

The **3D's** of Digital Place Marketing in Malls

Today's mall operators need to attract consumers to physical retail locations and then engage them onsite with rich entertainment, smart marketing and valuable information. Samsung SDS Digital Place Marketing (DPM) offers high-traffic venues the latest in audience-targeting technology and machine learning to increase customer engagement and satisfaction, driving retail sales and increasing bottom-line profits across the board.



1

DESIGN

- Create new experiences from targeted ads, messages and promotions via interactive touch screens
- Ensure the most impressionable ad is played with self-adapting machine learning



2

DELIVER

- Integrate across applications which are selected as part of the automated content picker
- Send traffic to specific retailers with digitally displayed advertiser content
- Target the right customer at the right time with advanced data analytics and ad-matching algorithms



3

DRIVE

- Gain real-time insights on consumer behaviors based on people flow, viewership and interactivity
- Measure solution effectiveness with a wide variety of analytical data inputs
- Build consumer, tenant and advertiser loyalty to your property and the retailers in it

To learn more about Samsung SDS Retail Solutions, visit samsungsdsa.com or contact us at bd.sdsa@samsung.com.