

Make your marketing efforts go the extra mile

Your marketing team can easily put the right message and content in front of every customer visiting your site



CUSTOMER ENGAGEMENT

Turn website traffic into increased foot traffic

While online shopping has increased dramatically over the past decade, people look to shopping centers as their primary place for entertainment, dining, in-store shopping, movies and more. Make sure your site doesn't miss opportunities to engage visitors by showing them the content they are interested in, and reflecting their individual interests through a customized site experience.



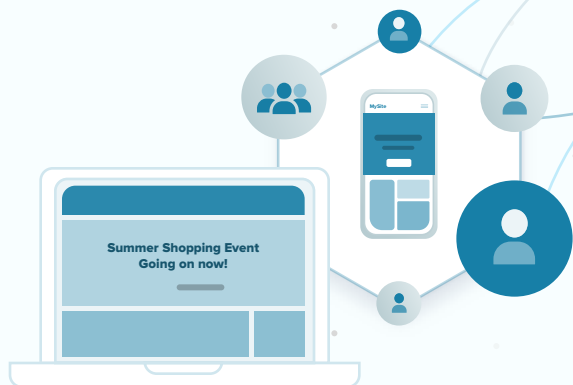
Full Spectrum Personalization with Industry Leading ROI

CloudEngage was designed from the ground-up to deliver maximum value to your business with one low monthly price. Create a great site experience with a single vendor for personalization and live chat. Convert visitors to on-site buyers, interested tenants to lessors, and delight your tenants, all in a simple user-friendly interface for your team.

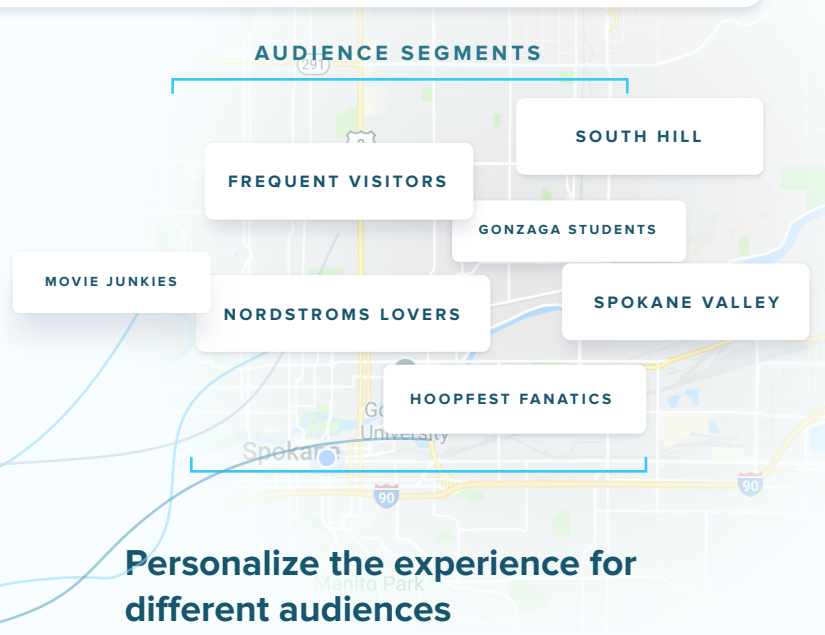
Gain a deep understanding of who is visiting your site and why

Make informed marketing decisions by knowing your sites audience

CloudEngage identifies your sites audiences allowing you to display the right message at the right time to the right person. CloudEngage is helpful in website redesigns and refactors, allowing you to structure your site and categories based on actual interest and behaviors.



AUDIENCE SEGMENTS



Personalize the experience for different audiences

Tailor everything on your site to make each visitor's experience unique and enjoyable

Cloudengage makes it incredibly simple and easy to modify site content, based on geo-location, weather and behaviors that drove visitors to your site.

TARGETED SITE CONTENT & OFFERS

Put tenants and content into the spotlight

Show visitors the tenants and content they are looking for, and easily add targeted media to personalize the customer experience

Merchants, restaurants and tenants are the lifeblood of your shopping and entertainment center. CloudEngage helps ensure they are seen by the right people increasing the likelihood of new and recurring visits to your premier destination. Frequent page views and site visits automatically segments your audience to tailor a digital and in-person experience for the visitor. PDF Menus, special offers, holiday creative and other content can be shared via onsite personalizations or in Chord with the digital concierge.



FEATURES

Personalization + Live Chat at a fraction of the price



AIM Audience Segments

Automatically discover visitors with similar interests and a multitude of additional behavioral data points. These are actionable segments for personalization.



Made For Marketers

The CloudEngage platform makes personalization possible for any team member or skill level. No coding required. Go ahead, invite the whole team!



Run Unlimited Personalizations

Easily personalize your site content, the digital concierge experience and visitor chats. All in an industry-leading delightful user experience with unlimited users and content.



Simple Install + Multiple Domains

CloudEngage works with ANY site or CMS platform. Plus, you can easily manage multiple domains and retain audience segments.



Geo-location Targeting

CloudEngage's precise location targeting unlocks unique abilities to market differently to students, select zip codes based on income, and travel time to your destination.



Push Notifications

Notify customers of the latest news, events, or offers. Your customers are in control of what types of notifications they receive, for the first time on a per-channel basis.

Hi, I'm seeing a movie tonight and I'm trying to find a good restaurant.



PERSONALIZED LIVE CHAT

Meet your digital concierge

Chord opens an entirely new channel of customer engagement

Make it easy for customers to connect with a real person when browsing your site. Quickly answer questions, offer helpful tips, advice and recommendations. Chord keeps track of a visitor's interests and browsing history. This allows the site to adapt in real-time to whatever your customer is looking for, and for agents to be knowledgeable on return conversations. Traditional concierge services can easily be trained to add substantial value to online visitors.

AT

Hi, Katie. Thanks for reaching out to us. Twigs has a great happy hour if you are there before 7. I would also recommend Tortilla Union if you're looking for some great Mexican cuisine, located on the ground floor.

That's a perfect idea!

I forgot there is a Twigs in River Park Square. I can't wait!!

AT

Your welcome Katie! Have a great movie night. Is there anything else I can help you with? Be sure to save your receipt for parking.