



# Navigating The Dubai Mall

5M square feet of premium retail space

A Case Study Powered by  
mappedin



## Introduction

Much like the current retail landscape, Indoor Positioning Systems (IPS) are constantly evolving. IPS platforms offer modern wayfinding to shoppers by acting as GPS for the indoors, while also providing useful data including traffic patterns and dwell time to property owners and operators. These insights enable businesses to provide additional consumer benefits such as targeted promotions, predictive search, and more.



While Mappedin does not have a stake in indoor positioning, we have a unique front row seat to the rapid evolution of the IPS market.

We're excited about the experience that The Dubai Mall has built for their visitors and hope that you find it a helpful example in navigating this space.



## The Partner

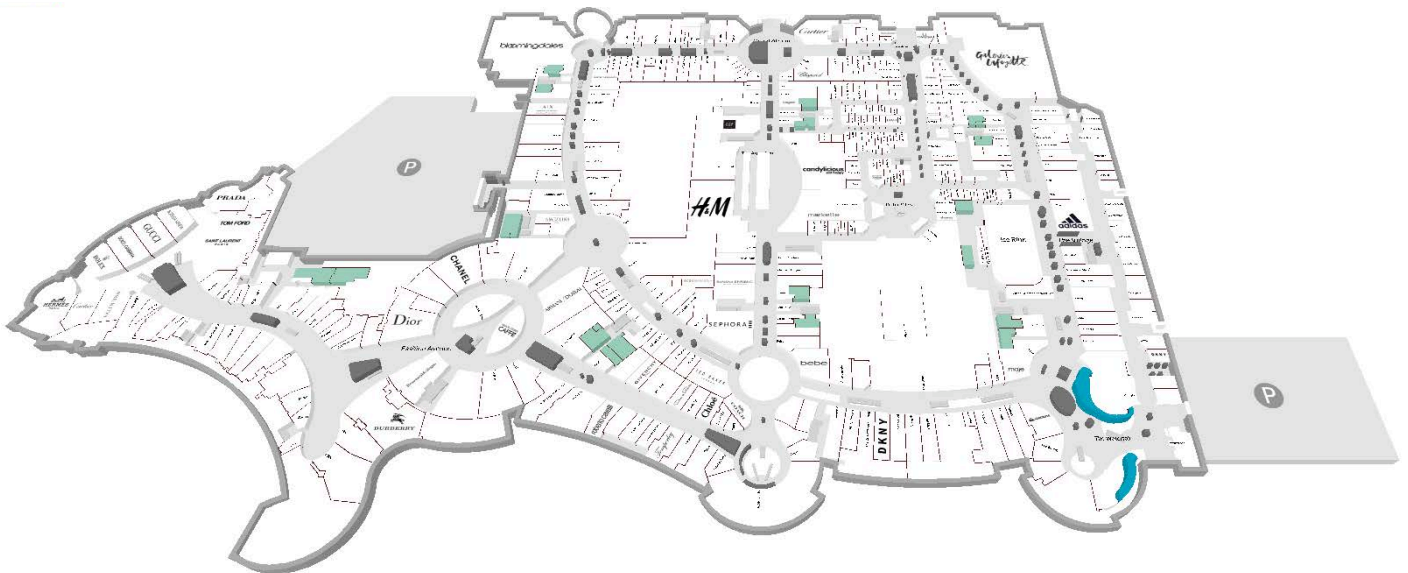
A pioneering developer of integrated master-planned communities, Emaar Group has transformed the real estate sector in Dubai, United Arab Emirates. Emaar's world-class project development competencies are underlined by its iconic assets in Dubai and other international markets. The Dubai Mall offers an unparalleled retail mix combined with world-class dining, entertainment and leisure attractions.

## The Challenge

A leader in retail innovation and proponents of best-in-class technology, Emaar Properties sought to provide a seamless wayfinding experience enabling customers to easily navigate The Dubai Mall's 1,200 stores and 5.9 million square feet, as well as provide its facility managers with a flexible solution for property management. Having accurate maps in a space as large as the Dubai Mall is critical to a positive visitor experience.

## The Solution

Mappedin created a fully-integrated solution to power wayfinding on the Dubai Mall's website in addition to an in-app experience that caters to their active user base.

