



The Complete Guide to Indoor Mapping for Malls

Help your visitors navigate
confidently and effortlessly.





Table of Contents

Executive summary	2
Why mall maps matter	4
Mall mapping for enhanced shopper experience	5
Mall Mapping for Operational Management	6
Get Started with Mappedin	8

Executive summary

Don't let lost shoppers lead to missed sales.

Shopping malls stand at a critical juncture in 2025, where despite encouraging signs like foot traffic increases (10.2% year-over-year) and vacancy rates at their lowest in two decades (5.4%), the industry faces a significant digital transformation challenge with 61% of commercial real estate firms still relying on legacy technology that creates a widening gap between consumer expectations and operational capabilities.

Indoor mapping platforms like Mappedin have emerged as the cornerstone solution, providing real-time, turn-by-turn navigation that makes every visit seamless and engaging while offering mall operators valuable insights and enhanced operational efficiency. Whether managing a single mall or a portfolio of retail centers, Mappedin transforms physical spaces into intuitive digital touchpoints that deliver 20% increases in leasing revenues, drive customer satisfaction, and convert traditional retail spaces into data-driven, experiential destinations that meet the demands of modern consumers and investors alike.

Key benefits of mall maps for shoppers

①

Easily find what you need and navigate to it for a stress-free visit with intuitive, interactive maps.

②

Always up-to-date information provides accurate details about stores, events, and promotions without confusion.

③

Enhanced discoverability with search and interactive maps to explore new stores, dining options, services, and special offers.

④

Inclusive design provides accessible navigation and support for multiple languages, making the mall experience welcoming for everyone.

Key benefits of mall maps for owner operators

①

Increase operational efficiency to reduce staff interruptions, enhance guest satisfaction, and minimize manual tasks.

②

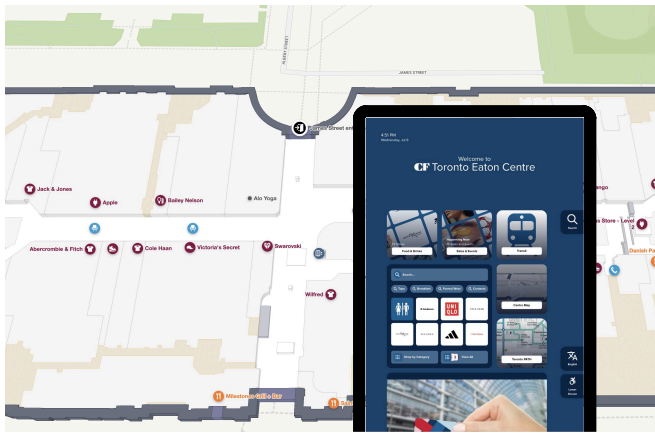
Drive revenue growth by increasing foot traffic and sales through awareness, targeted promotions, and advertising.

③

Make data-driven decisions and gain actionable insights to optimize mall layout, understand leasing and tenant mix, and overall operations.

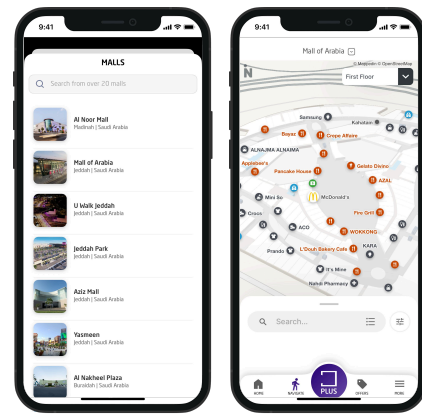
④

Real-time control allows for instant map updates and easy deployment of information across all platforms (web, mobile, and kiosks).



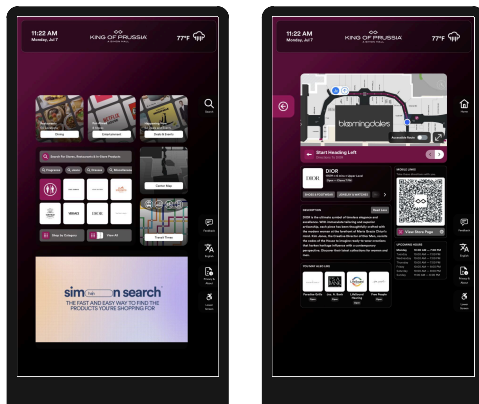
Seamless navigation, transit times, and on-site offers

Cadillac Fairview partnered with Mappedin to deploy Premium Directories across their properties, offering visitors real-time transit times, up-to-date deals, and event information, all in one seamless experience.



