INTRODUCING
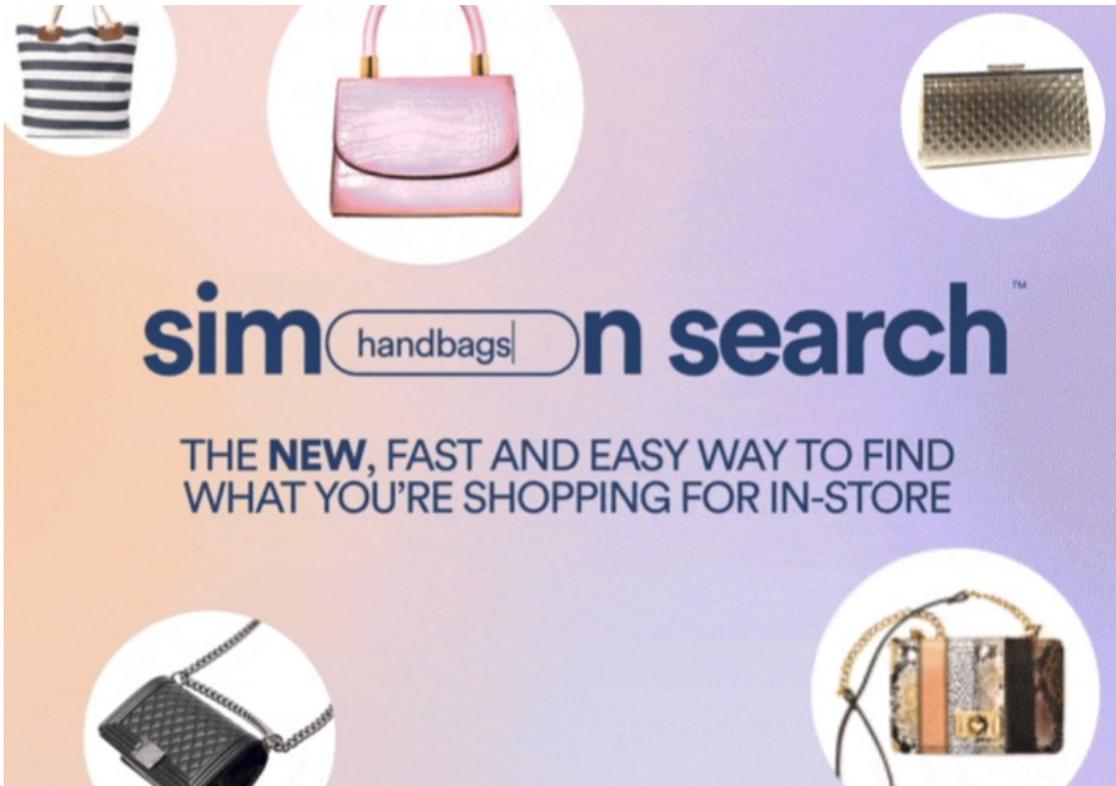# SIMON SEARCH

HELPING MALL SHOPPERS FIND WHAT
THEY ARE SHOPPING FOR IN-STORE

JULY 2023

SIMON®

LOCAL SEARCH
IS GROWING
EXPONENTIALLY

Online searches for information have grown exponentially in the past few years. Consumers are increasingly turning to "near me" searches as a quick path to finding what they want locally.
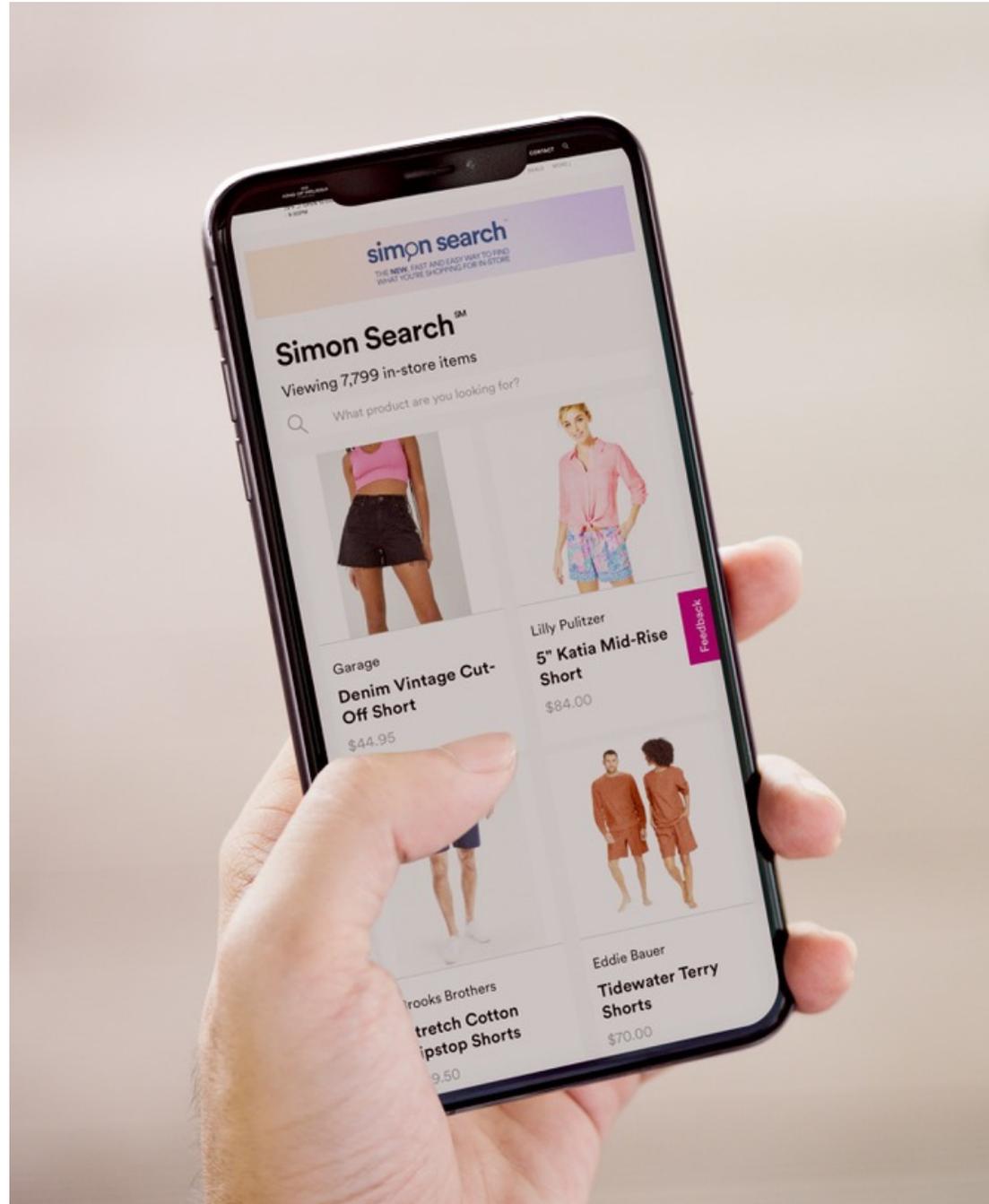
200%

Google searches for "available near me" destinations have grown by more than 200% globally year-over-year.[1]

46%

of U.S. shoppers confirm inventory online before going to the store.[2]

[1] (Source: Think with Google, "Be ready for 5 shifts in shopping behavior this holiday season 2020")

[2] (Source: Think with Google Feb 2019)

BUT LOCAL SEARCH
FALLS SHORT OF
MALL SHOPPER NEEDS

Customers typically research multiple brands prior to shopping center visits. Today, searching your local mall is disjointed and suboptimal.

Customers want a targeted, mall-wide search tool that empowers them to plan visits better, resulting in an elevated customer experience and a more productive outcome.

87%
More than 4 in every 5 customers expressed interest in an online tool that enables enhanced searches of store inventories at local malls.

75%
of shoppers would use this tool on a regular or frequent basis.

51%
want to know all retailers in a given center that carry their items of choice.

45%
of shoppers will use this tool to identify on-site sales.

41%
of customers want to know if an item is available in their size.

40%
of customers would use it to discover new items and brands.

(Source: Simon Property Group Survey 2021)

INTRODUCING SIMON SEARCH
ELEVATING THE CUSTOMER SEARCH EXPERIENCE

Designed with the shopping center customer in mind, Simon Search is the powerful new tool that fills the gap between current availabilities and customer needs and wants. It enhances the shopping experience with easy, targeted multi-store searchability and inventory confirmation, mall-wide.

