

1010DATA SHOPPING CENTER INSIGHTS

MEASURE MALL PERFORMANCE WITH CONSUMER TRANSACTION DATA

Use actual spending data—no surveys or satellites required

Unique to 1010data, **Shopping Center Insights** maps the retail transactions of millions of consumers to corresponding malls. This alternative data set provides unprecedented visibility into mall revenues amid accelerating ecommerce channel growth.

ACCESS ACCURATE DATA

View actual sales transaction data that is far more accurate than surveys and foot traffic.

BENCHMARK TOP MALLS

Measure sales by mall operator, competitive set, individual mall, state, county, MSA, city or mall's share of city spend.

FIND SALES DRIVERS

Pinpoint store categories that most impact mall performance such as anchor vs. non-anchor and retail vs. restaurant.

METRICS TRACKED

- ◆ Sales (measured & reported)
- ◆ Transaction frequency
- ◆ Unique shopper count
- ◆ Tenant count
- ◆ Mall's share of total city spend

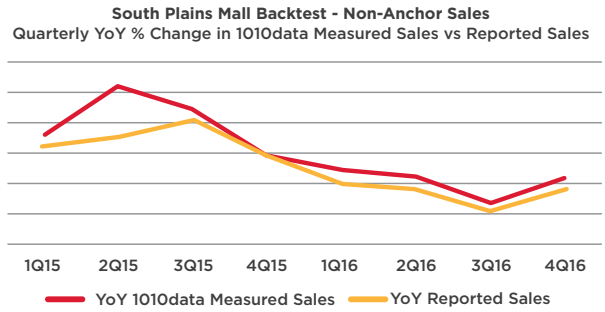
AGGREGATE PERFORMANCE BY

- ◆ Holding company or specialty leasing operation
- ◆ Geography by state, county, MSA and city
- ◆ Store categories (anchor, junior anchors, non-anchors and food)

USE CASES

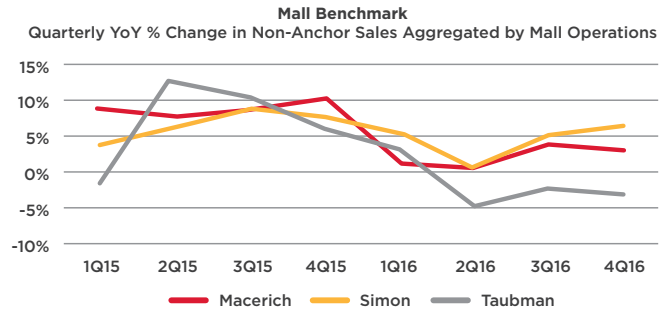
ACCESS THE RIGHT DATA VERIFIED BY BACKTESTS

1010data backtests accurately to reported sales, giving reliable indicators of performance before sales are reported.



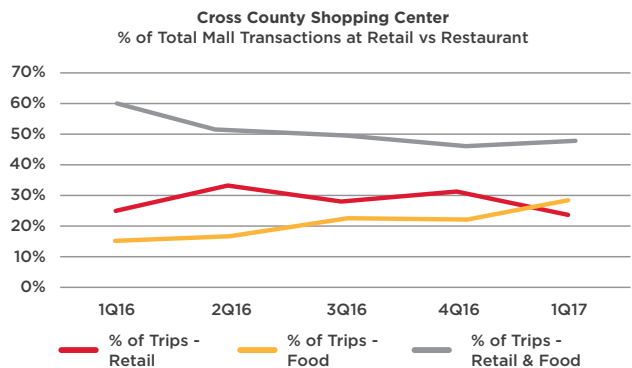
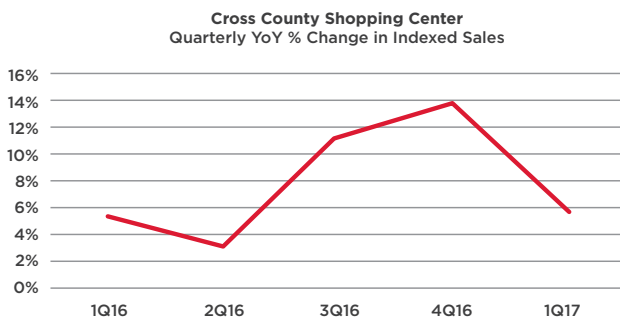
BENCHMARK TOP MALLS

Aggregate shopping center sales by operator to trend revenues and evaluate performance across the competitive set you define.



FIND SALES DRIVERS WITH RETAIL VS RESTAURANT BREAKOUTS

In July 2016, news outlets reported the opening of a Shake Shack location in Cross County Shopping Center in Yonkers, NY. To evaluate its impact on mall performance, 1010data measured YoY change in indexed sales and found a 13% increase during the second half of 2016. The percentage of transactions also shifted towards food-only purchases by nearly 16%.



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