

The Daily Data

Global Edition, Wednesday 11th March 2020

REVEALING YOUR SECRET MARKETING WEAPON

WHAT IF YOU HAD A QUICK-START, PLUG-AND-PLAY WAY TO KEEP YOUR RETAILERS, LANDLORD AND SHOPPERS HAPPY MORE OF THE TIME?

You probably already know the benefits of giving your shoppers free Wi-Fi, but what if you could use it to recognise and reward them with relevant offers

and promotions the moment they arrive in the centre? What if you could use it to communicate with them even when they're not in the centre?

The key is data: things like shopper name, email address, age, gender, DOB, post-code, and shopping history and preferences allow you and your retailers to deliver personalised marketing messages that get better results.



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Velocity Worldwide offers you a way to turn your Wi-Fi into a data tool that increases footfall, sales and loyalty. We do this by integrating your Wi-Fi with our world-class data, personalisation and insights platform, Darius[®] for Retail.

HERE ARE JUST SOME OF THE RESULTS DARIUS[®] HAS BEEN ACHIEVING FOR OTHER CENTRES...

31
CAMPAIGNS

18K
ACTIVE PROFILE
SHOPPERS

88%
OF RETAILERS
ENGAGED

£100K
IN DIRECT
SALES REVENUE

ROI
RETAILER
SPEND &
FOOTFALL UP

SAVED
+£45K
ON RESEARCH
& INSIGHTS

The great thing is that if you're offering your shoppers free Wi-Fi, you already have all the necessary hardware in place to make all this possible - all that's needed is integration with Darius[®]. We already integrate with a number of Wi-Fi providers including Aruba, Cisco Meraki, Freerunnr, MJ Flood, O2, Pico Point, Ubiquiti and many more so if you're using any of these, we can get you going right away*.

We also offer a managed service to help you get going & get the most out of your new secret marketing weapon!

* Price on application for integration with Wi-Fi providers not listed here. ** Price on application for integration with ANPR and/or digital signage

HERE'S HOW DARIUS SUPER-CHARGES YOUR CENTRE'S MARKETING...

- 
LANDING PAGES
 Easy-to-build web landing-pages turn promotions into dynamic, data-gathering campaigns
- 
SOCIAL MEDIA
 Post or schedule directly to Facebook, Twitter and LinkedIn and measure true engagement in real-time
- 
LEAD CAPTURE
 Collect data to build and segment shopper profiles for personalised marketing
- 
EMAIL
 Design, segment and publish personalised email campaigns that convert
- 
SURVEYS
 Create surveys that gather valuable insights. Tag and retarget shoppers based on their responses
- 
SURVEY RESULTS
 Easy-to-read dashboard charts survey responses in real-time
- 
ANPR
 Integrate with ANPR to detect and engage with shoppers on arrival**
- 
SMS
 Use outbound SMS to send offers and promotions. Allow shoppers to engage with promotions via text
- 
DIGITAL SIGNAGE
 Integrate with in-centre digital signage to deliver data-led promotions in real-time**
- 
ABOVE-THE-LINE
 Give off-line marketing and advertising an online dimension that makes them work harder and collects data
- 
METRICS
 A simple dashboard shows campaign results and effectiveness in real-time
- 
DATA PRIVACY
 ISO27001 accreditation means the data you collect and manage is GDPR compliant

USED BY 5 OF THE TOP TEN UK MANAGING AGENTS



CBRE



SOME OF THE AWARDS THAT DARIUS[®] HAS PICKED UP



OK, I'M INTERESTED - WHAT DO I DO NOW?

Simply email Patrick

patrick.bradley@velocityww.com

for more information or to get started

Darius[®]

www.velocityww.com