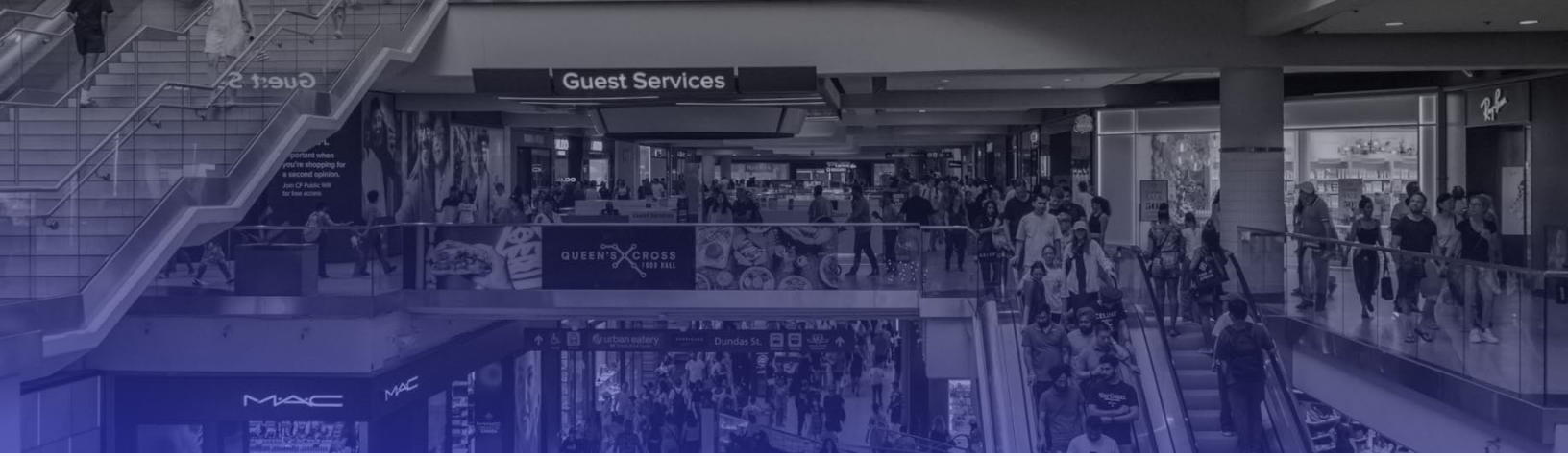


# HOW FLAGSHIP DESTINATIONS **TURN** **VISITOR DATA INTO** **MEDIA REVENUE**

How digital maps turn foot traffic into dwell time, discovery, and a new retail media revenue stream for flagship mall operators.





# THE FLAGSHIP ADVANTAGE IS REAL. THE DATA GAP IS BIGGER.

Unlike some struggling shopping centers, URW doesn't have a foot traffic problem with [900 million annual visits across 66 centres](#) and [~96.5% occupancy](#). The harder problem is what happens after visitors walk in. How long do they stay, what do they discover, and do they come back? Beyond that, how can you prove the answers to tenants and brand partners with data, not anecdotes?

**Unibail-Rodamco-Westfield (URW)** is already moving on this. [The "Platform for Growth" 2025–2028 plan](#) is explicit about [the shift](#): from landlord to platform, from square footage to services, from leasing revenue to marketing-led income.

Your [Westfield Rise](#) initiative installing nearly [300 IXD screens](#) across 10 US flagships demonstrates that you're moving to capitalize more on retail media. Soon, your physical media infrastructure will be in place.

What's missing is the behavioral layer underneath. Westfield Rise captures impressions, but how can you know who's searching for what? Where do visitors go after seeing a screen, and how does navigation behavior connect to spend?

Those answers live in a different layer – one that tracks how visitors actually move through the property, what they're looking for, and what influences where they go next. That's the layer a digital map provides.



# WAYFINDING AS A DWELL TIME ENGINE.

Frictionless navigation isn't just a guest convenience. It's also what keeps visitors on properties longer, and longer dwell time correlates directly with spend. A Pathintelligence [study](#) found that a 1% increase in dwell time results in a 1.3% increase in sales. At URW's scale, even marginal gains represent significant revenue compounding across 66 centres.