90%

of shoppers surveyed indicated that they would use Simon Search prior to a visit.

50%

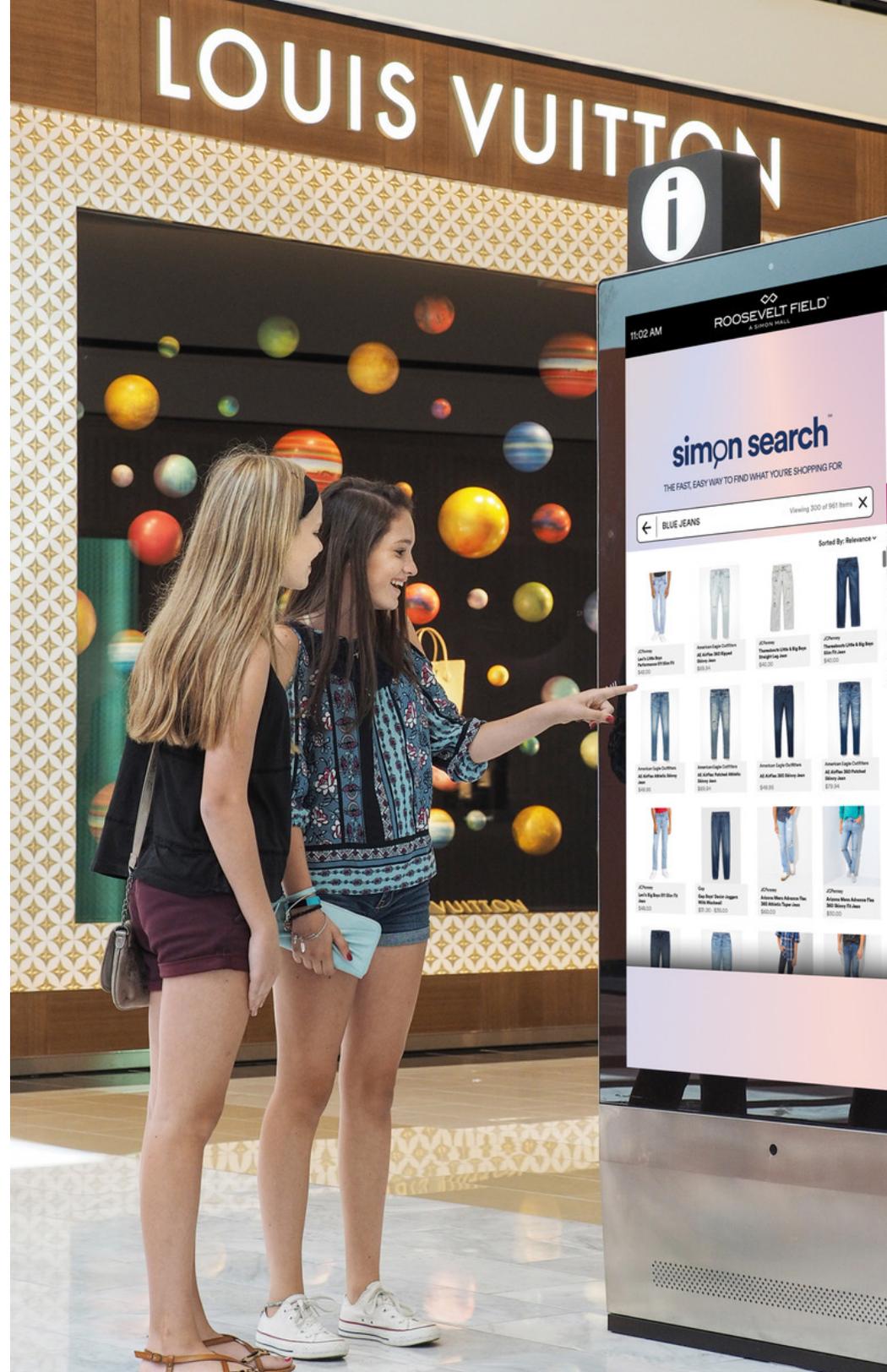said they would use this feature while in the center.

75%

of customers want to use Simon Search to see the available merchandise at their local mall.

45%

would then use the tool to see if their size is available and in stock.

