

Indoor wayfinding for malls

Improve your shopping mall with indoor mapping

Large shopping malls with numerous stores can appear confusing and disorienting, making them difficult for visitors to navigate. Traditional physical signage can lead to frustration and wasted time, highlighting a need for an alternative and digital solution. With indoor mapping and wayfinding, you leave the difficulties of navigating maze-like malls behind. By offering your visitors indoor wayfinding, you enhance their shopping experience and provide them with an efficient and stress-free way to find their desired stores or amenities.

But that's not all. Besides wayfinding, indoor mapping capabilities open up multiple use cases, including marketing opportunities and empowered facilities management.



How much is poor wayfinding costing your business?

96% of global shoppers have **left a store** without making a purchase on at least one occasion.¹

67.3% of them left because they **couldn't find the product** they needed.²

When customers can't find the product they're looking for up to

43% will buy the item **elsewhere.**³

Good wayfinding **41%** has led to a increase in foot traffic that translated into measurable sales growth in **4/5** stores.

^{1,2}. <https://www.retailtouchpoints.com/topics/store-operations/study-reveals-why-96-of-shoppers-leave-stores-empty-handed>

³. <https://www.mapspeople.com/venues/retail/>

Why indoor mapping for your mall?



Enhanced visitor experience with quick and seamless navigation

Let customers easily find the stores and other amenities they are looking for. Reduce frustration and help them save time, and with it, increase the likelihood of a positive shopping experience. Improve your customer satisfaction and loyalty, help to drive repeat business, and enhance the overall reputation of your mall.



Improved efficiency of location-based marketing

Push-notifications on deals when visitors pass by a specific store? By utilising data from your mall's indoor mapping solution, you can create personalised experiences for customers based on their location within your mall and increase customer engagement and satisfaction.



Better customer insights and analytics for facilities management

Empower facilities management to track how different parts of your spaces are being used and make informed decisions on how to optimise space utilisation. This includes insights to optimise people flows, maintenance management, and emergency responses.



A higher value for tenants

Increase the value for your tenants by empowering them with more visibility of their store on the map, branding, and marketing opportunities. With this, you can enable them to offer an engaging and interactive shopping experience for customers and ultimately drive more business.

Let's talk about your retail project

Liveli is at the forefront of mapping product technology, with thirty years in the game we can help you with your mapping related query. Do you have a project you'd like to discuss with our team?

We would love to hear from you.

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