mapzest

MAPZEST RETAIL SOLUTIONS

MAPZEST FOR RETAIL

Apps & Kiosks for Retail Destinations

Your store's own interactive floor plan and guide – immersing shoppers in everything you sell, helping them find it fast and putting your brands, offers and events in front of them at every turn.

Department stores | Garden centres | Furniture stores | Retail parks

See Berry & Drake, our working demo store, live



WHY MAPZEST

Your store. Your shoppers. Better connected.

More footfall into every department, longer visits, bigger baskets – and new revenue from promoted placements.

A guide of your own creates a direct connection between shoppers and every department, brand and outlet under your roof – from the car park to the rooftop restaurant. Whether that's a department store over several floors, a garden centre inside and out, a furniture showroom or a whole retail park on one map, every screen shoppers see is a chance to advertise.

In their pocket

The free Mapzest app on iPhone and Android – checking what's on before they visit and saving favourites for next time.

On the shop floor

Wayfinding kiosks at the entrances, by the escalators and lifts, and in the garden centre.

A scan away

QR codes at the entrances and around the store take shoppers straight to the right place.

✓ **Never out of date, never reprinted. A moved department, a new range or a sold-out offer is changed in seconds and live everywhere.**

It works for everyone in your store

Shoppers Find what they came for in seconds, discover what they didn't know they needed and never miss a launch or an offer.

Brands Brands and concessions get a page of their own, a place on the floor plan and a direct channel for launches and offers.

Store teams Fewer "where is...?" questions, and more time to help shoppers choose and buy.

Owners More footfall into every department, longer visits, bigger baskets and new revenue from promoted placements.

See Mapzest for Retail online mapzest.app/vytt4 →

YOUR FLOOR PLANS

Step inside the whole store

Most shoppers only ever see the floors they walk through. Mapzest turns your store plans into an illustrated, multi-level floor plan, with every department, brand, service and café in its real place.



Berry & Drake, our working demonstration store: ground floor, and the garden centre in the app

01

Every floor, every department

Ground floor to rooftop restaurant, with the garden centre and car park included – shoppers move between levels with one tap.

02

Find it in seconds

Search for a department, a brand or an event, browse by category, and walk straight there – no wandering, no giving up.

03

Services, answered

Customer services, click & collect, gift wrapping and toilets sit on the plan, so your team spends less time giving directions.

We draw your store for you.

Send us your store plans – your official layout, an architect's drawing or an illustrated map. We turn them into an illustrated, multi-level floor plan in a style that suits your brand, with every department and service pinned in position.

Find what they came for, fast

A shopper who can't find what they're looking for leaves without it. With Mapzest, finding the houseplants also means finding the 3 for 2.



Lists that read like a walk round the floor

Results can follow your store layout, every listing has its own page with photographs and details, and offers and events are flagged right in the list.

Every brand in the spotlight

Concessions and brands get their own pages, tagged to the departments they're sold in and pinned to where they sit. Shoppers browsing Skincare see every brand stocked there.

Keep shoppers in store for longer

Restaurants, cafés and the food hall each get their own page, events and offers – so a quick visit becomes a day out, and shoppers spend more on the way.

Visible beyond your doors

Your store also surfaces on the wider Mapzest destination map, reaching people exploring the area – and every shopper can save favourites for their next visit.

WAYFINDING KIOSKS

Wayfinding kiosks on every floor

The very same guide on large touchscreens at the entrances, by the escalators and lifts, and in the garden centre. Shoppers walk up, search for a department or browse today's offers, and see exactly where to go.





Autopilot: advertising when nobody's browsing

When nobody's using a kiosk, Autopilot takes over – playing through your launches, events and offers full screen, with a QR code to take them away. App and kiosks are fed from one place, so a late change is everywhere at once.

Brand presence

Screens that look every bit part of your store.

Phone hand-off

Scan from the screen to carry the guide away in the free app.

Fresh for every shopper

Touch it and it's back to the guide; it resets when they walk away.

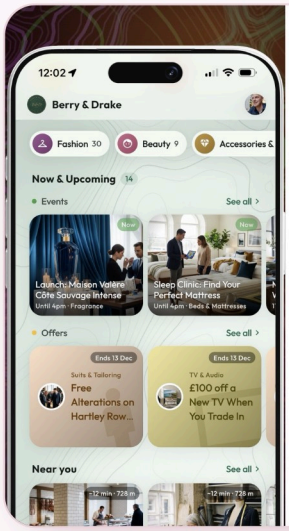
Supplied by us – or not at all

We can provide kiosks, totems and QR signage. The app works on its own.

COMMERCIAL VALUE

Advertising at every turn

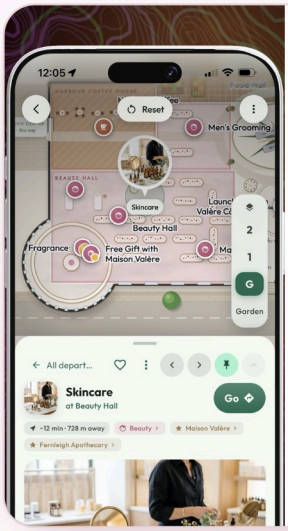
In-store signage only reaches the shoppers who walk past it. Mapzest puts your launches, offers and brands in every shopper's hand.



