Waasland Shopping Center
Delivering Results

placewise
Solutions that re-invent shopping.
THE PLACEWISE ECOSYSTEM AT WORK

Client Since: April 2018
GLA: 45,000 m²
Tenants: 140

With its 45,000 m² GLA and 140 shops Waasland Shopping is Belgium’s largest 1-level shopping center. In April 2018, Placewise took on Waasland when it acquired proptech player Mall-Connect, of whom Waasland was a client.

The Mall Performance Cloud

The implementation of Placewise’s Mall Performance Cloud was live less than 2 months later, in time for the GDPR-compliance deadline of May 25th 2018.

April 2018 Start of Partnership

2018 Q2

Launch Mall Performance Cloud

2018 Q3

Launch Loyalty App

2019 Q3

Launch CMS & New Website

2020 Q3

Planned Launch Tenant Engagement

November 2019 Database grew 1.5x in size.
The Placewise Loyalty App

In the 4th quarter of 2018, the Placewise app was added to Waasland's digital options available to their customers. Loyalty campaigns offered members of the loyalty program discounts of up to 30% from Waasland’s participating stores. In addition to helpful shopping center information, the app has other handy features like the ability for customers to check their gift card balance. The app’s main customer value is the coupon redemption system through which Waasland’s customers can redeem discounts in-store. The coupon usage, as well as other member activity is stored in the user profile in the Mall Performance Cloud’s data management platform, and then utilized for targeting Waasland’s digital marketing and client communication.
Directing Strong Results

By November 2019, less than 1 year and half after launching the loyalty program, Waasland’s customer database grew from its imported 24,000 members, to 34,000 that’s a 42% increase in just 14 months!

This fully GDPR-compliant database has average 90-day activity levels of 60-70%.

With the mall management’s strategic focus on continuously delivering value to visitors that choose to share their personal data and become members, Waasland is heading for steady growth towards its goal to know and communicate with 60% of its unique visitors.

The management is convinced that having a large, active database adds value to shopping center as an asset.
CMS Retail Hub & New Website

In 2019 Waasland and Placewise focused on renewing its website. In October 2019, a year after the loyalty program launched, Waasland’s new website went live.

The website is backed by the world’s most robust and versatile made-for-malls Content Management System.

We design and manage over 700 shopping centre websites for some of the worlds most prominent shopping centre owners.
Later this year Waasland will be one of Placewise’s first clients to use our tenant engagement tool, including an app for tenants.

The shopping center continues to build its digital toolkit to service its digital community.

And by doing so bring its landlord maximum value.

Toon De Meester - Center Manager

“We’ve had an impressive growth of our database since we started with Placewise.

Not only in quantity, but every contact is now a qualitative, active & GDPR proof member whom we can interact with.

To us this is thanks to the good GDPR-proof platform behind it and to the fact that it’s for us a pleasure to work with.”

– September 2019
Toon De Meester’s Full Testimonial

“In Waasland Shopping (big shopping mall in Belgium) we usually work independent with the Placewise platform, so we can schedule and manage our campaigns ourselves. Because we want to be able to respond quickly on every event we find it more comforting to know that we’re in control and don’t need to rely on a third party. The Placewise platform is very intuitive to work with and sending out a newsletter doesn’t take much time. Furthermore, the platform offers a lot of features, so you try lots of things yourself to set up filters & campaigns. Next to that, the platform shows a lot of interesting analytics. You can play with all graphs to pick out those figures you need. It’s positive to see that those analytics have also evolved over the 1,5 year we work with Placewise. The amount and type of analytics is updated frequently so they remain interesting. Because of GDPR, we lost a lot of contacts from our old database which was of course a pity. Luckily we had an impressive growth of our database since then. Not only in quantity, but every contact is now a qualitative, active & GDPR proof member whom we can interact with. To us this is also thanks to the good GDPR-proof back-end behind it and also thanks to the fact that it’s for us easy (and a pleasure) to work with.”

– September 2019