



# NEPI Rockcastle saved 42% of digital marketing cost in CEE through the cloud based AI Marketing Platform from Footprints for Retail

## Case study overview

NEPI Rockcastle is the premier owner and operator of shopping centres in Central and Eastern Europe (CEE), with presence in nine countries and an investment portfolio of €6.3 billion as at 31 December 2019. NEPI Rockcastle owns and operates 53 retail properties (excluding joint venture) which attracted 325 million visits in 2019. With group-level management of tenant relationships and a focus on cross-country collaboration, the Group is the leading strategic partner for major retailers targeting CEE countries. NEPI Rockcastle's shares are listed on the Johannesburg Stock Exchange ("JSE"), Euronext Amsterdam ("Euronext") and A2X. The Group voluntarily distributes at least 90% of its distributable earnings on a semi-annual basis.



Client

NEPI Rockcastle

Staff

450

Solution

Retail Analytics

Offline & Online  
Shopper Profiling

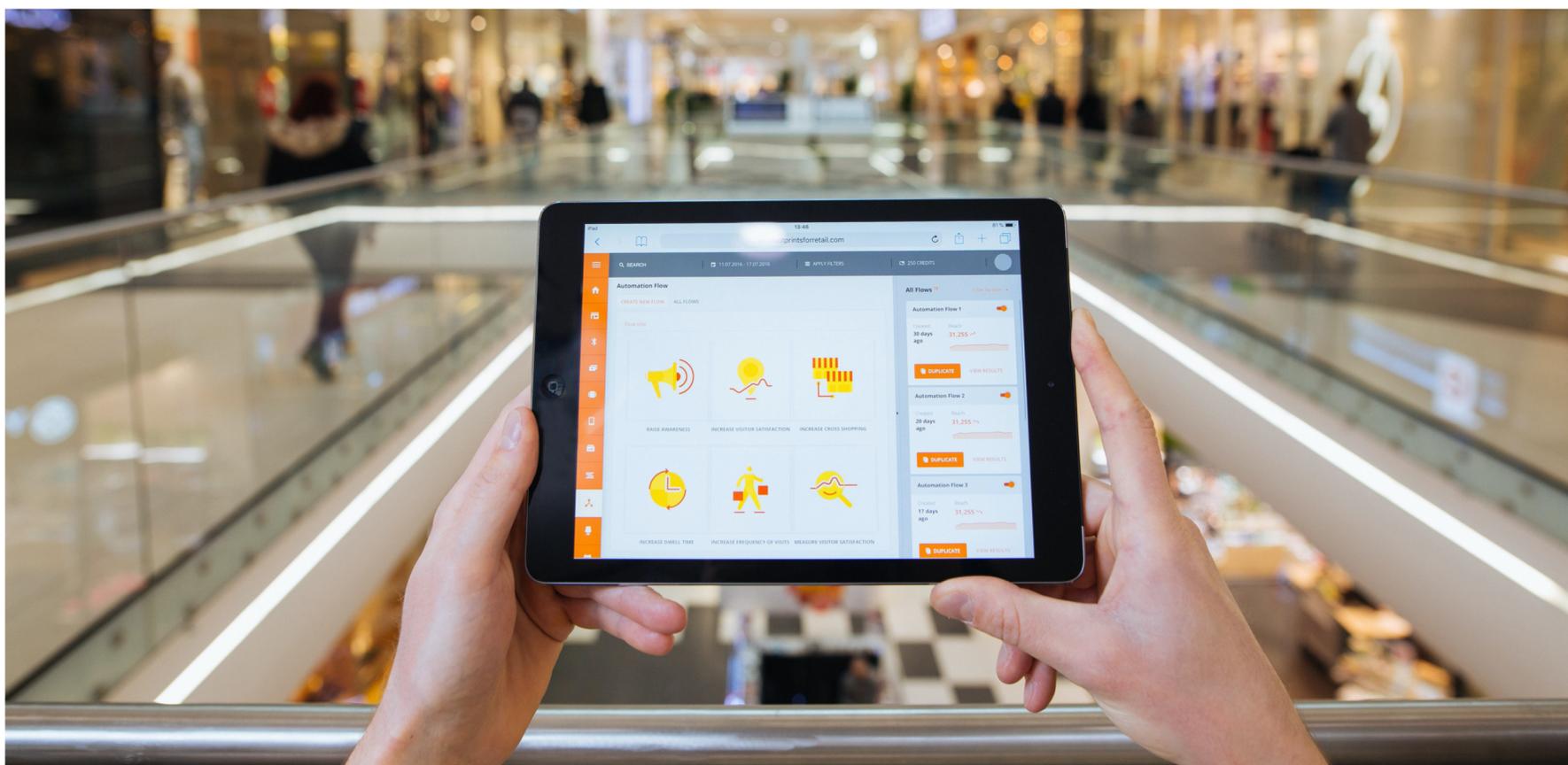
Multi-channel  
Campaign  
Automation



## The goals

As NEPI Rockcastle's portfolio is on the rise, with an YoY increase of 18% in 2018, we set out to implement an expandable investment model that transforms their shopper data into assets that can be monetized.

- Collect shopper data and visualize the outcome as a predictive behavioral model in order to turn more visitors into shoppers in a faster manner, and increase sales in physical retail
- Use online – offline probabilistic profiling in order to increase the impact of campaigns at lower costs
- Plan ahead by understanding the relationship between sales and traffic performance when it comes to choosing and (re)locating shopping mall tenants.
- Create marketing audiences for owned/paid digital advertising and for third-party digital media sales.



## Channels

Shopping Mall WiFi - Web – Mobile Devices – Mobile Apps

## The approach

Footprints operates on the belief that data assets can help shopping malls create new streams of revenue and more sustainable business models. We delivered on our vision of bringing Shopper Behavior Profiling, Retail Analytics, Campaign Automation and Sales Automation together, delivering simple all-in-one solution for retail properties.

Footprints for Retail is the most advanced marketing automation tool for physical retail's digital transformation. We use Artificial Intelligence and indoor shopping behavior data to act on what your shoppers want and expect in your shopping center or retail store.

