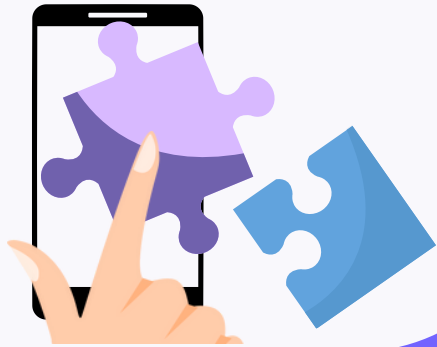
STEP 1
On her app, Jessica shares her favorite color in a game to gain additional loyalty points.

PURPLE!

STEP 2
Jessica is having lunch with a friend in a restaurant near the mall and receives a notification that her favourite shoes are now available in purple - and that they have a pair in her size in the Mall now!

STEP 3
Jessica invites her friend to go to the mall, buys the shoes, and they both go for a coffee. They then go onto look at clothes for their children.

Personalization
An example of Flying

STEP 4
Getting home she realizes that the T-shirt she bought for her son doesn't fit. She organizes a return on her app, and orders a bigger size to be delivered at home.

STEP 5
A day later, she receives a notification on her phone advising her that the new T-shirt is on its way. With it, comes a VIP invitation to a Kids' clothes pre-sale.

STEP 6
Jessica's experience with the mall is seamless.
She has visited 1 additional time this month and has spent 90% more than in previous months. She has also recommended a friend to join the loyalty program.

CONCLUSION

To conclude, personalization is now more important than ever. **Your competitors are already investing in it and your shoppers now expect it.** Not only this, but they expect it to be delivered seamlessly across multiple channels. Today, customers have grown increasingly loyal to brands that can offer them the ease and convenience they experienced with e-commerce during the pandemic.

Personalization can help you achieve this. A study found that **39% of marketers who segmented their email lists to personalize their content, experienced higher open rates, lower unsubscribe rates, and greater revenue.** These statistics show that it is extremely important to curate content that speaks to your audience. To do that, you need to know who your customers are and how they interact with you.

It's a fact, in a world where convenience has become an essential aspect of retail, customers will not spend time interacting with content that is not relevant to them. Therefore, to truly reap the rewards of personalization, you must invest in a personalization strategy. Don't forget that **every little helps and even small amounts of segmentation can fuel your personalization journey.** The most important thing is that you just get started and make progress!

SO, HOW DO YOU DO THIS?

The Personalization Journey from Walk through to Running and Flying may sound like a daunting task for Mall Professionals, but it doesn't need to be! At Coniq, we have invested over a decade, and are working with the biggest and best players in the market, to create millions of lines of software to produce the very best retail technology on the market. All this, in order to give Mall Operators a head start. **YOU don't have to build all of this because WE already did**.

Book in a demo and start your journey to personalization today.

KEY TAKE-AWAYS

1. You need a personalization strategy to survive: your competitors are doing it, and your customers expect it!

2. Data is key to segmentation, and segmentation is the first step to personalization.

3. Make sure that all the data you collect flows between all the channels your shopper interacts with for a seamless journey (loyalty is one of the best ways to do this!).

4. Pick the right solution! While technologies and trends around how to capture data and interact with shoppers evolve, make sure that you have a solution that enables you to successfully adapt. You should be able to easily add the newest technology or channel to your existing solution.

5. Don't worry if you are just starting. Every step towards personalization counts as progress!