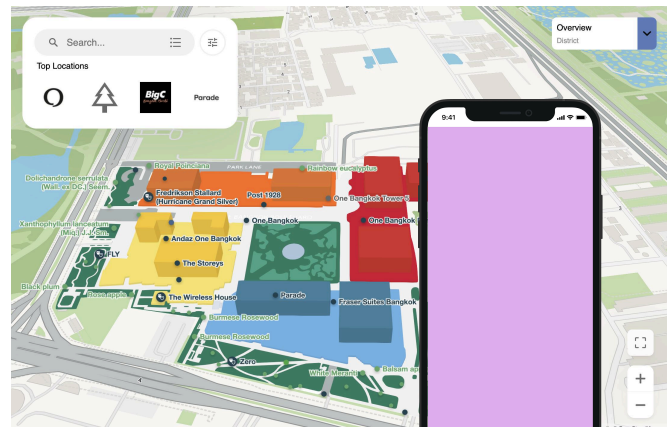
Connecting shoppers across every touchpoint

With Mappedin, Cenomi empowers millions of shoppers to discover, navigate, and connect with their favorite destinations from home, on mobile, or exploring in-mall directories.



Turn every visit to an experience

Together, we combined Simon's deep understanding of shopper behavior with Mappedin's indoor mapping expertise to launch the Premium Directory, now live across hundreds of properties.



Mapping a connected urban experience

Mappedin helps One Bangkok deliver a unified navigation experience across multiple buildings and outdoor spaces on their phone, in the OBK app, or at digital kiosks.

Upgrade your shopping experience with Mappedin.

Contact sales

Why mall **maps** matter

Help your visitors navigate confidently and effortlessly. Modern mall maps are essential to address the unique navigation challenges faced in retail spaces, ensuring no shopper becomes a missed sales opportunity.

Shopper navigation challenges

- **Anxiety and stress** from getting lost in unfamiliar, sprawling mall layouts
- **Wasted time** not finding preferred stores, services, or amenities
- **Physical strain** from unnecessary walking and backtracking across the entire mall
- **Accessibility barriers** for shoppers with mobility limitations when navigating multi-level malls and properties
- **Language barriers** that hinder comprehension of static mall signage
- **Missed opportunities** to discover new stores and promotional offers

Why traditional mall maps falls short

Standard mall maps and static signage systems fail to adapt to the dynamic nature of modern retail environments.

The most successful shopping centers do not just address navigation issues; they leverage digital mapping and technology to gain a deeper understanding of their customers and why they return each time.

Traditional mapping solutions fall short for several reasons:

- They cannot accommodate temporary closures, emergencies, and layout changes
- They do not account for seasonal pop-ups and a changing tenant mix
- They are not designed to reflect real-time information, promotions, and events
- They overlook the accessibility and multi-language needs of individuals

Operational and financial impact

Operational costs

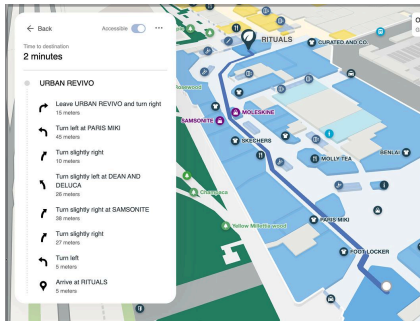
- **Staff time** spent providing directions instead of focusing on customer service
- **Inefficient space utilization** and resource allocation
- **Delays in emergency response** due to unclear location information or exits
- **Higher staff turnover** resulting from workplace stress

Revenue impact

- **Shoppers feeling lost** lead to lost revenue and missed opportunities
- **Reduced customer satisfaction** which affects repeat visits and loyalty
- **Missed advertising opportunities** to keep your mall and retailers top of mind
- **Under-utilized tenant spaces** due to poor discoverability

Mall mapping for enhanced shopper experience

Transform every visit, from browsing to buying. Mappedin indoor mall maps change the way shoppers navigate retail spaces by offering personalized and accessible navigation solutions that reduce stress, increase engagement, and enhance the overall shopping experience.