(Source: Simon Property Group Survey 2021)

LEVERAGE SIMON SEARCH
AND DRIVE MORE TRAFFIC TO YOUR STORES

Simon Search will be integrated into the existing Simon mobile app, local center websites and on-property digital directories, with Simon's scale driving shopper usage and results for retailers.
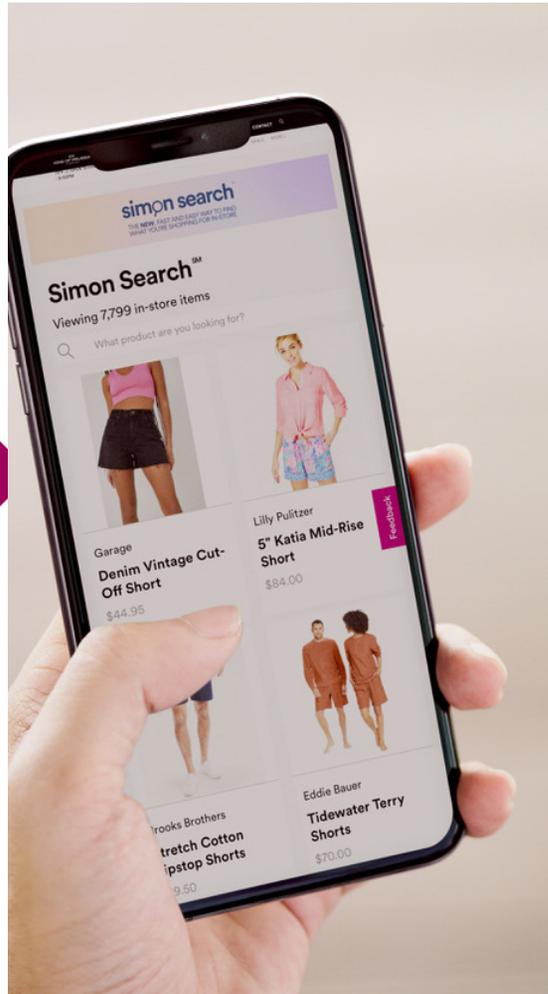
2B
shopper visits annually

258M
annual website visits
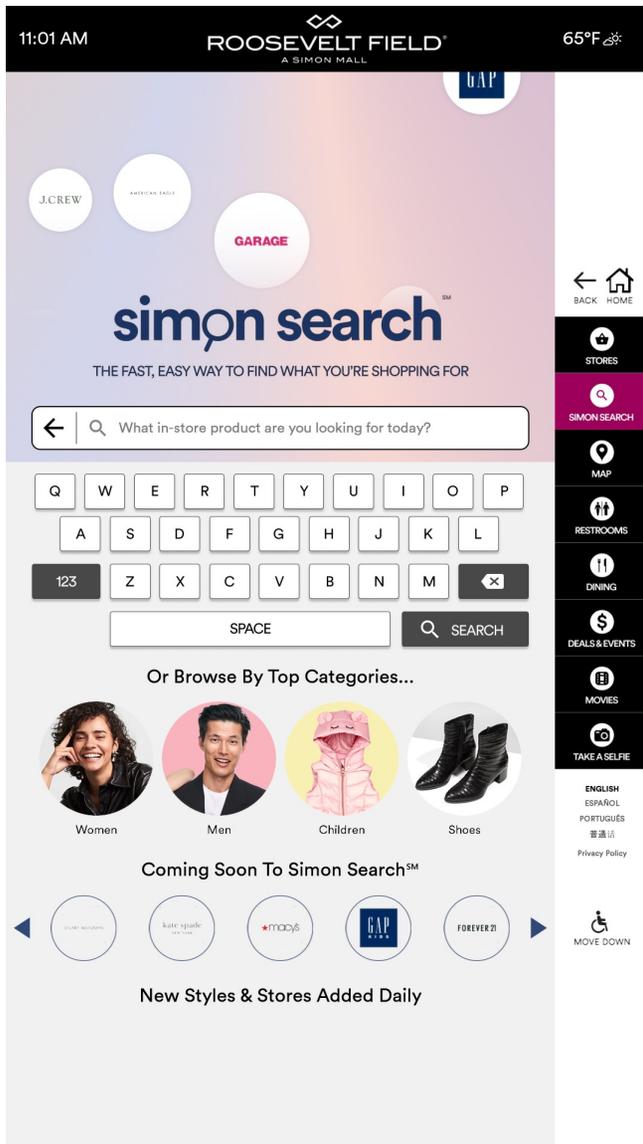
18M
email subscribers

8.2M
social connections

44%
Of shoppers surveyed indicated they would visit their local Simon center more often with Simon Search.

