

RETAILER MARKETING OPPORTUNITIES 2025



SIMON MARKETING



Simon's Marketing team is dedicated to driving awareness, traffic, and sales for brands and retailers at Simon Malls, Simon Premium Outlets® and The Mills®. Through compelling digital content, best-in-class programming, high-impact creative, and strategic storytelling amplification, we engage core target audiences in meaningful ways.

Our messaging and amplification strategies are tailored to resonate with key audience segments—including Gen Z, moms, tourists, luxury shoppers, and multicultural consumers—ensuring relevance and impact for each market and campaign. To further enhance results, we have evolved our storytelling and amplification strategies to deliver the right message to the right audience at the right time.

Additionally, Simon's omni-channel initiatives provide seamless digital and in-person shopping experiences, extending reach and engagement beyond the physical mall.

In 2025, our focus will shift toward customer experience initiatives to drive incremental visitation and cross-shopping (both in-store and online) using our foundation of storytelling and amplification tools—which we will continue to enhance and refine based on performance.



UNPARALLELED CONSUMER CONNECTIONS



Simon is focused on developing innovative content and platforms that create awareness, drive traffic, increase retail sales, and craft opportunities to engage our shoppers.

ADVERTISING

3.0B Paid Media Advertising Impressions



PUBLIC RELATIONS

\$2B

Local Publicity Value



SIMON DIGITAL CHANNELS



189M

Website Visits (worldwide)

770K

Text Message Subscribers

6.3M

Total Simon App Downloads (all time)

23M

Email Subscribers 2B Email Sends

8.1M

Social Media Connections & 450M+ Organic Social Impressions

286K

Push Opt-in Devices

737M

Google Search Result Impression

710M

Search + Directory+ Listing Network Impressions

14.7M

In-Center Wi-Fi Sessions

ONLINE BEHAVIOR

1.9B

Number of Times Simon Centers Appeared in Search Results

SIMON SEARCH

198

Simon Properties On Program

80+

Participating Brands with 4K Store Locations

10.5M

Database Search Queries Executed Over Last 30 Days

2M+

Searchable Products Variance

SIMON ON-CENTER CHANNELS

43.4B

Simon Media Network Impressions

25M

Interactive Digital Directory Sessions



All stats as of 12/31/2024 unless otherwise noted.

RETAILER OPPORTUNITIES



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With a focus on compelling storytelling, best-in-class experiences and new programming our marketing initiatives provide retailers with powerful opportunities to build brand awareness, drive traffic, and increase sales.

The Retailer Marketing team works closely with brands to maximize Simon's annual promotional calendar, helping them seamlessly integrate into these initiatives to expand their reach and attract more shoppers.

For additional information on all retailer marketing opportunities please contact:

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