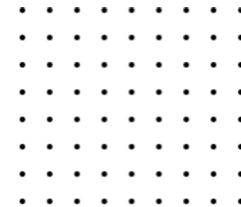




Holiday 2022 DDM





Online Advertising's New Privacy Standards

In the last few years, Safari and Firefox have taken active steps to phase out the use of third-party cookies, and Google is set to do the same by 2022-2023. Third-party cookies are going away, and with that, the use of third-party data.

This shift presents an opportunity to create more meaningful ways to measure advertising efficacy and create more innovative campaigns that adhere to improved privacy and security standards.

A customer database is the gift that will keep on giving and HOLIDAY 2022 is the perfect time to grow your existing database with a turnkey campaign, or get one started (call us).



Carpe Ferias – Seize the Holiday

It's more important now than ever to grow your first-party data, and there's no better time than the holiday season when interest in shopping content is at its peak to start. Focus on campaigns that capture data around audience interests, demographics, email addresses & phone numbers.

- Create key touch-points in the campaign to capture behaviors, actions or interests across your website (or app).
- Create cross-channel campaigns to maximize the data capture
- Start understanding your audience in context with MPC*. Find where your audience is most active and create contextual targeting. From there you can create inclusion and exclusion lists.

*MPC requires activation, please contact your sales rep for more info

A woman with long dark hair, wearing an orange shirt, is holding a smartphone. The phone's screen displays a QR code and some text. In the foreground, a hand is holding a payment terminal, which is positioned to scan the QR code on the phone. The background is a blurred indoor setting, possibly a cafe or a store, with shelves and various items visible.

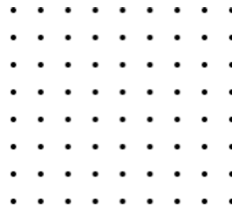
Utilizing Acquisition Campaigns

Harness the power of your seasonal campaigns to drive membership, event attendance or first-party data collection.



Get Results

Traffic, Membership Sign-Ups, Engagement, Conversion



General Acquisition

Get the word out about seasonal shopping and drive email membership or loyalty program signups. Leverage holiday deals to grow your engaged membership audience.

Event-Based Acquisition

Leverage seasonal appearances, in-person, and virtual events to inspire more in-center visits. Collect event registrations and signups to bolster first-party data for future audience creation, intelligence, and measurement.

Incentivized Acquisition

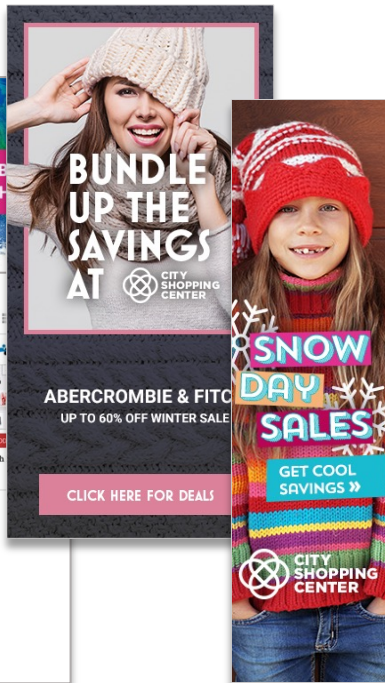
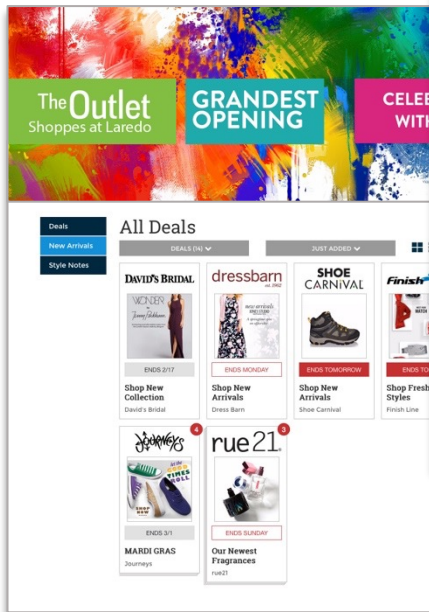
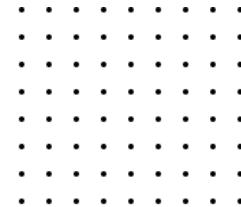
Fuel your data collection, event attendance, and membership acquisition campaigns with an incentivize. You pick the prize and let Placewise target the audiences most likely to convert. It's a winning combination.



