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In Case You Missed It:

Malls Deploy Technology to Lure—and Keep—Shoppers

Chicago, Ill (April 21, 2017) – In the midst of a competitive online shopping environment, mall owners are adopting sophisticated technology to lure, and keep, shoppers in stores. In *The Wall Street Journal*, Esther Fung [writes](#) how malls are trading in paper coupons and plastic rewards cards for innovative, user-friendly solutions like Spring Marketplace, which draws shoppers to brick and mortar locations by identifying their spending in real time and communicating with them through the two channels shoppers use every day – SMS and email – with specialized offers for their favorite brands.

Key excerpts from the article:

“At the Chicago Ridge Mall, a shopper can swipe his or her credit card at a kiosk to sign up for the Oh So Simple Rewards Program. For every \$250 spent in total at the mall’s stores the consumer receives a \$10 reward that can be redeemed at the next purchase.

“Starwood Retail Partners, the mall’s owner, tapped the services of Spring Marketplace Inc., which creates rewards programs for malls that link online and mobile marketing to in-store sales through credit cards that shoppers already use.

“‘It’s a competitive market out there in retail,’ said Chelsie Petereit, vice president of marketing at Starwood Retail. ‘People have got a computer in their pockets and these rewards are just enough to tip them over to make the purchase, especially if they are already in the center.’”

“By tracking customers’ purchases at a mall, Spring is able to send coupons for neighboring stores via text messages that can prompt shoppers to fan out to other retailers. For instance, shoppers getting a coffee at a Starbucks using a credit card might get a text message with a \$5 coupon for a nearby J. Crew store.

“‘You get an SMS congratulating you in real time. It’s very engaging and it makes you want to do it again,’ said Jonathan Dyke, chief operating officer at Spring Marketplace, which also counts mall REITs such as Simon Property Group, Taubman Centers Inc. and Pennsylvania Real Estate Investment Trust as its clients.”

The full story can be found [here](#).

Learn more at www.springmarketplace.com.

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