Unfortunately, many flagship properties lose that time to navigation friction. According to our recent [Venue Experience Report](#), **53% of visitors to large venues have at least one navigation problem per visit**. Disoriented visitors don't always stop at a kiosk or ask for help. Instead, they make a judgment call on whether finding that store is worth the effort, and they often decide it isn't. As a result, they'll cut the visit short, skip a planned stop, and leave feeling frustrated with your venue.

Mobile-first digital maps solve this problem before a shopper ever steps out of the car. Indoor mapping offers:

- Turn-by-turn routing from parking level to store entrance
- Real-time updates reflecting construction and seasonal reconfigurations
- Accessible routing for guests with mobility needs

When visitors move through a property with confidence, they spend less mental energy on orientation and more on exploration and discovery. That's where dwell time grows.

There's a loyalty dimension here, too. A first-time visitor who navigates a shopping center with ease builds a subconscious association between the venue and competence. They came, they found what they needed, and maybe even discovered other treasures. That's the foundation of a return visit, built through frictionless experience rather than a rewards program sign-up.

At portfolio scale, this compounds. [Simon Property Group](#) deployed Mappedin across 200+ shopping centres through a single mobile app, and [Cadillac Fairview](#) integrated across 18 Canadian centers through their [LiVE by CF app](#). Both run on a single platform managing every property from one back end.



# DISCOVERY THAT DRIVES INCREMENTAL SPEND.

The visits that generate the most revenue for a mall and its tenants are the visits where something unexpected happened: a store the shopper hadn't planned on, a promotion they didn't know about, a new restaurant on the upper level. Discovery, not just destination, is where basket sizes grow.

Historically, discovery often happened by accident. A shopper wandered past the right window at the right moment, or the right store happened to be on the route between two others. That model depended on anchor tenants driving traffic through common corridors, but anchor erosion is accelerating, so passive discovery isn't as reliable.

## A DIGITAL MAP LAYER MAKES DISCOVERY INTENTIONAL

When a shopper searches for a store, the platform knows two things simultaneously: where they are and what they're interested in. That combination of data is the most valuable signal in retail, and it opens up several revenue-driving moments. An indoor mapping platform can surface nearby stores in the same category along the visitor's route.

The platform can also trigger proximity-based promotions when a shopper enters a defined zone, funded by the tenant. It's also seamless to flag recently

opened brands to relevant shoppers in real time. Event-driven wayfinding ensures pop-ups and seasonal activations reach visitors already in the building who are already in a spending mindset.

The platform can also trigger proximity-based promotions when a shopper enters a defined zone, funded by the tenant. It's also seamless to flag recently opened brands to relevant shoppers in real time. Event-driven wayfinding ensures pop-ups and seasonal activations reach visitors already in the building who are already in a spending mindset.

**78% of Gen Z and millennials say they appreciate when brands add digital touchpoints to enhance physical shopping experiences.**

**– The Harris Poll & Qua**

These younger shoppers don't experience a relevant in-map recommendation as advertising; instead, they see it as service.