50K Targeted
impressions



Seasonal
Ad Library



Turnkey Packages

Basic Package

- 50,000 targeted impressions or one promoted Facebook post
- Access to Placewise's ad library
- Corresponding website ads and collateral

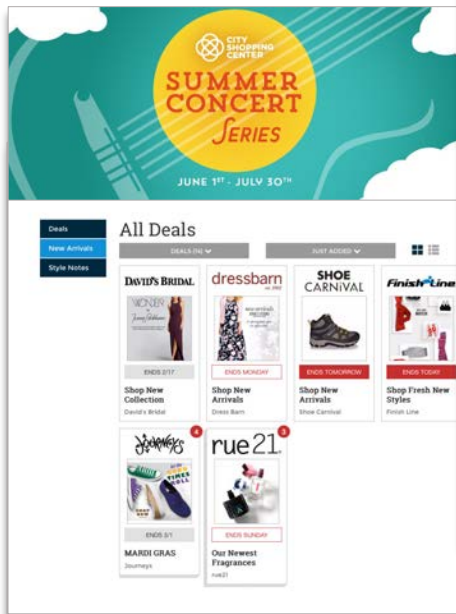
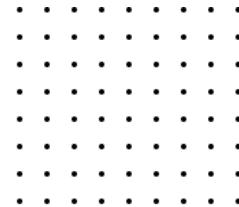
Investment: \$500



100K Targeted
impressions



Seasonal
Ad Library



Turnkey Packages

Deluxe Package

- 100,000 targeted impressions or 50,000 targeted impressions and one promoted Facebook post
- Access to Placewise's ad library
- Corresponding website ads and collateral

Investment: \$1,000



100K Targeted
impressions



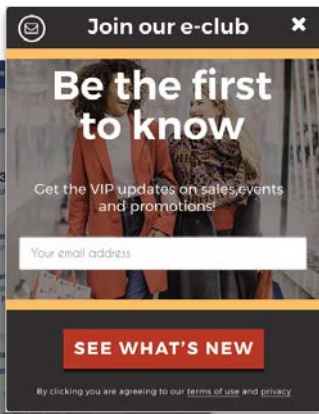
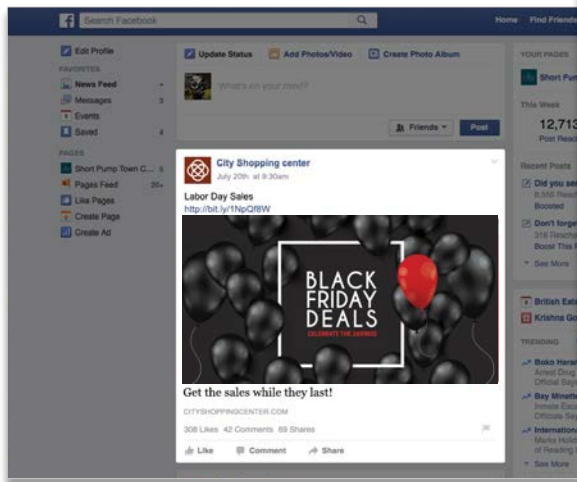
4 Social
Media Posts



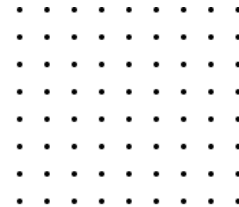
100K Targeted
impressions



Email
Registration
Pop-up



Turnkey Packages

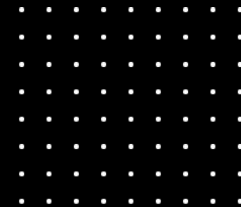


Premium Package

- 100,000 targeted impressions and
 - 2 Facebook promoted posts
 - 2 Instagram promoted posts
- Access to Placewise's ad library
- Website Email Registration Pop-Up that displays upon user's arrival with the email list of your choice (e.g., newsletter, loyalty clubs)
- Includes website ads and collateral

***Registration deadline: 2 weeks before flight**

Investment: \$2,000



Social Media Management

An engaging social media presence is key for any business's success in 2022, and the shopping center industry is no exception.

