Sørlandssenteret
2020
Case Study
THE SUCCESS OF CLEAR VISION & STEADY EFFORT

70,000+ members in 5 Years, 80% of unique trade area

Sørlandssenteret is a suburban shopping center & retail park located in southern Norway, with a catchment area of nearly 90,000 people. It is one of Norway’s most prominent centers. In October 2014 when Sørlandssenteret became a Placewise client, we imported 3,600 pre-existing email addresses and got started.

October 2014 Imported 3,600 email addresses.
November 2016 Campaign 14% like for like sales growth
March 2020, 72,500 full profile members
The Power of Retail Offers

Sørlandssenteret’s mall management agreed with Placewise, that in the right context, compelling tenant offers are able to provide the best value for customers. Retailers given an opportunity to increase their revenue and average basket value are able to afford to provide an incentive. This is best done in the form of high quality discount offers with real value (15-50% off).

As with most things, convincing your tenants to deliver exclusive discounts for shopping center loyalty members is toughest in the first year with a limited database to offer as their audience.

However, this shopping center proves like no other that continuous investment of time in getting good tenant offers and wrapping those into effective campaigns that attract new members has a real and substantial payoff.
**Hard Work Pays Off**

2 years after launching with Placewise, Sørlandssenteret had 35,000 members in their database. These are not mere email addresses, but full personal profiles with name, age, gender, preferences, and history on all digital interaction with the shopping center.

The result was an ever increasing buy-in from the tenants to compete with one another and deliver better offers during each of the ±6 coupon campaigns that were held per year.

By the end of 2016 Placewise was coordinating campaigns in which up to 80 coupons (in this case we implemented a cap to create scarcity) were pro-actively delivered by the tenants.

Two years into the program, the centre reached the 10,000 coupon redemption mark. Store revenue research shows that participating tenants increased like-for-like sales compared to the same 2-week period the year before with on average 14%, with outliers of 20+. 
When the Unimaginable Becomes Reality

Today, at Sørlandssenteret tenants compete to deliver the best offers and make sure their offer gets accepted by the center management by sending them in early, well before each campaign starts.

Though this story seems to depict a world upside-down, it becomes reality when you have over 80% of your catchment area in your database, at your fingertips.

In a catchment area of 89,000 people, the shopping center now has 72,500 members.