Effortless navigation for every shopper

Clear visual guidance

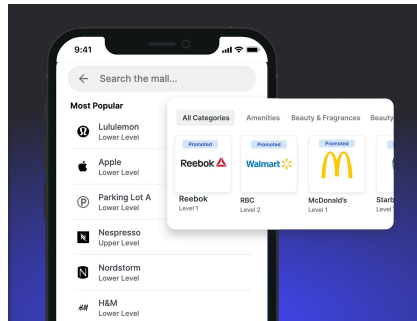
A friendly and intuitive interface design eliminates guesswork and provides interactive and visual directions to help shoppers feel confident as they navigate. Unlike traditional mall maps, digital maps provide the latest store information and turn-by-turn walking directions.

Predictable journey planning

Accurate walking time between locations help shoppers with route planning to minimize walking distances. Stress-free navigation helps keep shoppers relaxed.

Seamless building navigation

Integrated indoor-outdoor wayfinding offers shoppers comprehensive guidance no matter where they start their journey. Guided from parking to store, and everything in between.



Enhanced store discovery and promotion opportunities

Improved discoverability

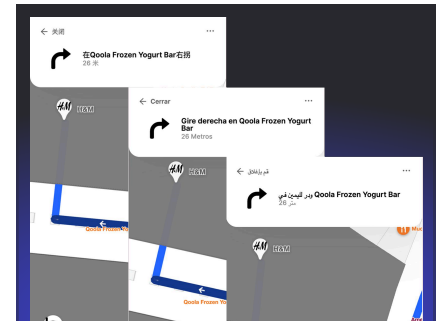
The platform offers easy navigation to quickly find stores, dining, and services, enabling smart discovery of desired destinations and new options. Additionally, it highlights promotions and events along optimal routes.

Real-time promotional updates

By enhancing the visitor experience with access to promotions, events, and store information, the increased visibility of special offers and seasonal campaigns can deliver targeted messaging based on location and preferences during optimal times.

Promote loyalty through directories

Shoppers are 55% more likely to make purchases from stores who offer loyalty programs. Increase customer confidence to drive repeat business.



Designed for accessibility and inclusivity

Inclusive design

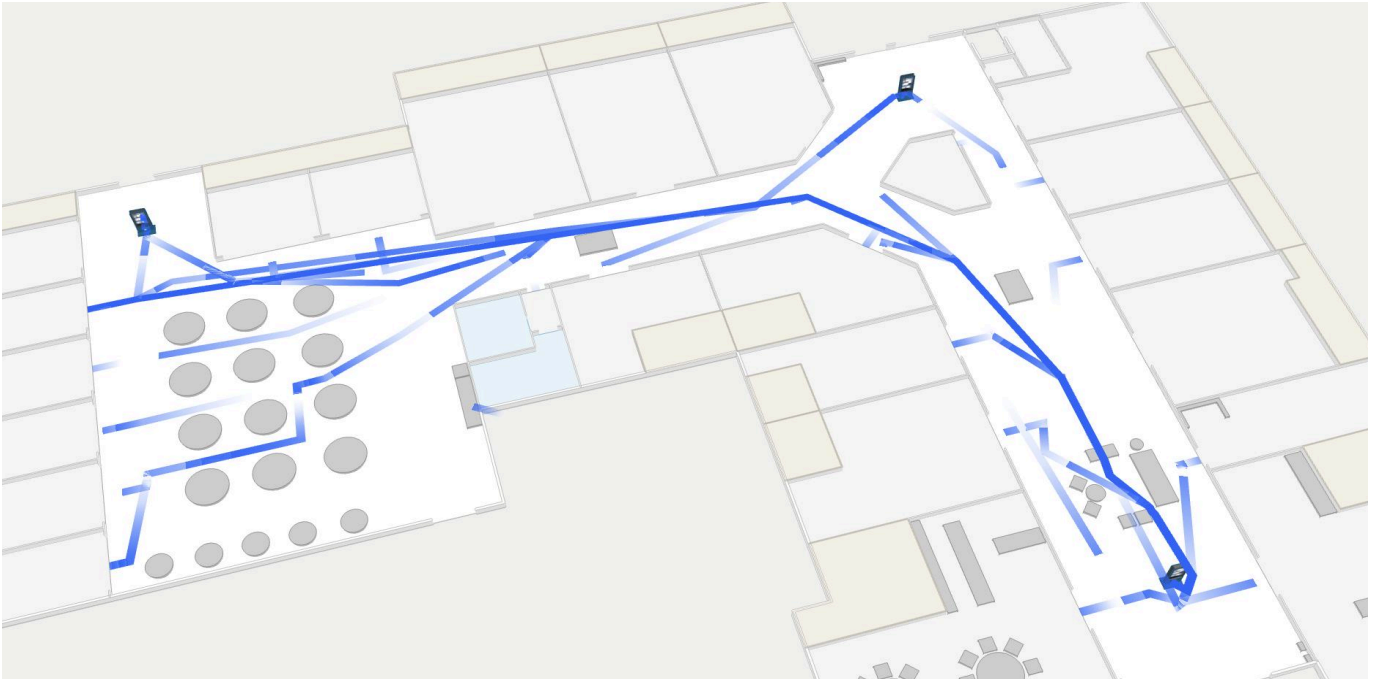
In compliance with WCAG 2.1 standards, our wayfinding automatically generates accessible routes, providing clear information on elevator locations and ramp access for wheelchairs and mobility devices. This commitment ensures that everyone can navigate easily and confidently.

