



Stepping into the mall before coming to the mall

The future shopper's experience

- Increase sales by boosting shopper engagement and retention.
- Increase incremental revenue via proximity marketing and sales of additional services
- Measure the impact of a campaign
- Build brand loyalty through social media and in-venue engagement
- Be with your customer 24x7

What is MagiXMall?

MagiXMall is a cloud platform that enables shopping malls to gather more and better information on shopper preferences, analyze the information and translate the findings into future enhancements and revenue streams. With its location-awareness capability, the platform aims to maximize the management of brand appearance and publicity, in addition to extending unique features like finding family members and car parking spots.



Why customers use MagiXMall

- A cloud platform
- Accurate location awareness capabilities
- Navigation and wayfinding
- Various integration options
- Branding, industry themes & features
- Ads and Promotions engine
- Functions on Android and iOS
- Closed communication gaps
- Accurate Reports & Analytics

Improved Shopping Experience

- Integrates with customer loyalty programs to offer shoppers a personalized loyalty experience.
- Increase customer retention by delivering a fully connected shopping mall.
- Timely location-based notifications, reminders & visual interactions, leave your mall favorable.

Total engagement from start to finish

Positive Financial Impact

- No hidden costs on infrastructure
- Location-aware advertising, and monetization services
- Innovative revenue streams, up-selling & cross-selling capabilities
- Be with your Shopper 24x7

Inventive revenue, increased overall profit, definite ROI

Enhanced business processes

- Efficient use by staff
- Delivers actionable reports & analytics that support smarter, faster decision making
- Offers back-office functionality that streamlines routine administrative tasks

Continuous concentration on enriching enrichment



MagiXMall deployed on MS Azure, allows shopping malls to take advantage of the cloud for delivering a flawless experience



Happy shopper, Successful Mall!

- Personalized
- 100% Engagement from start to finish
- An engaging shopping experience



Speed across the board

- Speed of Solution Deployment
- Speed of operation
- Speed of Scalability
- Real time reports for immediate decisions



Overall Impact

- Data Security
- Capture and understand shopper-generated data for accurate decision-making
- Guaranteed ROI

MagiXMall on Cloud

Our promise to you

We promise industry-leading scalability, unmatched security, and ground-breaking innovations including a layer of intelligence that will take your shoppers experience to another level.

We promise you the ability to monitor engagement & satisfaction based on real time analytics & detailed reports to gain specific insights into top visited shops, areas, peak hours & seasons, and overall shopper activity.

You will raise the limits for shopping expectations and make your mall a favorite shopping destination.



Tangible Benefits / Desired Outcomes

- Guarantee shopper Engagement
- Gain Visitor Insights
- Take Informed Decisions based on detailed reports & analytics
- Increase Revenue through different advertisement opportunities
- Close Communication Gaps
- Guarantee ROI

Why IPMagiX?

Founded in 1998, IPMagiX creates solutions that empower hotels to prepare for IoT and earn revenue simultaneously. Headquartered in Egypt, and as a Microsoft Gold Communications Partner, IPMagiX has emerged as a leader of Unified Communications building a global presence. At IPMagiX, we integrate our vast experience with our highly enabling technology to create innovative solutions with ultimate flexibility, outstanding support and robust value through.