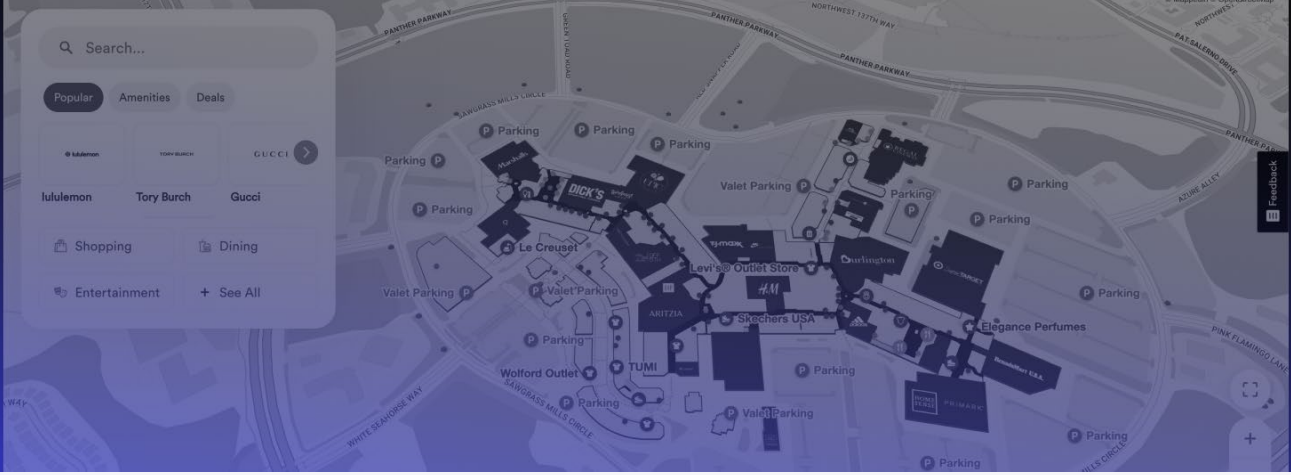


#### **CASE IN POINT**

## **ST. LOUIS CITY SC**

When St. Louis CITY SC launched an interactive map that surfaced new food and beverage partners, those partners saw 150% higher sales than legacy vendors, and 73% of all food partner interactions began with a search on the map. Visitors weren't stumbling onto these options. They were actively looking for them, finding them, and spending.

[\*\*READ CASE STUDY\*\*](#)



# THE MAP AS A MEDIA CHANNEL.

Every time a shopper opens your digital map, they declare their intent. They're inside the venue, ready to spend, and actively deciding where to go next. That's one of the most commercially valuable advertising contexts in retail, and most mall operators are giving that data away for free.

The directory on a typical mall app is a passive list: alphabetical, categorical, maybe with a search bar. It tells visitors where things are but doesn't sell, promote, or serve anything beyond skeletal details on brand locations. Retailers have successfully monetized every other media touchpoint a shopper encounters, but the mall's own map sits on the sideline.

## CAPTURING SHOPPER INTENT

However, you're already several steps ahead with your [Westfield Rise](#) initiative that leverages [Quividi for real-time audience measurement](#). That physical infrastructure captures shoppers' attention. A digital map layer adds what physical screens can't: behavioral intent data.

Search queries, navigation patterns, dwell zones, and discovery interactions are all signals that make a retail media offering dramatically more valuable to brands.

In practice, in-map monetization takes several forms. Sponsored search placements put tenants who've paid for category sponsorship at the top

of relevant results. Featured listings give new tenants or seasonal campaigns premium directory positioning. Event and promotion pop-ups surface time-limited offers tied to a tenant's marketing calendar directly to shoppers inside the building.

[Mappedin's Directory Ads feature](#) enables DOOH advertising on directory screens with per-kiosk ad scheduling, proximity-based targeting, impression tracking, and centralized management across a portfolio. The [digital signage integration](#) connects to existing signage infrastructure through platforms like Omnivex Ink, enabling interactive wayfinding alongside dynamic advertising on the same screens.



#### CASE IN POINT

## BLANCHARDSTOWN CENTRE

Blanchardstown Centre in Dublin uses its indoor mapping platform to give tenants a digital advertising channel directly through interactive directories. Tenants can promote deals, events, and new arrivals to guests who are already searching for what to do and where to go. The map went from a cost center — something the property maintained for guest convenience — to a revenue-generating channel that tenants actively want to participate in.

[READ CASE STUDY](#)

The lease conversation has also changed. Tenants aren't just asking for square footage and foot traffic reports anymore. They also want proof that the centre is actively driving traffic to their store. In-map placement is a concrete, measurable answer, and it repositions you as more than a landlord: you become a media partner with owned distribution inside a high-intent environment.



# TURNING MAP DATA INTO BUSINESS INTELLIGENCE.

All three pillars share a common output: behavioral data. That data is where the digital map stops being a guest experience investment and starts being a business intelligence asset.