(Source: Simon Property Group Survey 2021)

CUSTOMER EXPERIENCE
OVERVIEW

Enter the keyword search term(s) for a desired in-store product of interest on the website, APP or Digital Directory.

See results from stores and brands at local center.
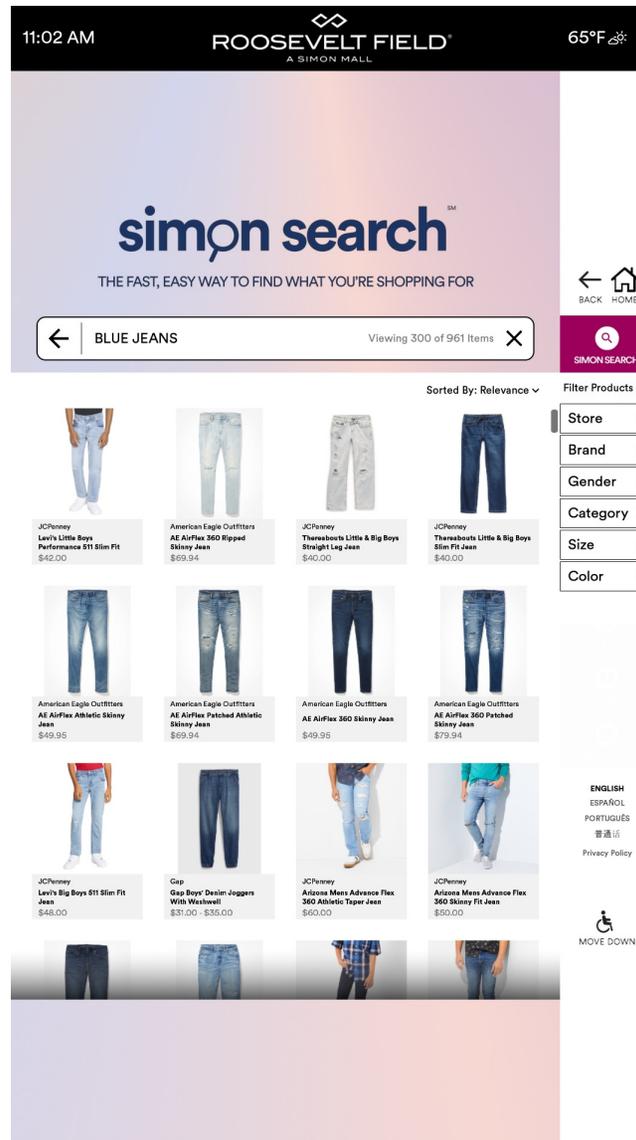
Generate directions to the store at the local center.

PARTICIPATION
IS EASY AND FREE

NO INCREMENTAL RESOURCES ARE REQUIRED

Share your existing local product inventory feed, as is. Simon does the rest!

