



# Laser sharp marketing management for shopping malls

## Omnicanal – Processing customization – Predictive models

### CONTEXT

#### Marketing investments ROI

- Facing the growing competition of digital pure players (Amazon, Vente Privée...), Klepierre’s objective was to generate traffic in its outlets in order to become more attractive to clients, whether they are retailers, restaurant owners...
- Teams needed to make substantial investments in marketing efforts. Monitoring, performance measurement of actions and investments were therefore a major issue.
- To maximize its ROI, Klepierre needed to efficiently monitor marketing campaigns and investments. It means providing teams with a solution bringing together data from physical, digital and internal channels.

### CHALLENGE

#### Reconcile physical and digital data

- Today, marketing takes many different forms: digital, TV campaigns, sales demonstrations, mobile apps, press... Combining marketing with external or internal data is also helpful (like budget, turnover...) to calculate ROI.
- Monitoring is complex, because data sources are abundant and fragmented. Manuel reprocessing is sometimes required and leads to mistakes, loss of productivity, or long delays. Klepierre faces additional complexity as their shopping malls are present in 16 European countries, meaning that the same KPIs can be measured by different service providers.
- Last but not least, traditional solutions still miss agility to aggregate data coming from multiple sources and therefore fail to meet business needs.

### SOLUTION

#### Simplify data analytics for shopping malls

Klepierre was seeking a solution that would make data management simple for internal teams and clients. In the age of automation and data-driven, **fast time-to-market** and **user-friendly development experience** are to-be-expected.

In the end, that’s why Klepierre was drawn to ForePaaS, which provides a **one-stop shop** to deliver data projects supported by an **automated infrastructure** that doesn’t require in-house experts to set up.

Klepierre leveraged ForePaaS’ platform to create, deploy and run customized analytics applications in order to evaluate their shopping centers’ marketing performance. With ForePaaS, they have been able to manage the full data lifecycle:

- From collection of multiple data sources, like company information, financial data, social networks, apps, marketplaces, weather, calendar...
- ... to visualization, through customized dashboarding tool to expose and segment data according to user profiles

Klepierre teams took ownership on the dashboards very quickly, allowing them to present and share results and takeaways easily.

The **first delivery** occurred in **only 8 weeks**, and after a successful testing period with 5 shopping malls, **106 centers** are now using the solution.

The long-term objective is to go one step further in the understanding of business performance drivers, building **predictive models based on traffic and weather** for example.



Klepierre is the European leader in shopping malls, building on its expertise in development, rental and asset management. The company’s portfolio is estimated at 24,6 billion euros in 2018, counting shopping malls in 16 countries in Europe, with more than 1,1 billion visitors each year.

### KEY RESULTS

**21** data sources from **16** countries

**106** shopping malls onboarded

**8 weeks** first time-to-delivery

### TESTIMONY

*“Now we can measure the impact of a media plan on digital and physical traffic generation. In the blink of an eye, we can access graphs to correlate media investments to web and physical traffics, or measuring the impact of events on turnover.”*

Elise Masurel  
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