Our team offers a variety of social media services and various levels of management to accommodate your specific property goals and allow your team to be as hands-on or hands-off as you wish. When it comes to social media.

Managing the social presence of hundreds of shopping centers across the country means that no one understands the complexities of "socializing" for retail real estate, quite like us.



Social Media Services

Data-Driven, On-Trend, Measurable, Optimized, Goal-Tailored

Social Media Management

We'll work with your center to create and maintain a relevant social strategy that includes content curation and creation, community engagement tactics, and ongoing management of your social accounts.

Social Media Content Library

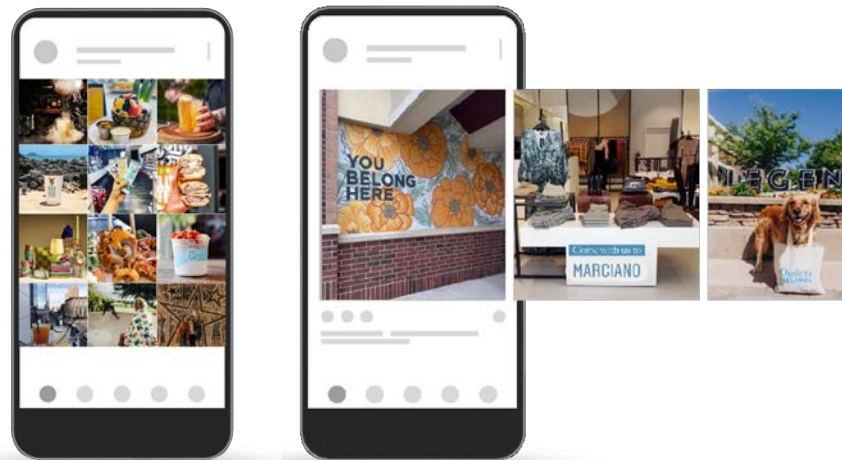
If your center prefers to post at your own pace, utilize our branded content library, including a variety of strategic and on-trend digital assets. We offer ongoing libraries as well as seasonal and holiday-specific campaigns.

Influencer Marketing

Partnering with local influencers is an effective way to build awareness, as well as grow your own channels by tapping into new audiences. Our influencer marketing team can manage your influencer marketing programs

Boosted Posts and Social Media Advertising

Paid social media campaigns can fit any budget while driving measurable business results. We'll boost posts or create strategic ad campaigns to drive engagement, and follower growth, and support your center's larger objectives.



Social Media Management Pricing

Start up costs per property

Start-Up Services	Cost	Deliverables
Social Media Strategy	Starting at \$5,000	2 Hour Strategy Meeting Customized 50 Page Social Media Playbook Strategy Document
Account Audits	Starting at \$1,500	Audit Document of Current Accounts & 3-5 Competitor Accounts
Set-Up on Social Media Management Platform	\$1,000	Initial set up of center's Instagram and Facebook accounts on social media management scheduling & monitoring platform

Social Media Management Pricing

Priced per property

	Gold \$2,500	Silver \$1,750	Content Library \$1,500 & Up
Bi-Weekly Calls with Account Manager and Content Calendar creation	✓	✓	N/A
Weekly Facebook and Instagram posts Includes: Images/video, optimized captions & hashtags.	3	2	2-5 Content Only
Monthly custom Reels videos	2	1	N/A
Monthly giveaway post	1	1	N/A
Weekly Instagram/Facebook Stories Includes: Reposting of tagged stories	20	10	N/A

Both Gold and Silver Monthly Service packages also include management and optimization of social advertising budgets, community monitoring, monthly reporting, and a quarterly “State of the Industry” report.