ENJOY THE REWARDS

—Elevated discovery

—Enhanced consideration

—Increased traffic to your store

—Elevated conversion and sales

—Expanded customer insights

60 +PARTICIPATING
BRANDS

AÉROPOSTALE

AMERICAN EAGLE
OUTFITTERS

ANTHROPOLOGIE

ATHLETA

aerie

asics

BANANA REPUBLIC

belk

Brooks Brothers

COACH

Dillard's

DYNAMITE

Eddie Bauer

EXPRESS

FOREVER 21

GAP

GARAGE

HELZBERG
DIAMONDS
a Berkshire Hathaway Company

J.CREW

JOURNEYS

JCPenney

kate spade
NEW YORK

LANE BRYANT

LEVI'S

Lilly Pulitzer

LUCKY BRAND

macy's

NAUTICA

NORDSTROM

OLD NAVY

PACSUN

STUART WEITZMAN

UGG

UNTUCKit

WARBY PARKER

187 PARTICIPATING CENTERS

ALL
Simon Malls, Mills and Premium Outlets

MEDIA COVERAGE

Simon tests digital search tool for mall shoppers

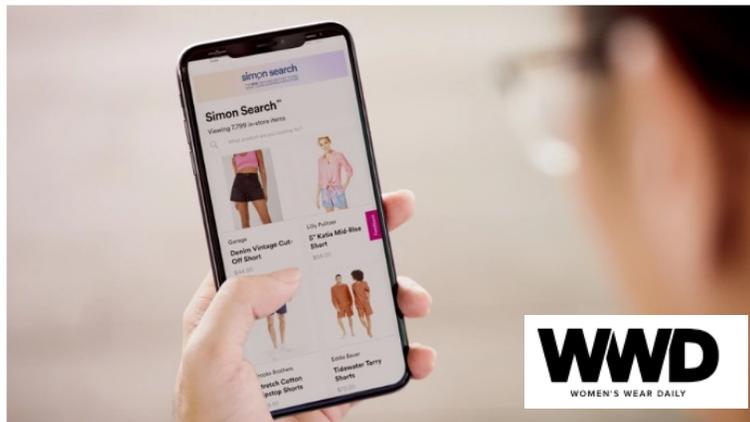Published June 21, 2022

Daphne Howland
Senior Reporter

"Nordstrom wing of the Fashion Centre at Pentagon City" by Ben Schumin is licensed under CC BY-SA 2.0

BUSINESS / BUSINESS FEATURES

Simon Property Brings Digital Search to the Mall

The new Simon Search platform is intended to help shoppers navigate to their size and style IRL.

By EVAN CLARK   JUNE 21, 2022, 8:00AM

Simon Search, a new way to check real time inventory at Simon Property Group centers. COURTESY

---

culturemap
HOUSTON

ADDED TO CART

Savvy new app helps Galleria shoppers take stock and avoid headaches

By Steven Devadanam   Jul 1, 2022, 12:47 pm

VOICE

JULY 01, 2022

Before visiting the King of Prussia Mall, shoppers now can check which items are in stock

'Simon Search' allows people to browse the products available at stores like Anthropologie, Brooks Brothers and Gap

BY **FRANKI RUDNESKY**
PhillyVoice Staff

The Charlotte Observer

WHAT'S IN STORE

Want to save gas? SouthPark mall debuts tool to check store inventory before you leave

Patch

Business

Simon Search Lets Shoppers See What's In Stock At Pentagon City Mall

Fashion Centre at Pentagon City launched Simon Search, a new search platform designed to give customers the ability to see what's in stock.