Multi-language support

To enhance the visitor experience, multilingual maps, information, and navigation, ensure barrier-free communication for all individuals regardless of their language background. This approach allows malls to adjust for cultural considerations to accommodate diverse shopper populations.

Mall mapping for operational management

The most successful shopping venues use wayfinding as an opportunity to better understand their customers. Mappedin's mall mapping solutions provide mall managers, marketing teams, and facility operators with powerful tools that extend far beyond shopper navigation, offering data-driven insights and operational efficiencies.



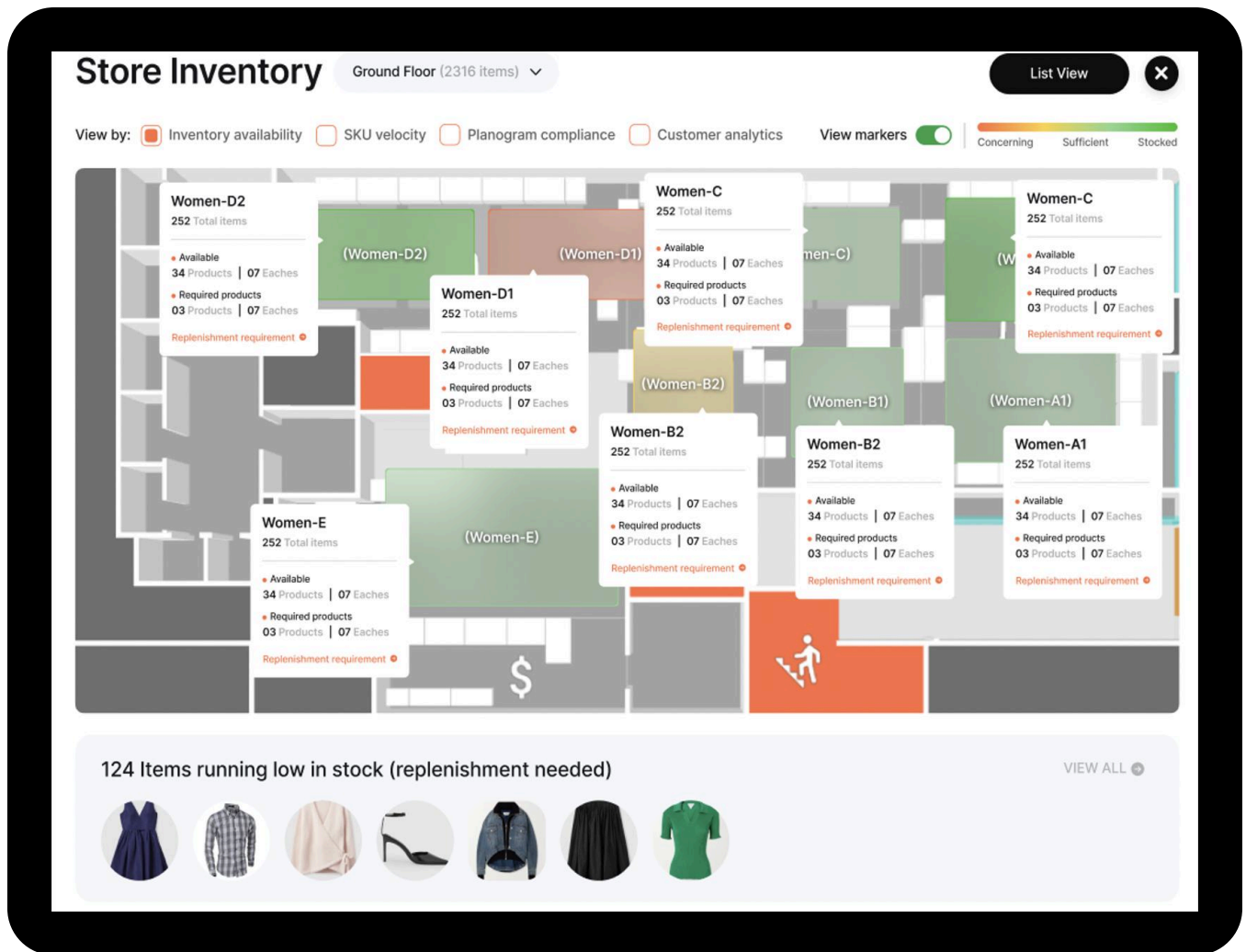
Operational efficiency through smart mall mapping