Additional a la carte services are available and priced upon request.





Holiday Campaigns

November 1st – December 31st

Black Friday – pg.17

Holiday Events – pg.22

Holiday Hours – pg.24

Santa's Arrival – pg.27

Shopping Days Left – pg.30



Black Friday

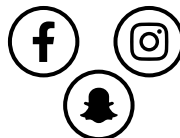
Black Friday Sales

- A campaign utilizing trendy and edgy look
- This Dynamic Ad pulls the title of the store and current store deals from your site into a digital ad (excluding Facebook, mobile, and deal-page header).
- Dynamic Ads allow for custom messaging for the title

Available



Supporting
Website / Email
Artwork



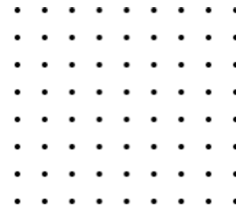
Social Media
Placement

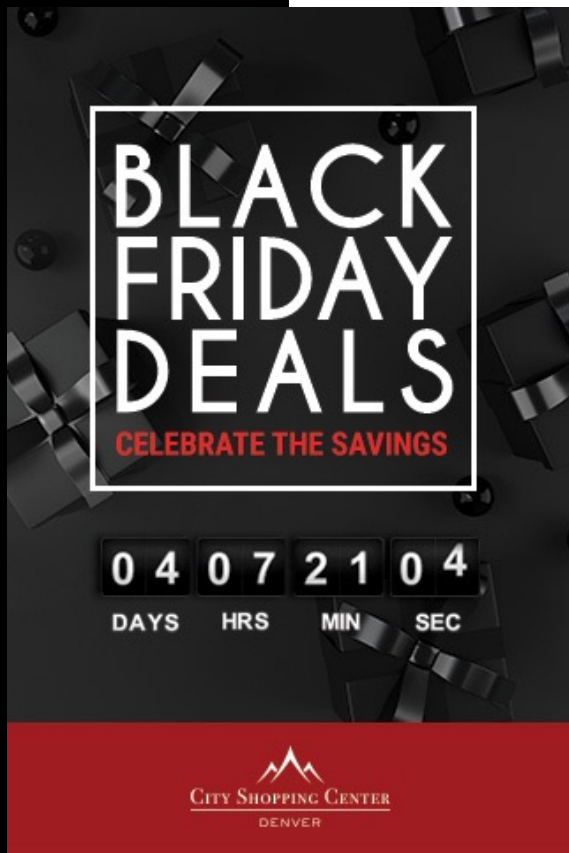


Full IAB
Package



Dynamic Ad





Black Friday

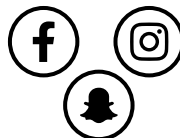
Celebrate the Savings

- A campaign that uses a celebratory tone with gifts
- Creative includes an integrated countdown clock
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



Supporting
Website / Email
Artwork



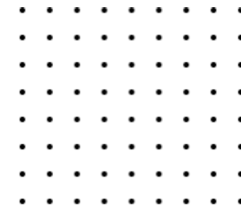
Social Media
Placement



Full IAB
Package



Rich Media



Black Friday

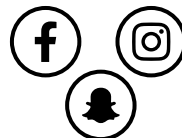
Season of Savings

- A campaign utilizing a retro look and feel
- This Dynamic Ad pulls the title of the store and current store deals from your site into a digital ad (excluding Facebook, mobile, and deal-page header).
- Dynamic Ads allow for custom messaging for the title

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Dynamic Ad






CITY SHOPPING CENTER
DENVER

Black Friday

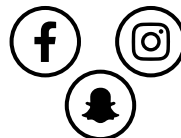
Shop Early. Shop Often.

