

Mall operators continue to adapt to the changing landscape, and high-traffic, urban metro markets remain the best-performing in the retail sector.

Hidden in the conversation about retail's bifurcation are the health of the strip mall, shopping plaza, and mini-mall.

PROXCOMM Shopping Plaza, The Shopper Engagement Tool has changed the landscape with direct marketing to those who enter the parking-lot and visiting all stores within these retail operations.



Owners and property managers must and want to maintain the customer flow and foot traffic and have to continue this momentum now, by using **proprietary PROXCOMM proximity marketing solutions**.

Empty stores are not attractive and property management continually having to attract new retailers is not cost productive. Having a centralized proximity marketing plan allows all potential customers to know who is at the location and with the ability attract all of **interactionism** directly to all visitors **Smartphones via notifications**.

PROXCOMM Proximity Beacons placed within the facility, transmit notifications to **Smartphones** which are like billboards in the palm of the potential shopper's hand. No one leaves home without their **Smartphone** and we are all addicted to information gathering, especially when we shop.

Each **PROXCOMM Proximity Beacon** transmits up to ten (10) individual notifications which can be monetized by property management with each individual store within the location. A minimum of two (2) beacons which are able to send notifications for all stores with offers, coupons, specials and product information to all within a 300-foot radius, covering the total area. A **PROXCOMM QR Code** is included for all printed material for the facility and stores, which emulates the proximity beacons.

Larger indoor malls can draw more attention with more beacons and even install an indoor navigation system which can be monetized with store notifications.

Investment is always a concern, as it should be, that is why we have made this more affordable than you were thinking. The fact that you can market the proximity beacon capability to your tenants will increase your ROI and the tenants marketing power.

Two (2) **PROXCOMM Proximity Beacons** per year..... \$1,800.00
One Time Notification set-up and changes overview \$ 249.00
A Mobile App is available.

\$2,049.00

The tenant mix in strip centers is a healthy mix of internet-resistant retailers and service-oriented tenants. Owners and managers of strip malls anchored by grocery stores are complementing their tenant mix with discount retailers, quick-service restaurant concepts, family entertainment options and smartphone shops. Strip malls are also benefiting from the decentralizing of medical campuses. As more hospital groups re-enter the neighborhoods where their patients live, outpatient clinics and specialized medical services such as physical therapy centers and MRI facilities have found homes in strip malls — a concept that has been dubbed **"medtail."**

Urgent Care is a proximity beacon success story by attracting supermarket and pharmacy customers with medical specials. We are a nation of impulse buyers! It is that nudge with something we saw or hear that triggers those impulsive actions. Medical services have a 'Fear Factor' attached to them, this notification ability that **ProxComm** has created a solution that breaks the barrier and introduces a myriad of services to the masses.

**For more information call: (515) 200.7068 or
Email: proxcomm@proxcomm.technology**

**Connect, Engage,
Communicate... Be Heard...
WE ARE IN THE NOW AND
KEEP YOU; IN THE KNOW...**



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