

Shopping Center Insights

Unique to 1010data, **Shopping Center Insights** maps the retail transactions of millions of consumers to corresponding malls. This alternative data set provides unprecedented visibility into mall revenues amid accelerating ecommerce channel growth.



Access Accurate Data

View actual sales transaction data that is far more accurate than surveys and foot traffic.



Benchmark Top REITs

Measure by REIT, competitive set, individual mall, state, county, MSA, city and mall's share of city spend.



Find Sales Drivers

Pinpoint store categories that most impact mall performance such as anchor vs. non-anchor and retail vs. restaurant.

Measure Mall Sales Intra-Quarter by REIT with Consumer Transaction Data

Metrics Tracked

- Sales (intra-quarter & reported)
- Transaction frequency
- Unique shopper count
- Tenant count
- Mall's share of total city spend

Aggregate Performance By

- Holding company or specialty leasing operation
- Geography by state, county, MSA and city
- Store categories (anchor, junior anchors, non-anchors and food)

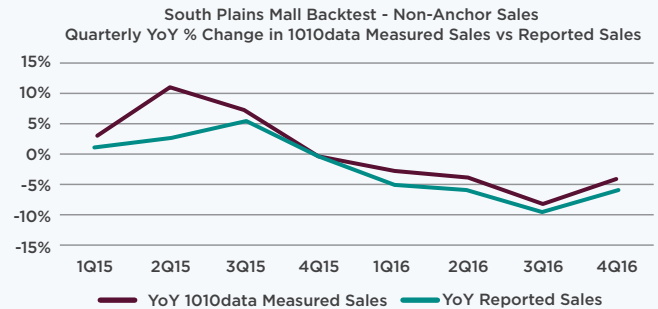


Use actual spending data—no surveys or satellites required

Use Cases

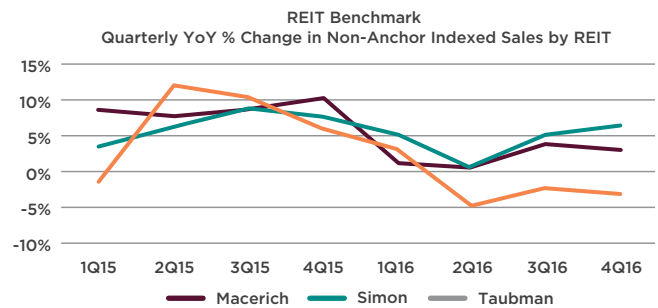
Access the Right Data Verified by Back Tests

1010data backtests accurately to reported sales, giving investors reliable indicators intra-quarter.



Benchmark top REITs

Aggregate shopping center sales by REIT for direct comparisons across the competitive set you define.



Find Top Sales Drivers with Retail vs Restaurant Breakout

In July 2016, news outlets reported the opening of a [SHAK] location in Cross County Shopping Center in Yonkers, NY. To evaluate its impact on mall performance, 1010data measured YoY change in indexed sales and found a 13% increase during 2H16. The percentage of transactions also shifted towards food-only purchases by nearly 16%.

