Transforming Retail Real Estate

The challenges of shopping mall management have inspired us to create a game-changing solution to help you manage your property more efficiently, productively and easily.

hyper[in] is the leading management platform for retail real estate that wants to increase its profits as well as the value of its premises. It is an integrated tool to administrate all your tenant, service provider and consumer information and communication as well as sales reporting, leasing contracts, advertisements and all other numbers and statistics in just one place.

You get a variety of new ways to monitor the performance of your property and mall portfolio in real time over the Internet, measure

consumer feedback and take decisive actions when necessary to reach your consumers and make them return to your mall time after time. Targeting the right consumer traffic with the right type of message through newsletters, social media, mobile loyalty application with indoor positioning, on the web and on interactive mall directories in your premises, gives you a competitive advantage on the market.

The revolutionary new way to manage your tenants, advertisements and consumers makes hyper[in] the perfect solution for your mall!

Managing your commercial real estate has never been this easy!

+ Manage your reporting, marketing, tenants and footfall in one place.
+ Sell all your advertising and promotional space easier than ever.
+ Reduce manual work and offer self-service tools for tenants.

Learn more overleaf!

Sales, Visitors and Transactions — Show more

Sales	Visitors	Transactions
30.1M€ ⬆30%	**559 492** ⬆28.6%	**1 036 434** ⬆25.2%

June 14. June 21. June 28. July 5.

Footfall — Show more

Visitors	Time Spent	Avg. Visit Length
3280 ⬆13.8%	**166.3 days** ⬆9.16%	**63min** ⬆1.06%

June 14. June 21. June 28. July 5.

Advertisement Sales — Show more

Total Ad Sales	Utilization Rate	Number of Deals
145k€ ⬆3.30%	**65.7%** ⬆5.97%	**55** ⬇-6.85%

June 14. June 21. June 28. July 5.

Service Requests — Show more

Total Open	New	Closed	Total Money Spent
15 ⬆1.33%	**8** ⬆12.5%	**10** ⬆20%	**12.4k€** ⬇-2.73%

June 14. June 21. June 28. July 5.

Consumer Web — Show more

Visits	Unique Visitors
6600 ⬆4.83%	**3671** ⬆1.20%

56.06% Returning Visitor
3700 Visits

43.94% New Visitor
2900 Visits

Facebook, Insight — Show more

Total Likes	People Talking	Total Reach
2108 ●0%	**102** ⬇-12.3%	**3057** ⬆0.33%

Newsletter — Show more

Subscribers	Opt-In	Opt-Out
10582 ⬆2.04%	**3.2%** 337	**1%** 125

Sent Emails
9043

21.2% Read
1917 Emails

68.3% Received
6176 Emails

10.5% Bounced
950 Emails

Interactive Mall Directory — Show more

Users	Time Spent On
2811 ⬆6.86%	**54h 6min** ⬆4.66%

Avg. Session
1min 9s ⬆2.90%

Mobile — Show more

Users	New Users
6471 ⬆16.4%	**1061**

Loyalty Registrations	New Users
2505 ⬆3.04%	**76**

hyper[in]

MANAGE. MONETIZE. CONNECT.
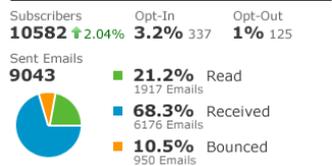
hyper[in] MANAGE

hyper[in] MANAGE is a game-changing solution for people who manage shopping malls. We provide a comprehensive software service for multi-channel communication, collaboration and integration between you and your tenants and service providers. You have up-to-date information and analytics for consumer communication and one source for your commercial management.

Increase efficiency and reduce manual work.

MANAGEMENT DASHBOARD
TENANT COMMUNICATION
TENANT SELF-SERVICE PORTAL
SALES REPORTING
CONTRACT MANAGEMENT
SERVICE REQUEST MANAGEMENT
PORTFOLIO MANAGEMENT

hyper[in] MONETIZE

We help you to generate more revenue with hyper[in] MONETIZE, our revolutionary e-commerce tool. You can now easily sell all your advertising spaces inside the mall like air time on the screens, or promotional spaces. hyper[in] offers more options to sell, advertise and reach a larger audience also online and provide easy access to your existing outdoor media sales partners.

Increase profits with non-rental income.

ADVERTISEMENT MANAGEMENT
SPECIALTY LEASING SALES
RESERVATION CALENDAR
CUSTOMER RELATIONSHIP MANAGEMENT
ONLINE SALES PORTAL
SALES STATISTICS
PARTNER ACCESS

hyper[in] CONNECT

hyper[in] CONNECT offers tools for easy communication with your consumers. Through interactive mall directory touchscreens, with wayfinding information and services, shopping mall web site, newsletters and mobile loyalty application with indoor positioning, you can now easily share your essential information. Also run all your key statistics and footfall analysis easily and effectively.

Increase the value of your premises.

INTERACTIVE MALL DIRECTORY
SHOPPING MALL WEB SITE
MOBILE LOYALTY APPLICATION
FOOTFALL ANALYSIS AND STATISTICS
TENANT AND CONSUMER NEWSLETTERS
TENANT AND CONSUMER FEEDBACK
SOCIAL MEDIA, EVENTS AND NEWS