



# Ayala Malls

Creating unique experiences

A case study powered by



## THE CUSTOMER

Focused on *creating the future*, Ayala Malls is one of the largest shopping mall retailers in the Philippines and a forerunner in retail developments that serve as lifestyle and cultural hubs. With 31 properties across three regions, Ayala offers its customers a shopping district with innovative retail and entertainment options.



## THE OPPORTUNITY

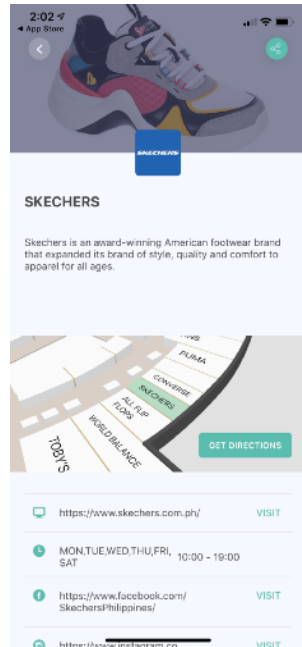
Ayala works to foster a sense of community where neighbours can come together, people can feel inspired, and families can grow closer. As part of this initiative, Ayala set out to build a Digital App & Loyalty Program and launch a brand new website with the hopes of delighting their customers and differentiating themselves from competitors.

One of the main components that Ayala hoped to include on these new platforms was the ability for their customers to digitally explore their lifestyle and cultural centres. That's where Mappedin's mapping solutions come in.

Mappedin's products digitize venues and create accurate and intuitive wayfinding experiences for shoppers. With a large portfolio of 31 properties, it was important for Ayala to partner with someone that offered a simple and efficient way to maintain their portfolio maps in one spot. Mappedin's *one map everywhere* approach does just that.

## THE SOLUTION

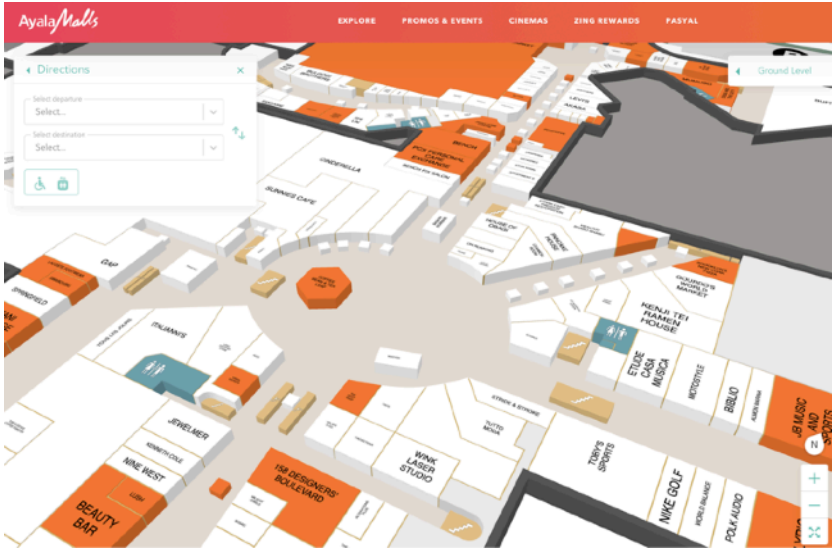
From the beginning, a main focus of Ayala was to push the boundaries and reimagine the way that shoppers could experience their brick-and-mortar locations. Using Mappedin's [Mapping SDKs](#) which provide necessary navigational features such as 3D maps, step-by-step directions, outdoor context maps, and intuitive mapping controls, Ayala created their own custom wayfinding experience.



The unique experience that Ayala built for their customers provides them with easy-to-access shopping centre information as well as the flexibility to navigate using the interactive maps for any one of their properties.

## THE RESULTS

Since successfully launching Mappedin at a pilot property in November 2019, Ayala has proceeded to roll out Mappedin's digital maps for the 30 remaining properties. Equipped with powerful location analytics, they have been able to compare all venue data and use it to cater to their customers.



## LOOKING FORWARD

The Ayala and Mappedin partnership is just beginning. Mappedin will continue to work alongside this leading Philippine REIT on their digital experience while contributing to their vision of *creating the future*.

To learn more about Mappedin's solutions and partnerships, subscribe to our newsletter or send us an email at [contact@mappedin.com](mailto:contact@mappedin.com).