

How Do Outlets Retain Their Competitive Advantage?



About Coniq



Europe's Leading CRM & loyalty provider for retail destinations

Uniquely positioned with a wealth of outlet experience

Providing tech, advisory and operational support



VALUE RETAIL



unibail·rodamco



16
Countries



50+
Malls



750+
Brands



3,000+
Locations

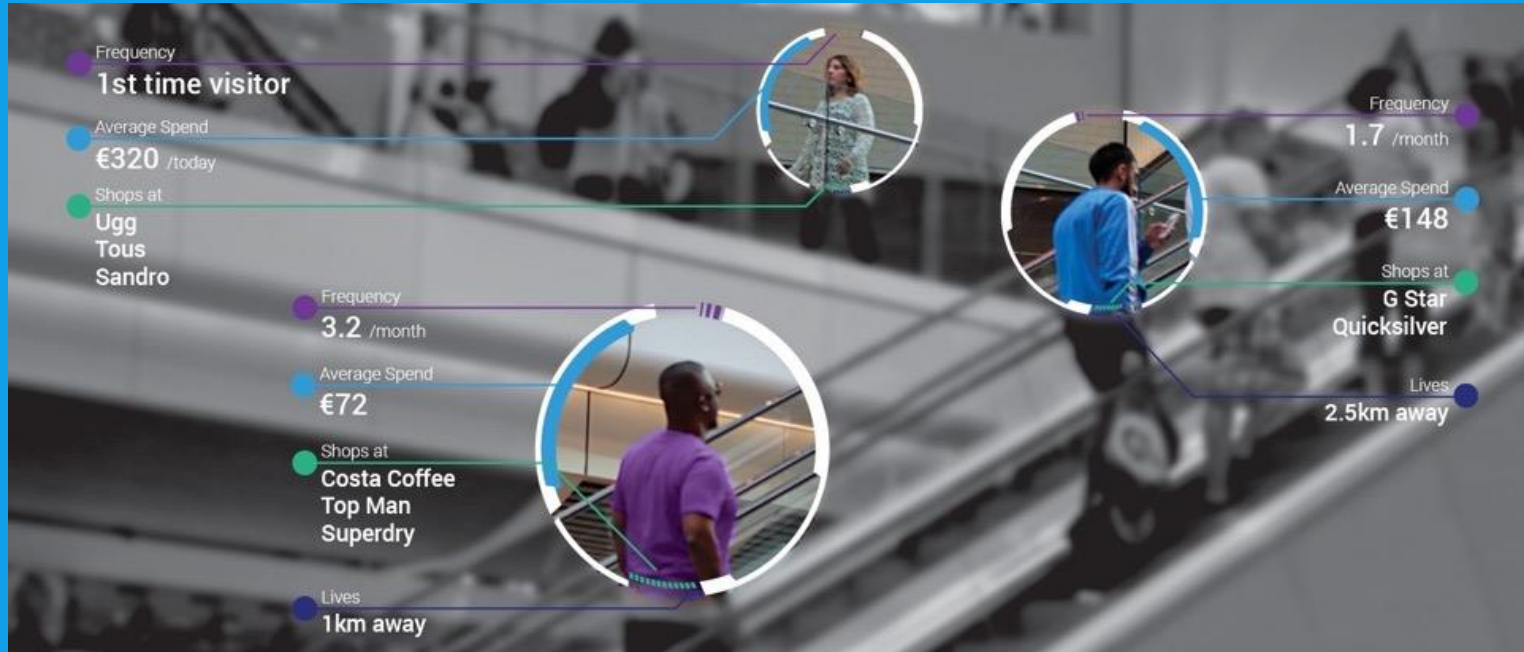


€1bn
Spend p.a



14m
Shoppers

Your biggest asset are your shoppers



The
Economist

When Caesar's Entertainment, a casino group, went bankrupt in 2015, auditors valued its loyalty database at \$1Bn, more even than its property on the Las Vegas strip.

Coniq is customer centric



Engagement



Data Insight



CRM
Personalisation



In-Store

Highly Engaged Shoppers

Outlet shoppers are 3 times more valuable



OUTLETS

Customers Visits: **1.5 per year**

ATV: **€152**

Spend Per Visit: **€246**

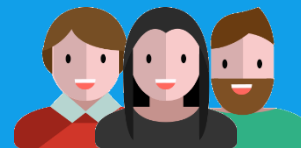


SHOPPING CENTRES

Customers Visits: **2.3 per year**

ATV: **€52**

Spend Per Visit: **€68**



Q&A



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