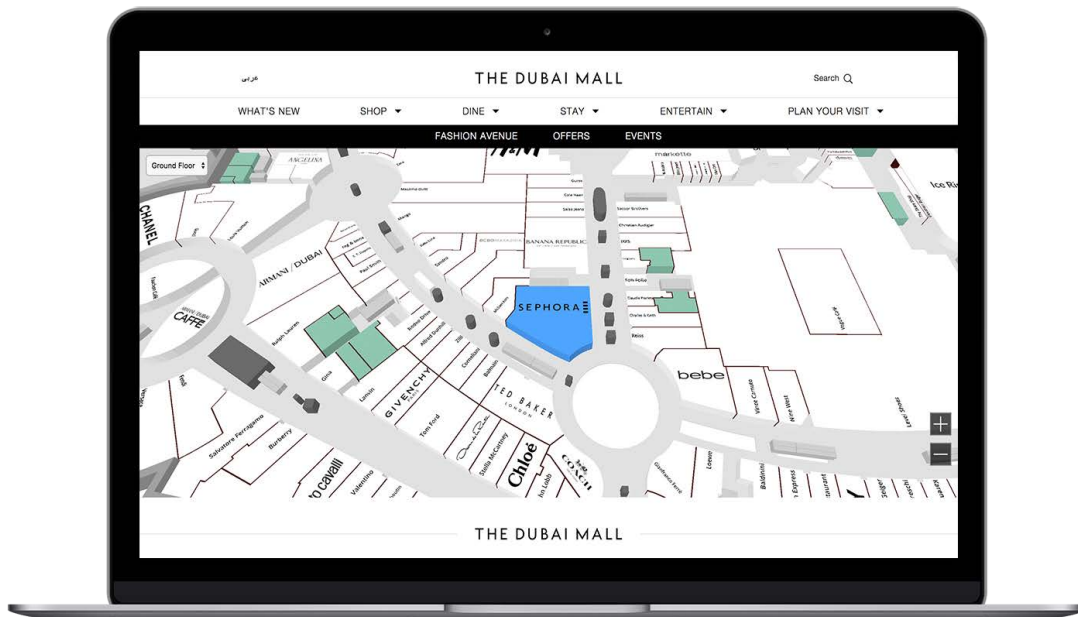


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## Integrate seamlessly

### Custom Web Integration

The Dubai Mall uses Mappedin's Web SDK to power the wayfinding on their website. Leveraging the Web SDK tool-set, The Dubai Mall was able to create a custom experience while leveraging best practices for navigation. Mappedin's SDKs are easily integrated into customer websites with all map rendering and navigation done in the Mappedin cloud. They've been built by developers, for developers. The Dubai Mall's website features 3D maps with zoom and tilt features. This enables users to easily locate the store, amenity, or destination they are looking for.

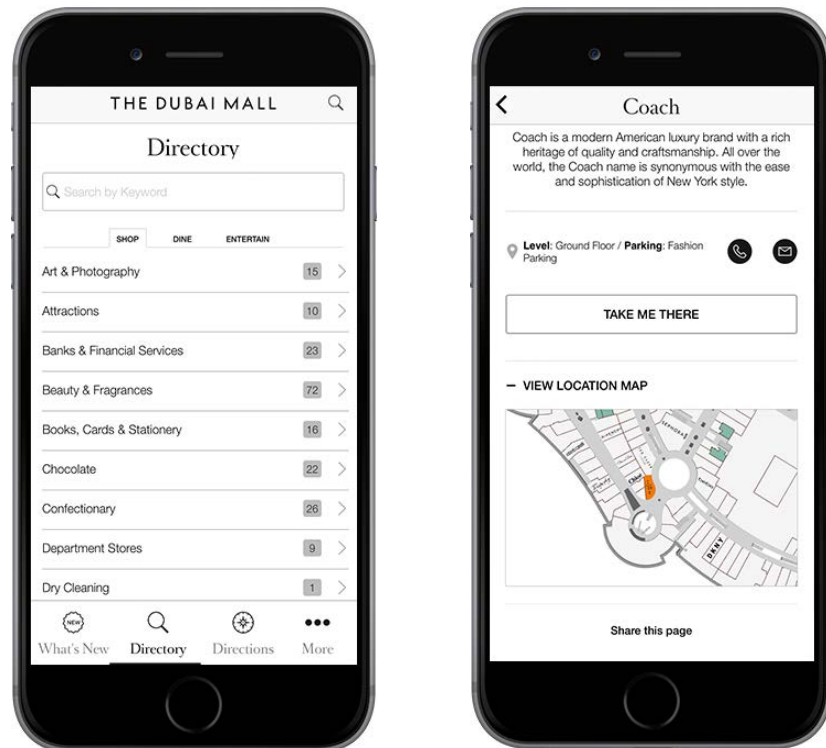


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## Provide real-time wayfinding

### Turn-by-Turn Navigation

In partnership with Senion, Mappedin extended its full suite of features and capabilities to The Dubai Mall Mobile App. This app integration was the first of its kind and offers a completely interactive 3D wayfinding experience with the help of indoor positioning technology. Beacons throughout The Dubai Mall provide positioning updates to shoppers' smartphones twice a second, enabling an incredibly accurate navigation experience.



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## Understand the shopper journey

### Web and Mobile Analytics

The Mappedin CMS includes a detailed analytics dashboard that provides information on user intent. The Dubai Mall is the only Mappedin customer to track "journeys completed." When a user of the mobile app searches, navigates to, and arrives at a location, a completed journey is counted.

## The Results

Since implementing Mappedin,  
there have been over

# 2.8 million

wayfinding sessions between  
web and mobile at The Dubai Mall.

