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### [First “Mall-Based Mobile Marketing Network” Launches](#)

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General Growth Properties, which manages the nation’s second largest network of malls, has teamed with MOBISIX to offer what they call the nation’s first “mall-based mobile advertising network.”

The new mobile network, dubbed “[The Club Mobile](#),” is an extension of GGP’s already successful “The Club” program, which is an online consumer marketing program that sends email notifications of mall sales and events to an exclusive list of opt-in members. The Club Mobile extends the value of The Club by delivering discounts and offers to on-the-go consumers through text messages.

The new program is powered by MOBISIX and its [proprietary messaging platform](#), which is designed around “consumer-controlled preferences and data” as well as “analytics-driven decisions.” The underlying technology allows consumers to get relevant and personal offers pertaining to malls operated by GGP. In addition, the platform acts as a key enabler of green marketing by allowing brands and consumers to take advantage of shopping incentives and coupons without printing.

“This type of marketing innovation is a great example of how we are meeting the needs of today’s consumer,” says Keith Maladra, vice president of Consumer Intelligence at General Growth. “We believe this provides a unique tool for our retailers and gives value to our consumers by allowing them control of what type of offers they receive and how they receive them. The bottom line: we want to help our retail tenants drive store traffic, and this is a great way to accomplish that.”

While this may be nothing new- a parent company adopting SMS and other mobile techniques to drive results-it’s significant in the fact that General Growth Properties presents a massive platform in it’s extensive network of malls, which each represent a large amount of smaller brands and retailers that can benefit from the various mobile campaigns that GGP can now provide to them all.

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