



Driving Shoppers to Store Launch



Shopping Center | Sydney, Australia

As part of the expansion of Top Ryde Shopping Center, Skyfii were engaged to support the launch of a major new tenant, Kmart. The goal of the project was to use Skyfii's proximity marketing tools to drive shoppers to visit Kmart on the day of the store launch, and demonstrate the value of proximity marketing to drive store conversion.

APPROACH

- Skyfii's IO Engage marketing tools were used to trigger an email to shoppers within 60-seconds of arriving in the center.
- A smart zone was created to track shoppers who received the email and then visited Kmart.
- The behavior of shoppers who received the email was compared to a control group to measure campaign effectiveness.

RESULTS

- The campaign showed proximity emails can immediately influence shopper behavior.
- Of 2,261 shoppers targeted on the launch day:
 - 14% of shoppers who received the email converted to the Kmart zone.
 - These customers were 26% more likely to visit Kmart than other shoppers.