- An ad campaign that uses a variety of models to create a human campaign
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



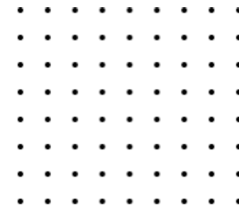
Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package





Holiday Events

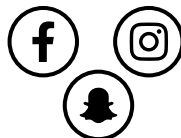
A Festive Season

- A campaign that uses a bright, holiday illustration
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



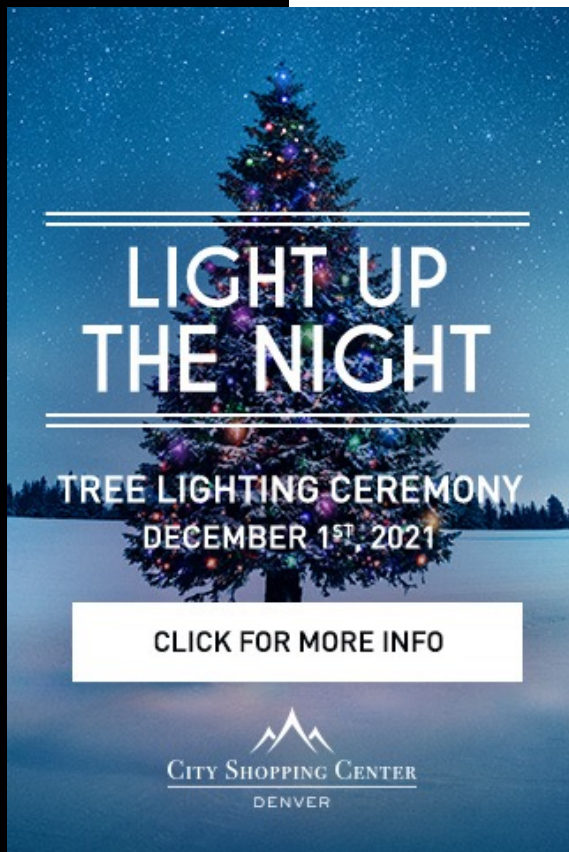
Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Holiday Events

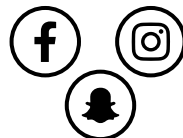
Light Up The Night

- A campaign that uses a traditional Christmas tree and modern layout
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



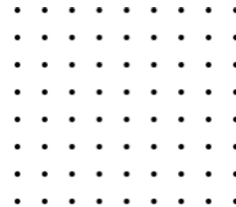
Supporting
Website / Email
Artwork

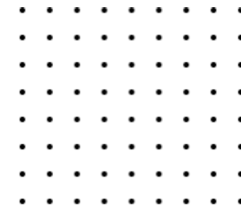


Social Media
Placement



Full IAB
Package





Holiday Hours

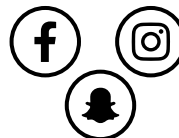
No Time Like the Present

- A campaign that uses a fun, holiday party theme
- Campaign click-through action can be modified for an awareness campaign
- Campaign messaging and styling can be customized on request

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Holiday Hours

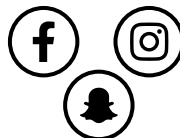
First Stop for Holiday Shopping

- A campaign that uses a modern holiday layout
- This Dynamic Ad pulls your property's holiday hours from your site into a digital ad (excluding Facebook, mobile, and deal-page header).
- Dynamic Ads allow for custom messaging for the title

Available



Supporting
Website / Email
Artwork



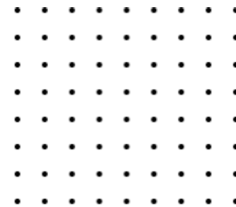
Social Media
Placement



Full IAB
Package



Dynamic Ad





Holiday Hours

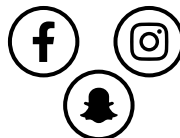
Wrap up the Holidays

- The campaign features two fashionable models shopping for holiday gifts
- This Dynamic Ad pulls your property's holiday hours from your site into a digital ad (excluding Facebook, mobile, and deal-page header).
- Dynamic Ads allow for custom messaging for the title

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Dynamic Ad



Here Comes Santa Claus!

