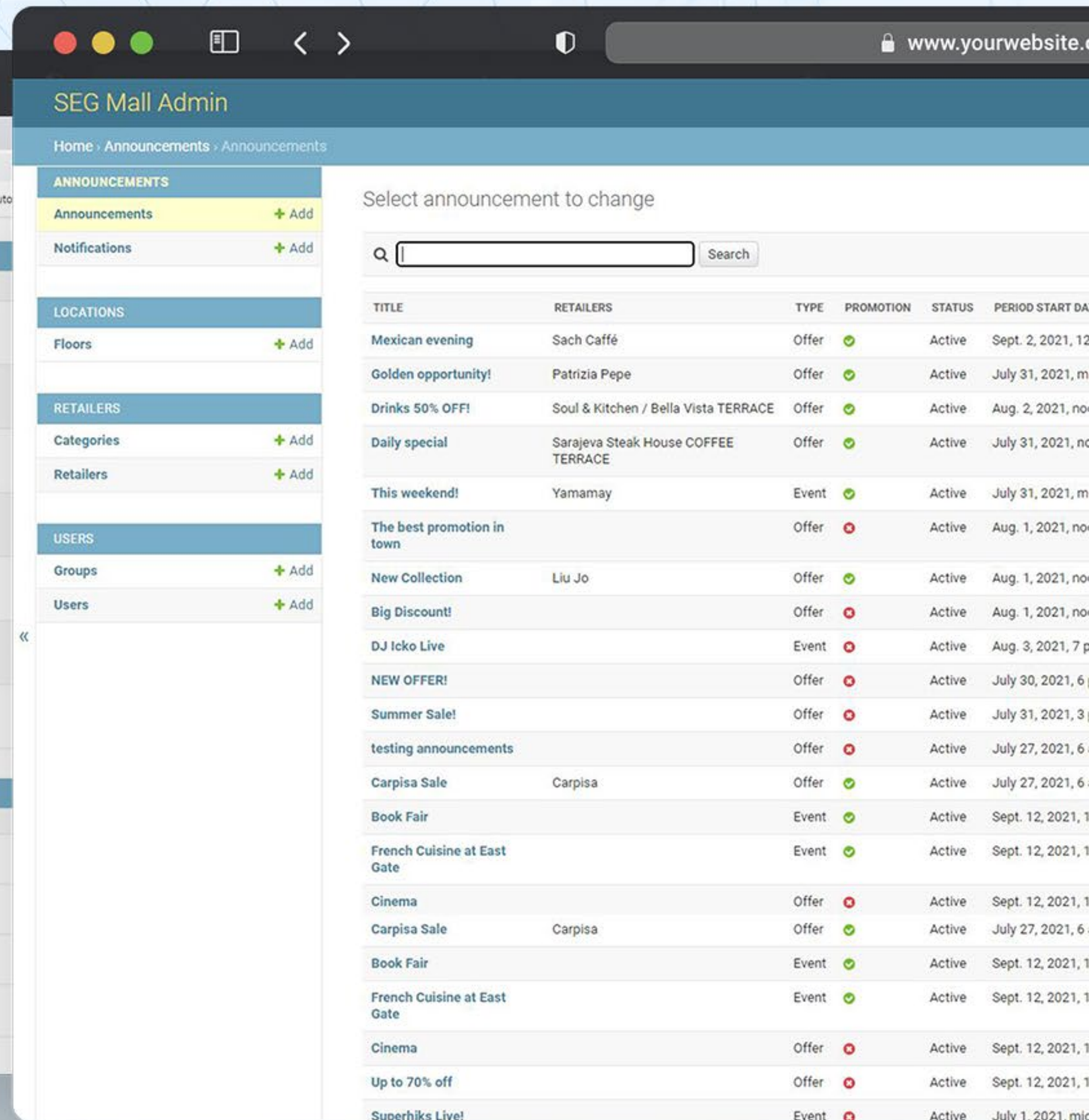