The measurement gap in most malls today is significant. You can tell how many people walked through the door, but can you tell which tenants those visitors reached, how long they spent in different zones, which promotions influenced their route, or how navigation behavior correlates with spend? That gap is where decisions get made on instinct rather than evidence, and where the case for continued digital investment falls apart in front of a CFO.

## 4 LEARNINGS FROM A MAP LAYER

When the map layer is active, five things become visible:

1. Foot traffic flow shows which wings generate traffic, which are dead zones, and which routes shoppers actually take versus the routes you assume.
2. Search and engagement data reveals what categories and tenants shoppers are searching for, surfaced automatically through normal behavior.
3. Promotion performance tells you whether an in-map campaign drove traffic to the featured tenant, by how much, and compared to baseline.

4. Dwell time by zone can be correlated with map usage versus non-usage.

That data changes three conversations at once. For tenants, it shifts lease renewals from anecdote to evidence. You can show traffic by zone, by time of day, and by campaign period. Tenants who see proof that the centre is actively directing shoppers to their door are tenants with a reason to reinvest.

#### CASE IN POINT

## KLEPIERRE

When European retail operator Klepierre layered spatial mapping onto their tenant performance data, they discovered something their spreadsheets missed. Two tenants that appeared “co-located” in the data were actually a 10-minute walk from one another on the property. A synergy anomaly that had puzzled analysts for months was explained instantly once the data had spatial context. The same principle applies to casino convention space: until you can see where people actually go, your data only tells you half the story.

#### [READ CASE STUDY](#)

For marketing leadership, it creates attribution that’s historically been missing from in-venue campaigns: which promotions drove traffic to which tenants and at what volume. For ownership and finance, it reframes the map entirely, from infrastructure expense to a revenue-generating asset with a performance record.

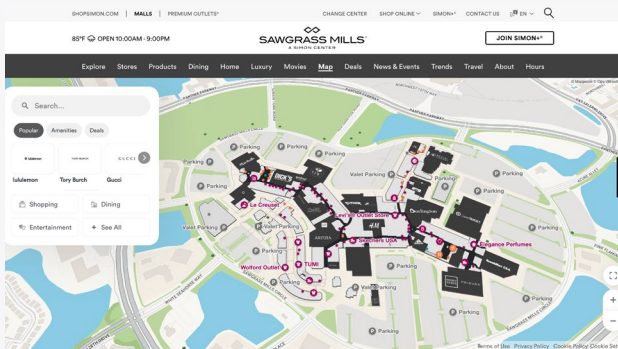
For an operator with a retail media network already in place, this data layer is what makes the offering defensible. Impressions on screens are table stakes; it’s the intent data pulled from spatial behavior that’s a premium offering.



# FROM PLATFORM TO REVENUE ENGINE.

The operators pulling ahead aren't the ones with the most square footage or the biggest marketing budgets. They're the ones who understand their visitors well enough to serve them in the moment, guide them through the experience, and prove their value to tenants with data.

The digital map does three commercial jobs: it removes friction to drive dwell time, creates discovery to drive incremental spend, and monetizes attention to drive media revenue. Most operators are using it for one of those three. The gap between one and three is where retailers find the revenue opportunity.



The operators already building at this level include **Simon Properties**, **Cadillac Fairview**, **Klépierre**, and **QIC** to name a few. Each started with wayfinding, expanded into discovery and monetization, and now has a data asset that compounds with every visitor interaction.

You already have the physical media infrastructure and the strategic vision to back it up. The map layer isn't a new investment category. It's the missing piece that makes your existing investment smarter.



# LET'S WORK TOGETHER TO MAKE WAYFINDING A REVENUE GENERATOR.

**Mappedin is the leading indoor mapping platform transforming the way venues are experienced, managed, and understood.**

Built for scale and trusted by the world's biggest brands, our AI-powered tools make indoor mapping fast, flexible, and easy to integrate—powering indoor experiences at top destinations worldwide. With nearly 10+ billion square feet mapped around the world, Mappedin helps make public spaces easier to explore, simpler to manage, and safer for every visitor.

[Book a demo](#)