SANTA'S ARRIVAL
NOVEMBER 21ST, 2022

[CLICK HERE FOR SCHEDULE](#)



Santa Claus

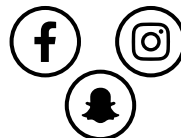
Here Comes Santa Claus

- A campaign that uses a fun winter theme to focus on Santa's Hours
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



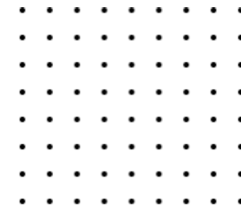
Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Santa Claus

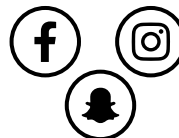
Photos With Santa Claus

- A campaign that uses a heart-warming Santa's Workshop theme
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Santa Claus

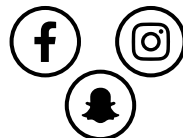
Sneaky Santa

- A campaign that uses a clever Santa's Arrival theme
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



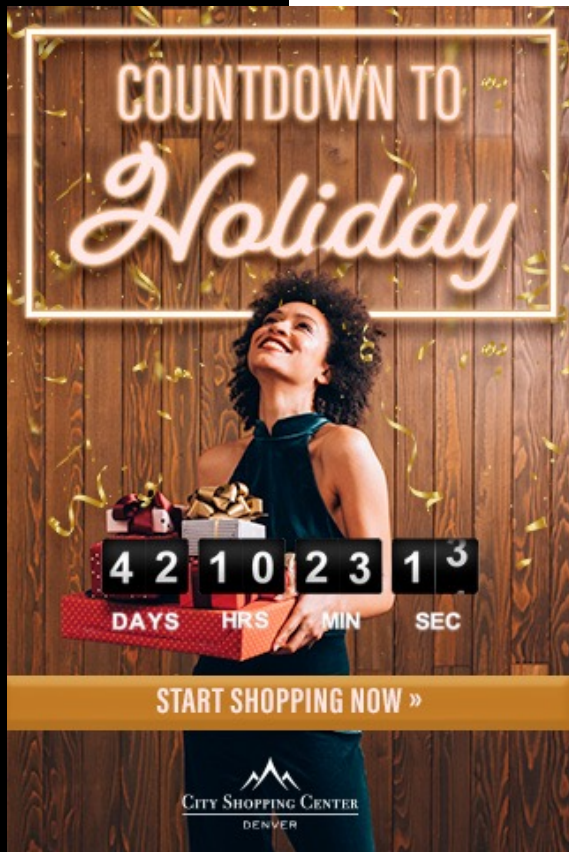
Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Holiday Shopping

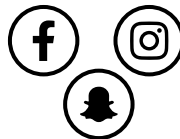
Countdown to Holiday

- A modern campaign that uses a holiday party theme
- Creative includes integrated countdown clock
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Rich Media



Holiday Shopping

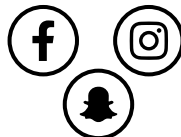
Happy Hanukkah

- A fun and vibrant layout with a Hanukkah theme
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Holiday Shopping

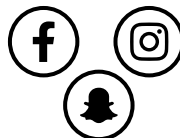
Holly Jolly Savings

- A campaign that uses illustrative artwork of a shopping snowman
- This Dynamic Ad pulls the title of the store and current store deals from your site into a digital ad (excluding Facebook, mobile, and deal-page header).
- Dynamic Ads allow for custom messaging for the title

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Dynamic Ad



Holiday Shopping

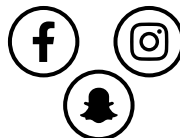
There's Still Time to Shop

- A traditional campaign that uses the theme of gift-wrapping
- Creative includes an integrated countdown clock
- Campaign click-through action can be modified for an acquisition campaign
- Campaign messaging and styling can be customized on request

Available



Supporting
Website / Email
Artwork



Social Media
Placement



Full IAB
Package



Rich Media



O: 303-296-2413 | denver@placewise.com

www.placewise.com