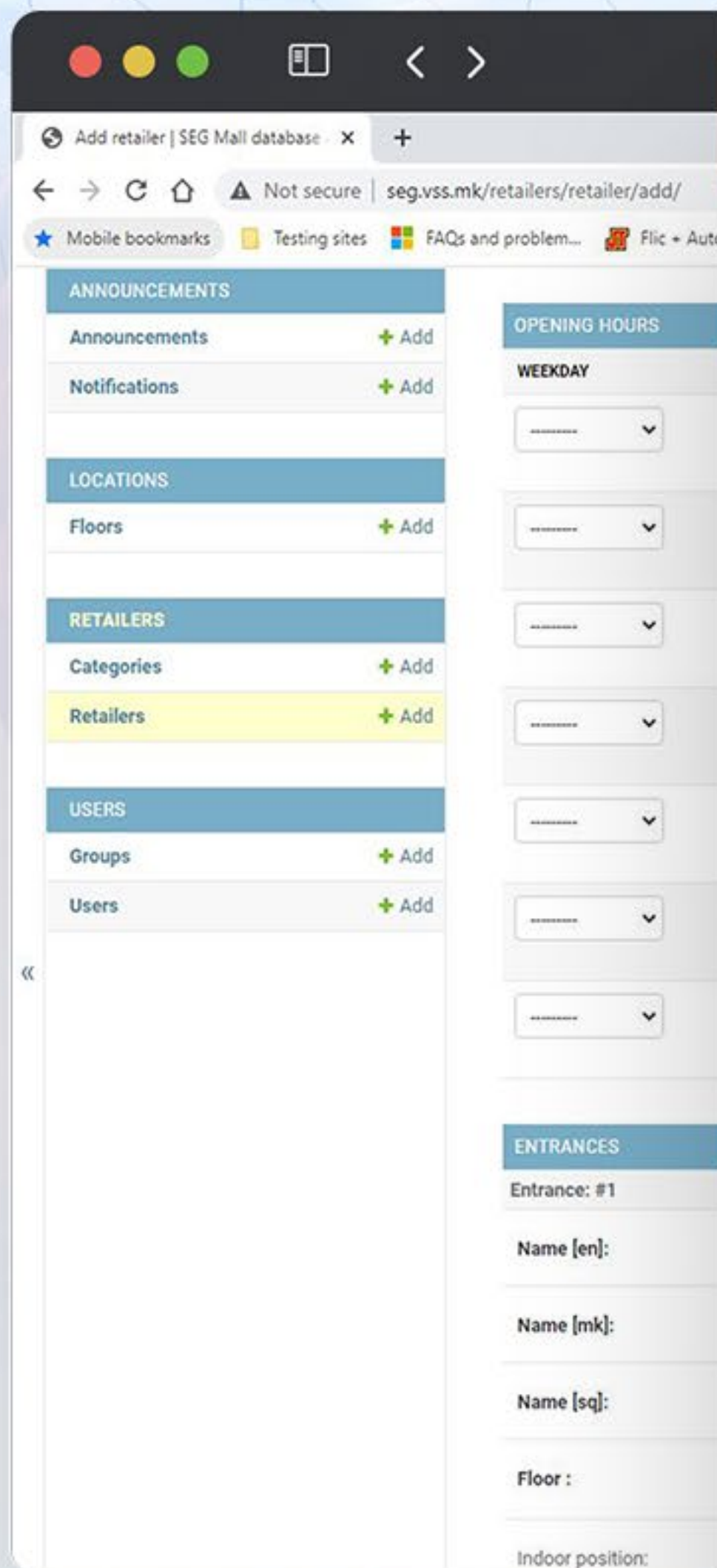# MES