Enhanced staff productivity

When staff spend less time giving directions, they can focus more on helping customers and boosting sales. This makes their jobs easier because fewer interruptions mean they can concentrate on other tasks.

Optimized space management

Gaining insights into shopper traffic is crucial for optimizing mall operations. By visualizing real-time data, it becomes easier to spot underutilized areas, allowing teams to make strategic improvements. This valuable information also supports informed decisions regarding space allocation and tenant placement, ensuring high-traffic zones are leveraged for activations or new directory screens.



Integration capabilities

Tenant management systems

The integration of maps with real-time store information, coupled with the ability to manage lease data directly within applications helps streamline operations. This seamless flow of information ensures up-to-date details and control for tenant and lease management.

Point-of-sale and inventory management systems

A store's digital map can be more than just a store locator; it can be a smart tool for real-time retail inventory management. Displays stock levels on maps, guides staff to shelves that need restocking, and highlight store areas that require attention, making inventory management more efficient and approachable.

Facilities management systems

Integrating mapping with operational schedules transforms how facilities management teams handle maintenance. Streamlined logistics and maintenance scheduling now make it easier to manage the complexities of large venues. This allows for comprehensive facility management through a single, reliable source map, ensuring all critical maintenance tasks are tracked accordingly.

Get started with Mappedin

Transform every shopping trip into an unforgettable experience

With Mappedin, your mall becomes more than just a collection of stores; it's a destination where every visitor enjoys seamless navigation, discovers new retailers, and feels confident exploring your space from the moment they arrive.

Create experiences that keep shoppers engaged and spending longer

Our comprehensive indoor mapping solution doesn't just help visitors find their way—it transforms how they interact with your venue. Real-time guidance, landmark-based navigation, and rich store profiles ensure every shopper can effortlessly explore, discover, and enjoy everything your mall has to offer.

Key experience enhancements



Effortless exploration

Step-by-step guidance that makes navigation intuitive for every visitor.



Store discovery

Rich profiles with descriptions, hours, promotions, and photos put your retailers in the spotlight.



Real-time updates

From parking availability to transit schedules, keep visitors informed at every step.



Natural wayfinding

Landmark-based directions that feel familiar and easy to follow.



Accessibility leadership

Industry-leading accessibility features designed for inclusivity and welcomes all visitors.



Impactful analytics

Gain valuable insights from map and directory usage to understand visitor behaviors.

Maximize every visitor's experience while driving measurable results. When shoppers can easily navigate your space, discover new stores, and feel confident exploring, they stay longer and spend more. Mappedin helps you create the kind of venue experience that turns first-time visitors into loyal customers and keeps them coming back.



Mappedin

14 Erb St West,
Waterloo ON N2L 1S7

Copyright © Mappedin. All rights reserved. Mappedin, the Mappedin logo, mappedin.com, are trademarks, service marks, or registered marks of Mappedin in Canada or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

[Contact sales](#)