



Enabling Real-Time Connections between Mall Tenants and Shoppers

Emplate has developed an end-to-end marketing platform that enables retailers to bridge the gap between the offline, physical retail store and the online personalized shopping experience that customers have become used to. Through customized shopping mall apps, shoppers connect with their favorite stores and receive special offers and news via mobile app. But in general, mall managers were having a hard time getting tenants to participate in these new initiatives. Emplate developed enhancements to address the real problem—tenant adoption. With an app based on SnapChat functionality as well as real-time updates regarding who is seeing, saving and visiting, mall tenants receive customer insights into the shoppers in the mall.

The iBeacon technology is similar to a cookie from a website, except on a mobile phone, and tracks where customers go, what they are interested in, and what they purchase through the shopping center. The app closes up the “black hole” in the customer journey. Emplate enables shopping mall tenants to reach customers with personal and relevant offers.

Users can buy products online by simply opening the app, finding the product, shipping it directly and assigning the purchase to the physical store in the mall so that the local store can recognize the revenue. The online purchase is linked to a point system so the next time the customer visits the mall, they get a discount on food, products or services. Emplate facilitates the growing European trend of buying local and having a relationship with local shop keepers.

“By using the ValuePrompter® we have been able to identify, engage and maintain access to the real decision makers. This has enabled us to win bigger deals faster”

Simon Staack, Co-founder, Emplate



Executive Summary

Named one of Denmark’s most innovative IoT companies and a finalist in the 2017 EY Entrepreneur of the Year, Emplate (emplate.it) provides an efficient mobile communication channel for shopping malls to increase foot traffic.

They were often invited to “inspire” prospects with the future of its iBeacon-enabled technology, but those presentations led nowhere. To jump-start the conversations and start winning business, Emplate chose ValueSelling Associates.



Tailoring the Conversation

Emplate has penetrated the Danish market by focusing the sales conversations on value. Along the way, they discovered how to best tailor the conversations mall-to-mall based on detecting the underlying business issue. For example, city malls are trying to increase basket size. Experience malls are trying to increase annual visitors. In both cases, the mall tenants seek higher customer engagement and greater customer lifetime sales.

And by helping mall management sell through to the mall owners, Emplate has been able to start value-based discussions that impact dozens of malls at once rather than approaching each mall separately. The Emplate software is installed in major Danish shopping malls with hundreds of retail stores, interacting with thousands of users daily. The customer nurturing program has proven a success. Malls with the Emplate app have increased the number of annual visitors and increased basket size. With its meteoric success and recognition, the company is expanding throughout northern Europe, integrating into existing apps and creating spin-off products for retail chains. The entrepreneurial Millennials at Emplate are ready to scale the business internationally.

Moving Opportunities Forward

As with any start-up, there was plenty of blood, sweat and tears. After all, it's uncommon to have five co-founders, all of whom have stuck together for the past three years. It's uncommon to build all the software in-house, while also pursuing engineering and computer science degrees on the weekends. And it's uncommon to grow a company without any funding.

At the start, Emplate had been continually invited to inspire leaders in the industry—both shopping center management and retail chains—by educating them on iBeacon technology. The conversations were focused on how the technology worked and meetings led nowhere.

Without significant sales, the co-founders could raise money through investors or they could take existing funds and invest in themselves. Emplate decided that the entire sales and leadership team would adopt the ValueSelling Framework®. That proved to a good idea because what Emplate could have raised two years ago, they've more than exceeded in revenue.

Measurable Results:

- In 6 months, order size increased 9x
- Average order size grew 10x YOY
- Solutions sold rose from 1 to 10

“The ValueSelling Framework is a business development tool. With it, you know how to ask good questions, how to uncover customer needs and how to feed those insights into product development. We use these customer insights to improve our sales process, onboarding process, and add new functionality and features. Being user-driven fuels great ideas and supports our vision for the future mobile shopping malls we are building”

Simon Staack, Co-founder, Emplate



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