

# BUILDING SHOPPER E-MAIL LISTS THE FAST WAY



To many shopping centers e-mail communication is the Holy Grail of modern marketing. But despite its promise of miraculous productivity, the reality is that this medium only works if consumers are willing participants. No e-mail opt-ins, no business. Marketers know it, so they conduct in-mall registration sessions, rent contact lists and point customers to their websites with the hopes of building up their e-mail databases and creating an audience comparable to that of traditional media. These are all valiant efforts, but **Don Terrell** says he's found a more effective way to grow e-mail lists quickly.

"We saw an opportunity whereby shopping centers could benefit greatly from proprietary behavioral and geographic targeting technology by **LCX**, [an organization specializing in e-mail lead generation]," said Terrell of **New and Improved Media**.

"The problem with traditional recruitment methods is that they don't engage the consumer. The registrants have only a passing interest, encouraged with an incentive, and are therefore not engaged with the centers' brand, retailers or services. The quality of the registrant recruited [using] this method is less valuable than one who has identified himself as truly interested. That's where LCX differs. The LCX model gives the consumer the opportunity to engage with the shopping center in order to gain a better understanding of center offerings and the benefits of becoming a newsletter subscriber. The subscriber not only knows what to expect from this new relationship, but also understands the value that will accrue to him personally."

With LCX, subscribers are pre-screened based on age, gender and proximity to the center, which

Terrell and LCX partner **Tim Browning** believe maximizes their value.

Say Mall ABC needs to grow its e-mail database. New and Improved Media will first get a handle on the mall's trade area, target audience and registration before calling on LCX to build a rich media interactive ad unit using existing creative assets. The result is something that resembles a micro-site.

According to Terrell, the ad unit can include video, social networking, online sharing, website access, in-unit registration and any other information or interactivity feature a mall deems necessary. The campaign flight then lasts only as long as it takes for the mall to reach its registration goal, and not a day more.

This past August, **Westfield Topanga** in Los Angeles added more than 20,000 new e-mail addresses to its database in less than three weeks using the LCX strategy. It also saw the number of its Facebook friends quadruple and more than 50,000 potential customers clicked on its website.

"Even more remarkable," Terrell noted, "that all e-mail registrations were from women ages 18-plus who lived within a 10-mile radius of the center."

Sceptics for whom this simply sounds too good to be true will find comfort in knowing that LCX operates on a performance basis. It funds its clients' online display campaigns using a custom ad network of popular websites, all of which are subject to approval. It then only charges clients for the registrations that it delivers.

In Westfield Topanga's case, LCX was able to generate nearly 21.5 million impressions and convert those into 323,109 campaign micro-site views.

## MEDIA MIX

### Website Number of Registrations

AccessHollywood.com.....	1,159
AssociatedContent.com.....	2,099
Become.com.....	645
CeleBuzz.com.....	585
EOnline.com.....	1,266
Examiner.com.....	1,412
Hollywood.com.....	460
LATimes.com.....	687
MyStyle.com.....	299
NBCLosAngeles.com.....	420
PerezHilton.com.....	790
Salon.com.....	86
Shop.com.....	2,081
TMZ.com.....	1,210
Yahoo.com.....	7,133
Total.....	20,332

### The Stats

Here's a look at the ad placement statistics:

- > 300x250 Button
  - Impressions: 21,493,312
  - Clicks: 323,109
- > 720x480 Banner
  - Impressions: 323,109
  - Clicks: 50,630

### The Bottom Line

Westfield Topanga's budget for its e-database project was \$30,000.

The associated online advertising campaign reached 1.87 million unique consumers.

Source: New and Improved Media.



Don Terrell



Tim Browning