



# SIMON SEARCH®

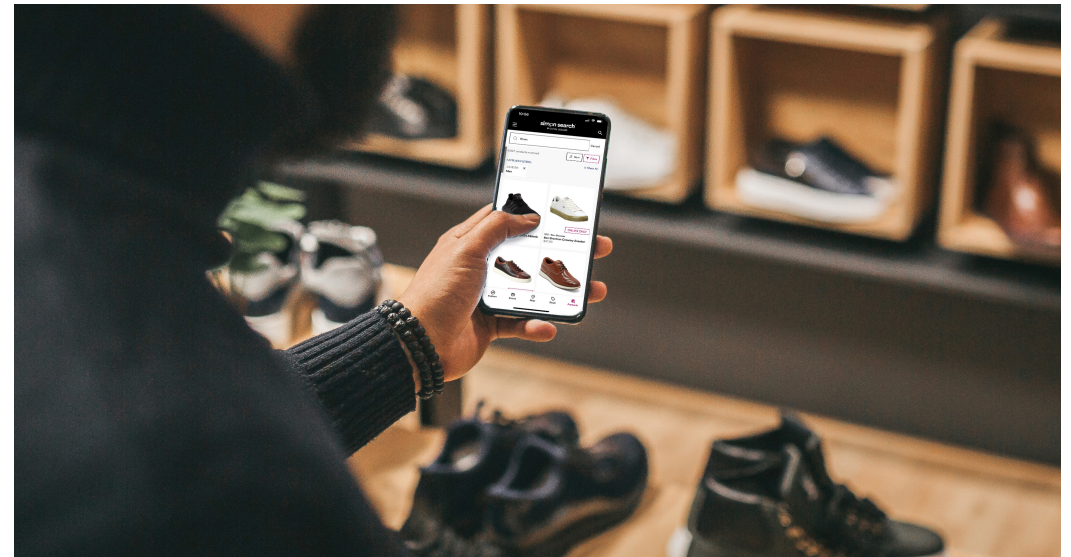
HELPING MALL SHOPPERS FIND WHAT THEY ARE SHOPPING FOR IN-STORE

JUNE 2024

## CLICK-AND-MORTAR SHOPPING ON THE RISE

Click-and-Mortar™ shopping involves both digital tools and physical locations—when a consumer researches a product online, verifies it is available locally, and picks it up in-store that same day.

Click-and-Mortar™ experiences are driving significant changes in U.S. retail as consumers start to favor merchants who support seamless transitions between digital and in-store experiences.



# 65%

Customer satisfaction rises by 65% for Click-and-Mortar™ shoppers compared to those shopping in-store without digital assistance.

# 35%

Click-and-Mortar™ shoppers are the fastest-growing shopper segment globally, having risen 35% since 2020 in the U.S. alone.



**“MERCHANTS SHOULD PRIORITIZE FEATURES THAT MERGE THE ONLINE AND IN-STORE SHOPPING EXPERIENCE.”**

## SIMON SEARCH MERGES ONLINE WITH IN-STORE SHOPPING EXPERIENCES

Simon Search allows consumers to use the local center website, app or on-mall Interactive Directory to find specific products, verify availability and make an immediate in-store purchase.

Allowing your customers to shop this way gives them both the large inventory of an online marketplace and the speed of shopping at a local store.

90%

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

50%

said they would use this feature while at 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.