10

SIMON SEARCH
RESULTS

2 Million
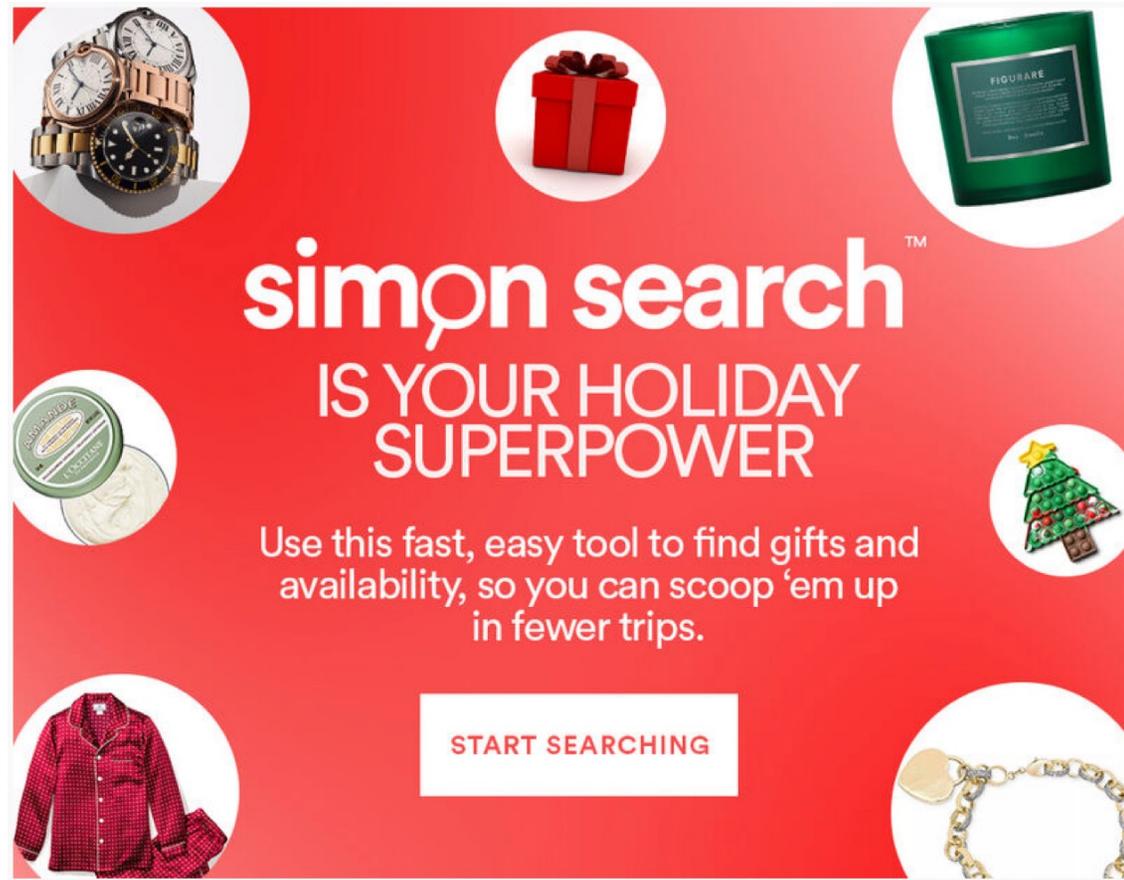Consumer Searches In Last 30 Days

187
Participating Properties

3600+
Participating Store Locations
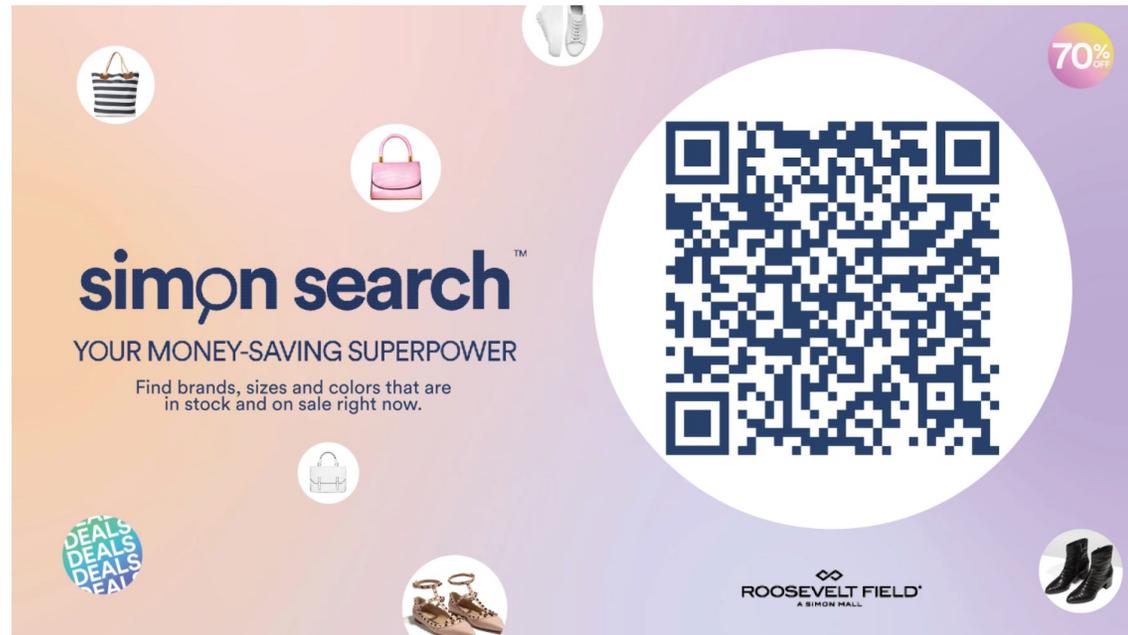
1 Million
Searchable Products

150K+
QR Code Scans

IT'S EASY
TO GET STARTED

Connect Simon with your Local Search team. Share your local product inventory feed and execute a simple one-page agreement.

Jayne Stilson
Assistant Vice President
National Retailer Marketing
jstilson@simon.com

FAQs

What data will Simon collect and what data will Simon be able to share back with our brand?

Simon will **not be** requesting or collecting any PII or other sensitive data from a brand. Simon will however collect usage data (think Google Analytics type reporting) around features and content sets and will share brand-specific insights back to participating brand.