Mall Enhancement Solution

Today's retail landscape has become overcrowded making it a herculean task for the shopping malls to stand out as best in the market. More and more shopping malls are coming up with exclusive offers and luxurious store outlets. However, not all of them become the lucky ones to allure a huge number of shoppers.

To make a mall an ultimate shopping destination for the shopaholics, the owners need to focus on enhancing the customer experience. Consumers opt for a shopping destination that offers them great comfort and interesting multi-sensory experience. This article will unveil the ways shopping malls can improve the shopping experience for their customers.

Dashboard & Functionalities

- Store management
- Announcements
- Retail Campaigns
- Reporting

Add retailer | SEG Mall database

Not secure | seg.vss.mk/retailers/retailer/add/

Mobile bookmarks   Testing sites   FAQs and problem...   Flic + Auto

ANNOUNCEMENTS

Announcements   + Add

Notifications   + Add

LOCATIONS

Floors   + Add

RETAILERS

Categories   + Add

Retailers   + Add

USERS

Groups   + Add

Users   + Add

OPENING HOURS

WEEKDAY

ENTRANCES

Entrance: #1

Name [en]:

Name [mk]:

Name [sq]:

Floor :

Indoor position:

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www.yourwebsite.c

SEG Mall Admin

Home › Announcements › Announcements

ANNOUNCEMENTS

Announcements   + Add

Notifications   + Add

LOCATIONS

Floors   + Add

RETAILERS

Categories   + Add

Retailers   + Add

USERS

Groups   + Add

Users   + Add

Select announcement to change

Search

TITLE	RETAILERS	TYPE	PROMOTION	STATUS	PERIOD START DA
Mexican evening	Sach Caffé	Offer	✓	Active	Sept. 2, 2021, 12
Golden opportunity!	Patrizia Pepe	Offer	✓	Active	July 31, 2021, n
Drinks 50% OFF!	Soul & Kitchen / Bella Vista TERRACE	Offer	✓	Active	Aug. 2, 2021, no
Daily special	Sarajeva Steak House COFFEE TERRACE	Offer	✓	Active	July 31, 2021, no
This weekend!	Yamamay	Event	✓	Active	July 31, 2021, m
The best promotion in town		Offer	✗	Active	Aug. 1, 2021, no
New Collection	Liu Jo	Offer	✓	Active	Aug. 1, 2021, no
Big Discount!		Offer	✗	Active	Aug. 1, 2021, no
DJ Icko Live		Event	✗	Active	Aug. 3, 2021, 7 p
NEW OFFER!		Offer	✗	Active	July 30, 2021, 6 p
Summer Sale!		Offer	✗	Active	July 31, 2021, 3 p
testing announcements		Offer	✗	Active	July 27, 2021, 6
Carpisa Sale	Carpisa	Offer	✓	Active	July 27, 2021, 6
Book Fair		Event	✓	Active	Sept. 12, 2021, 1
French Cuisine at East Gate		Event	✓	Active	Sept. 12, 2021, 1
Cinema		Offer	✗	Active	Sept. 12, 2021, 1
Carpisa Sale	Carpisa	Offer	✓	Active	July 27, 2021, 6
Book Fair		Event	✓	Active	Sept. 12, 2021, 1
French Cuisine at East Gate		Event	✓	Active	Sept. 12, 2021, 1
Cinema		Offer	✗	Active	Sept. 12, 2021, 1
Up to 70% off		Offer	✗	Active	Sept. 12, 2021, 1
Superhiks Live!		Event	✗	Active	July 1, 2021, mi

Mobile Screens & Functionalities

- Smart Parking
- Mall Events Calendar
- Shopping Notifications
- Enrichment Mall Activities

Parking Availability

Floor -1

	Available	Occupied	
RAL 4008	54	146	25%
RAL 6018	N/A	N/A	N/A
RAL 2002	99	201	32%

Floor -2

	Available	Occupied	
RAL 1003	120	80	65%
RAL 5012	22	268	92%
RAL 4005	222	78	25%

Parking

Dine

Find a restaurant

Disktrikt
PIZZA & DESSERT COMBO OFFER
21 - 31 Dec

View all offers

Stores by category

Café Bars | Fast Food | Restaurants | Chocolate World

Content Management

- Enhance marketing across shopping malls and retail shops

- Plan shopping malloperations guided by data analytics

- Run surveys and collect feedback

- Build shopping mall CRM

- Floors management

- Users & groups

- Mobile content

- Categories management

Targeted Maketing & Indoor Navigation Capabilities

- Increased sales
- Effective use of resources
- Build deeper customer loyalty
- Location Based Services

Reporting Dashboard

- Daily user engagement
- Crash-free users
- Crashlytics
- Daily users activity
- App stability
- Revenue tracking
- Notification reports

Analytics | Events

Add Filter +

Recommended events ?

sign_up   Recommended Event (General)

login   Recommended Event (General)

share   Recommended Event (General)

Existing events

Event name ↑	Count
app_clear_data	50
app_remove	87
app_update	22
fiam_dismiss	1
fiam_impression	1
first_open	123
notification_dismiss	165
notification_foreground	36
notification_open	82

Analytics | Dashboard

Add Filter +

View your data in Google Analytics

Active users ?

| | | 200 | 28-Day 140 ↑12.9% |
| 19 Sep | 26 | 03 Oct | 10 | 150 100 50 0 | 7-Day 44 ↓18.5% 1-Day 1 ↓95.0% |

Where are your users engaged?   How much revenue is yo

Daily user engagement ?

28m 58s   2h 46m
↑44.8%   1h 23m
                           0m 00s
19   26   03   10
Sep   Oct

Top screens

Screen class	% total		Avg. time	
MainActivity	84.1%	↑19.1%	5m 09s	↑57.9%
FlutterViewController	15.86%	↓46.0%	6m 03s	↓4.7%
SFAuthent...ntroller	0.03%	↓29.0%	0m 05s	↑5.6%