## SIGNIFICANT RESULTS



**Simon Search has garnered enthusiastic praise from customers. And the positive impact is evident**

**20M Product Search Impressions and 5.6M Database Queries in the last 30 days.**

**187 Participating Centers**

**70+ Participating Retailers**

**4000+ Store Locations**

**600K Searchable Products**

**2M+ Searchable Product Variants**

# SIMON-OWNED TRAFFIC DRIVING CHANNELS



**2B**  
SHOPPER VISITS

## ADVERTISING

**3.0B** Paid Media Advertising Impressions



## PUBLIC RELATIONS

**\$2B**  
Local Publicity Value



## SIMON DIGITAL CHANNELS



**200M+**  
Website Visits (Worldwide)

**600K**  
Text Message Subscribers

**5.6M**  
Total Simon App Downloads

**21M**  
Email Subscribers  
2B Email Sends

**8.2M**  
Social Media Connections &  
162M Organic Social Impressions

**174K**  
Push Opt-in Devices

**1.2B**  
Google Search Queries

**1.9B**  
Google Map Views

**14.7M**  
In-Center Wi-Fi Sessions

## ONLINE BEHAVIOR

**1.9B** Number of Times Simon Centers  
Appeared in Search Results

## SIMON ON-CENTER CHANNELS

**43.4B** Simon Media Network Impressions

**25M** Interactive Digital Directory Sessions



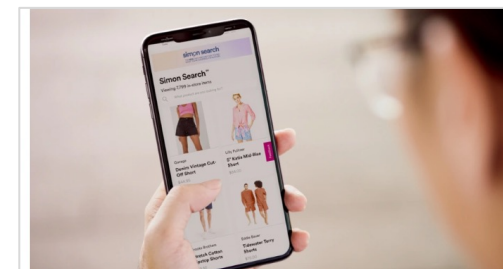
## SIMON SEARCH

**187+**  
Simon Properties On Program

**2M+**  
Database Search Queries Executed

**1M**  
Searchable Products Variance

**70+** Participating Brands with 4K Store Locations



## TAKE ADVANTAGE OF SIMON SEARCH

### ENJOY THE REWARDS

- Elevated discovery
- Enhanced consideration
- Increased traffic to your store
- Elevated conversion
- Expanded customer insights

### CONTACT

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National Retailer Marketing  
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# APPENDIX



## 70+ PARTICIPATING BRANDS

AÉROPOSTALE



ANTHROPOLOGIE



*aerie*



belk



Dillard's

DYNAMITE

*Eddie Bauer*

EXPRESS

FOREVER 21

**Foot Locker**

FOSSIL



GARAGE

HELZBERG  
DIAMONDS.  
a Berkshire Hathaway Company

J.CREW



JCPenney

kipling



*Lilly Pulitzer*

LUCKY \$ BRAND

NAUTICA

NORDSTROM

OLD NAVY

PAC SUN

STUART WEITZMAN



UNTUCKit

WARBY PARKER

# MEDIA COVERAGE

**DIVE BRIEF**  
**Simon tests digital search tool for mall shoppers**  
 Published June 21, 2022

Daohne Howland  
 Senior Reporter

RETAIL DIVE

\*View from west of the Fashion Centre at Pentagon City by Ben Schuster 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

WWD  
 WOMEN'S WEAR DAILY

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

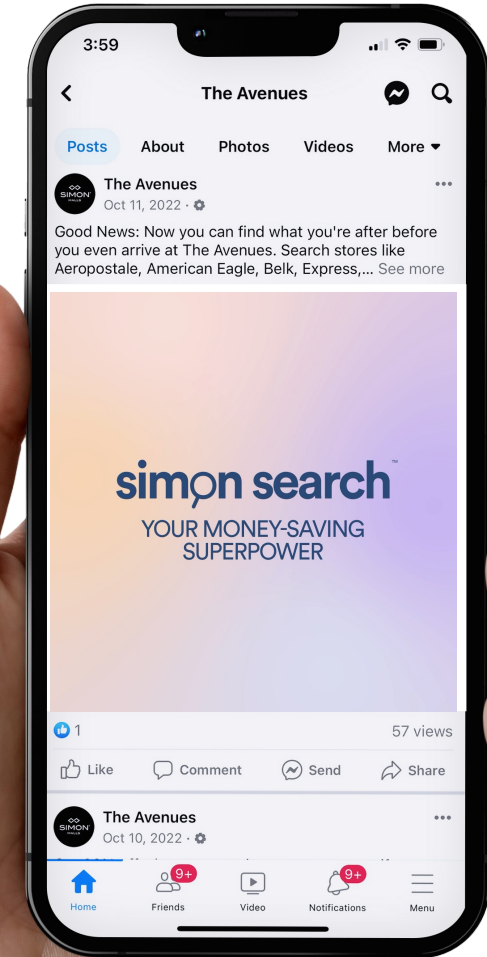
**Want to save gas? SouthPark mall debuts tool to check store inventory before you leave**

**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.

# CREATIVE EXAMPLES



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## 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.

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## FAQS CONTINUED

### **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 file 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 FTP 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 an "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-hour period between data file hand offs.

# SIMON SEARCH ACTIVATION CHECKLIST

## Three Easy Next Steps

- ✓ Review and sign the Simon Search [data license agreement](#)
- ✓ 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 to 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.