When is a test data feed needed?

Ideally, right away. We need to best understand your brand's data sets, and the only way to do this analysis is to share a one-time, non-public sample set of data that will only be used for testing and development purposes.

What does Simon's $0 data license agreement outline?

It covers a few important topics such as data ownership, usage rights, confidentiality, term & termination, warranty and indemnification.

Where is Simon Search available?

Simon Search is integrated into local center mobile-responsive websites, the iOS and Android based Simon native app and within our network of interactive digital directories

When Simon says this is free, what does that really mean?

Free means 100% free. We will NOT be doing any of the following: No pixel tracking on your site, no affiliate link tagging, no commission charged for online sales, no click fee for inbound traffic to your site. We will also NOT be charging for any of the following: Clicks to your websites, sales made on your website via traffic that originated from Simon Search, any affiliate fees.

How will Simon rank or prioritize brands within its search index?

To ensure the most relevant user experience for our shoppers, we will have a no pay to play ecosystem where instead, fairness and relevance are the key guiding tenants. Products will be returned by the AI-guided search engine algorithm based upon relevance and any inputted filters/sorts/keywords that the user supplies.

How will Simon's inclusion of our brand's local product inventory effect our organic search engine optimization (SEO)?

Simon is committed to ensuring that all of a brand's local product data does NOT get spidered and indexed by any search engine. To that end, we will be marking all of the product data in our local center websites as no follow, no robot and also not including these product pages within our XML site maps. We do not want to interfere with your own website's SEO efforts in any way.

Will online-only items be able to be included in Simon Search?

No. At this time, the only two types of products Simon Search will be able to include are in-store only items and items available both in-store and online.

Will out-of-stock items be shown within Simon Search?

No. Items that are out of stock, or that do not meet an agreed upon quantity

How often will my brand need to share a refreshed complete data set of all local product inventory data?

Simon needs to get a fresh data at least once every 24 hours. If your brand is able and wants to supply intra-day data files to ensure a higher level of in-store inventory status accuracy, that is also accepted but not required.

Does Simon support integration to my brand's API / web service?

No. Not at this time, due to the huge variation and variety of various eCommerce, POS, OMS and IMS systems that are in use across the entire retail industry.

What type of data file format is ideal for Simon to consume?

A flat file, most typically a .csv format, with clearly labeled column headers is what is needed. Simon needs to ultimately get data around the product, price, inventory and stores to be clear on the data needs.

How can my brand deliver the required daily local product inventory data feed to Simon?

Creating an automated job to drop off your brand's local product inventory data to Simon's sFTP site is what needs to happen. This way, your content will be transferred over a secure method.

How many products do you need in order for them to show as available in-store?

Simon recommends that a global business rule be set that best protects your brand and our mutual shoppers, to ensure that any product featured in Simon Search is in fact available when that shopper visits your store. This typically takes the form of a minimum number of quantity needed at a specific store location for a given SKU, ranging from 2-4 for most brands. This is a unique minimum threshold that is set as part of the onboarding process of your brand. Also as an alternative option, your brand can choose to only supply Simon with inventory data as a "is available? Y/N" type status, where on your end (as part of the local product data file creation/export step), your brand pre-applies any logic needed to ensure a reliable store-level inventory quantity is on hand to cover the 24 period between data file hand offs.

SIMON SEARCH
ACTIVATION CHECKLIST

Three Easy Next Steps
- ✓ Review and sign the Simon Search <u>data license agreement</u>
- ✓ Provide a list of your stores located at all Simon and Taubman properties which includes your internal numbering systems to match store name/location to local inventory feeds
- ✓ Provide sample set of local inventory + product data for a few stores

Data Sample

Provide a sample of your brand's local in-store product data. Include:
- **Product:** Describes the item being sold.
- **Price:** Current price and if that price is a sale price.
- **Inventory:** How many of a particular product are in stock at a specific location.
- **Store:** Store name, number and address (mall name nice-to-have, but optional)

We realize this may come in one or more than one data file. But if possible, please provide data in the same way that you currently share with Google Shopping + Local Inventory Availability (LIA). Additionally, feel free to send any documentation you think would be helpful.

We will provide direction on where drop the sample data file(s).

All test data will not be used in any live / production system. Rather it will only be used for internal processing and testing, until such a point that your brand signs the requested data license agreement.