REVENUE STREAM 1

Now & Upcoming

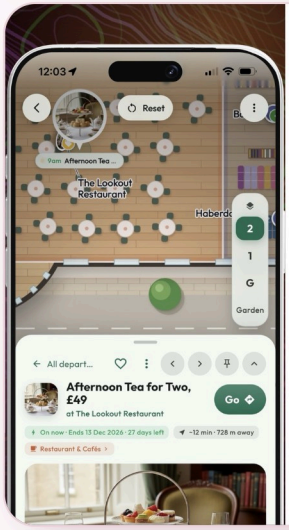
A fragrance launch, a sleep clinic, a cookery demonstration – pushed to the top the moment shoppers open the guide, with offers ending soon just below.



REVENUE STREAM 2

Promoted placements

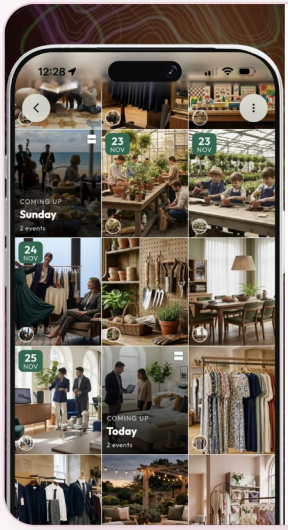
Featured listings pull attention to the departments and brands that matter this week – a valuable channel for brand partners, and a revenue stream for you.



REVENUE STREAM 3

Offers where they're standing

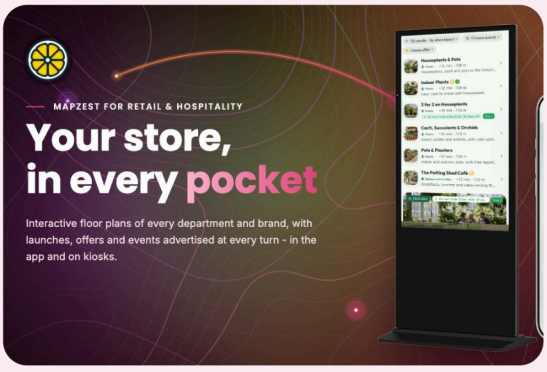
Time-limited deals from every department, marked on the floor plan and counting down – turning a browse into a sale.



REVENUE STREAM 4

Advertising your brands create

VibeCheck turns posts from your departments, brands and restaurants, tagged with your hashtag, into one feed in the app and on your kiosks – more advertising, created by the people who know your store best.



More ways to reach shoppers

Store guides, catalogues and programmes

Printed media built from your departments, brands, events and offers, with QR codes to each listing.

Share posters

Ready-made posts and stories for every event and offer, so shoppers and brands spread the word for you.

DONE FOR YOU

The full package, handled for you

We work with your team from first conversation to the first shopper through the door – as hands-on or hands-off as you'd like.

1

We draw your store

Your store plans become an illustrated, multi-level floor plan in your brand's style.

2

We fill your guide

Departments, brands, services, restaurants, events and offers – from the spreadsheets you already have.

3

Launch everywhere

In the app, on kiosks on every floor and on QR signage at the entrances.

4

Keep it current

Changes go live straight away – centrally, or by each department and brand.

All we need from you

- ✓ Your store plans – any format
- ✓ Your department and brand list
- ✓ Your events and offers
- ✓ Logos and photography

Manage everything centrally, hand each department or brand its own listings, or mix both.

What retailers say

"Most importantly, Mapzest delivers tangible, real world results, turning online visibility into genuine customer engagement, increased footfall and real business opportunities."

Liam Coslett
Group Marketing, Events & Guest Relations Manager, The Greenway Group

Berry & Drake is a fully working demonstration store with three floors and a garden centre – book a call and we'll walk you through it live.

Quick answers

Do shoppers need to download an app?
They can use the free Mapzest app, and QR codes take them straight to the right place. Kiosks need nothing from the shopper.

How do offers and advertising work?
Offers and events appear in Now & Upcoming, on the plan and in shoppers' offers; featured listings can be promoted to the top.

Do we need kiosks?
No. The app and web guide work on their own; kiosks are optional.

What does it cost?
Every store is different – talk to us and we'll scope it around your floors and departments.

Can we use our own store plans?
Yes – any plan, as many levels as your store has, plus outdoor areas like a garden centre or car park.

Can brands manage their own listings?
Yes, if you want them to – or we manage everything centrally.

Where can our store be?
Anywhere in the world – there are no limitations.

LET'S TALK

Ready to give your shoppers their own guide?

Book a demo and see Berry & Drake live on your own phone – then let's talk about mapping your store.

Book a demo

mapzest.app/c2bst

SCAN ME

Get the free Mapzest app

Scan to install Mapzest – we'll walk you through Berry & Drake, our demonstration store, live on your own phone.

mapzest.app/9wgyr

- Illustrated multi-level floor plans
- Departments, brands and services
- Now & Upcoming advertising
- Offers on the floor plan
- Restaurants and cafés
- Kiosks and store print



mapzest

The visitor experience platform for festivals, exhibitions, resorts and estates, retail and hospitality, and destinations.