CREATING COMPETITIVE EDGE WITH DIGITAL

In the beginning of 2019 Cushman & Wakefield Spain launched the Infinity Program.

An ambitious initiative based on the Placewise platform The Mall Performance Cloud. The key objectives were:

- Increase the customer databases
- Increase customer activity levels and engagement
- Understand the customers better through intelligent reporting

10 Cushman & Wakefield Malls in Spain
How it Works

RECRUITMENT

CHANNEL ACTIVATION

IN-MALL BENEFITS

ON-SITE
SOCIAL MEDIA
DISPLAY
WEB FORMS
WEBSITE

EMAIL
SMS
APP + PUSH
SOCIAL MEDIA
QR CODE

COUPONS
EVENT GOODIES
RAFFLES
WIFI
SERVICES
First Year: Summary of Results

- **265,000** TOTAL COMMUNITY
- **140** PARTICIPATING RETAILERS
- **58%** MONTHLY ACTIVE MEMBERS
- **4.2%** HIGHER FOOTFALL THAN NATIONAL BENCHMARK
- **16.2%** OF VISITORS REGISTERED IN THE LOYALTY PROGRAM

Intelligent Reporting with Custom Insights
TESTIMONIALS

“The results obtained with Placewise in the first year of operation of Infinity confirm that customer knowledge will be the key to the future of Retail. We are working on the expansion of the project to other shopping centers managed by Cushman & Wakefield in Europe.”

Rafael Mateu
Partner, Head of Asset Service Retail

“Currently over 240,000 shopping centre visitors are enrolled in the loyalty program that offers exclusive and innovative benefits and services. This is 15% of the annual unique visitors, and 50% higher than the goal we initially established for the first year”

Vicente Alemany
Innovation & Marketing Coordinator