Footprints collects and analyses data from 60% of all mobile devices that are owned by active shoppers in Romania. We use this data to create real-world shopping behavior segments & use them for multi-channel advertising with a focus on mobile advertising & omnichannel customer journey targeting.

## The use of know-how

By using Wi-Fi Access Points, data triangulation and device detection, we are able to create real-time analytics built on consumption patterns. This means we have the capacity to use data and related resources as soon as they enter the system. Footprints for Retail Indoor Location Analytics allows us to count, track and understand visits, their visit duration, in-store paths and other shopper patterns.

Through this, we can provide up-to-date information about customers, which leads to better and quicker business decisions within minutes. Footprints for Retail Indoor Location Analytics allows your retail property to react without delay.

We can understand who the shoppers are and how they interact with the NEPI Rockcastle retail properties in the offline environment with the help of Indoor Location Intelligence, Omnichannel Analytics & Machine Learning. We use advanced offline & online behavior data to create, manage & segment audiences in order to ensure all content distributed by NEPI to their contact database is fully relevant and personalised.

By using Footprints for Retail, NEPI Rockcastle took significant steps to bridging the gap between marketing investment and offline sales. Our solution uses location data and algorithmic automation to improve the quality of their real-world sales efforts and to drive more sales.



Understand your shoppers' behavior.



Predict what your shoppers want & expect.



Influence shoppers across marketing channels.

## The results

NEPI Rockcastle gathered anonymized behavioral patterns from 4 million individuals and matched it to their online user data. Marketing managers can now target very specific audiences based on what visitors are doing inside their shopping malls through Footprints, achieving 42% year over year savings on NEPI's digital marketing spending.

### COST EFFICIENCY

**42% decrease  
in marketing  
costs YoY**

### ALL IN ONE PLATFORM

**Single source of  
truth, visualising  
all data sources**

### IN-DEPTH PROFILING

**4 million  
shoppers  
profiled**

Get your retail property to capitalize on the rise of the AI.



Enable your retail properties to boost their performance and create a unique, recurring revenue stream by monetizing their data assets.

[www.footprintsforretail.com](http://www.footprintsforretail.com)