# Westfield Rise launches first precision advertising solution linking ads to store visits in real time



Westfield Rise has launched an industry-first precision advertising solution at shopping centres that targets customers based on detailed profiles, combining the creative power of physical media with the accuracy of digital marketing analytics. Initially available through Demand Side Platforms and Hawk in France, the technology is touted to revolutionize retail media by enabling advertisers to link ad impressions directly to store visits with near real-time measurement and optimisation. Westfield Rise is in advanced discussions to extend this offering to sites in Spain and the UK.

Candice Mayer-Gillet, Managing Director at Westfield Rise Europe, emphasized that this marks the dawn of a new precision era for retail media. By making shopping intent data accessible programmatically, brands can now pinpoint the right consumer on the right screen at the right moment and measure campaign effectiveness with online-level confidence. This capability bridges high-footfall physical environments with data-driven marketing, helping brands convert foot traffic into measurable return on investment.

This precision advertising solution builds on Westfield Rise's broader 360-degree digital ecosystem, which allows brands to engage high-intent audiences across multiple touchpoints before, during, and after centre visits. The ecosystem integrates omnichannel marketing through web, mobile, social, and in-centre platforms, supported by proprietary data for smart targeting and performance analytics designed to drive footfall, enhance online traffic, and increase social engagement.

The technology also aligns with Westfield Rise's commitment to GDPR-compliant data usage. Through advanced tools such as AI-powered video analysis on platforms like MyPortal, the system captures detailed metrics including visitor flows, dwell times, and customer profiles in real time. These insights enable brands to adapt marketing and sales strategies daily, enhancing campaign impact by understanding visit patterns, interaction times, and conversion rates.

Westfield’s focus on data-driven personalisation extends beyond advertising to the entire shopping experience. By analysing demographics, visit frequency, and spending behaviour, the company aims to offer tailored experiences that encourage repeat visits and higher expenditure, effectively bridging online and physical retail channels. This data strategy underpins the development of experiential campaigns and the optimisation of in-centre events designed to resonate with visitor preferences.

The launch of this precision advertising fits within the context of the upcoming 2025 RTIH Innovation Awards, where physical retail and innovative tech solutions continue to be highlighted as key drivers for omnichannel retail success. The awards celebrate technology innovations that not only create immersive customer experiences but also bring efficiencies and profitability to retail operations.

Westfield Rise, originally launched by Unibail-Rodamco-Westfield as an in-house retail media agency, leverages a vast dataset derived from over 550 million annual visits to its 57 European shopping malls, combined with online consumer data. This 'one platform, one audience, one inventory' approach ensures advertisers access highly qualified audiences while maintaining strict compliance with data privacy regulations.

Overall, Westfield Rise’s precision advertising offering represents a significant step forward in retail media, merging physical shopper environments with cutting-edge data analytics to enable smarter targeting, clearer measurement, and more effective return on advertising spend.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://retailtechinnovationhub.com/home/westfield-rise-shares-industry-first-precision-advertising-at-shopping-centres-based-on-customer-profiles), [[3]](https://www.westfieldrise.com/digital-platforms)
* Paragraph 2 – [[1]](https://retailtechinnovationhub.com/home/westfield-rise-shares-industry-first-precision-advertising-at-shopping-centres-based-on-customer-profiles), [[3]](https://www.westfieldrise.com/digital-platforms)
* Paragraph 3 – [[3]](https://www.westfieldrise.com/digital-platforms), [[5]](https://www.urw.com/en/press/press-news/2022/westfield-rise-your-vision-our-stage)
* Paragraph 4 – [[6]](https://www.westfieldrise.de/en/our-offer/data), [[2]](https://www.westfieldrise.com/news-and-insight/news-data)
* Paragraph 5 – [[4]](https://www.silicon.co.uk/data-storage/bigdata/westfield-data-personalisation-shopping-215561), [[2]](https://www.westfieldrise.com/news-and-insight/news-data)
* Paragraph 6 – [[1]](https://retailtechinnovationhub.com/home/westfield-rise-shares-industry-first-precision-advertising-at-shopping-centres-based-on-customer-profiles)
* Paragraph 7 – [[5]](https://www.urw.com/en/press/press-news/2022/westfield-rise-your-vision-our-stage), [[1]](https://retailtechinnovationhub.com/home/westfield-rise-shares-industry-first-precision-advertising-at-shopping-centres-based-on-customer-profiles)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://retailtechinnovationhub.com/home/westfield-rise-shares-industry-first-precision-advertising-at-shopping-centres-based-on-customer-profiles> - Please view link - unable to able to access data
2. <https://www.westfieldrise.com/news-and-insight/news-data> - Westfield Rise is developing a GDPR-compliant measurement solution to gather relevant data metrics and calculate key performance indicators related to experiential campaigns in Westfield’s malls. This includes tracking audience attendance, dwell time, interaction, and conversion rates, providing insights into campaign reach, engagement, and effectiveness. The data analysis also aids in designing experiences that resonate with visitors' preferences and behaviors, enhancing the overall customer experience and campaign success.
3. <https://www.westfieldrise.com/digital-platforms> - Westfield Rise offers a 360° digital ecosystem that empowers brands to connect with high-intent audiences before, during, and after their visit to Westfield centres. This includes omnichannel impact across web, mobile, social, and in-centre touchpoints, smart targeting leveraging proprietary data, and performance analytics to optimise and measure campaign effectiveness, aiming to drive footfall, boost online traffic, and spark social buzz.
4. <https://www.silicon.co.uk/data-storage/bigdata/westfield-data-personalisation-shopping-215561> - Westfield's Chief Information Officer discusses the importance of data and personalisation in enhancing the shopping centre experience. By collecting and analysing data on customer demographics, visit frequency, and spending patterns, Westfield aims to create personalised experiences that encourage repeat visits and increased spending, bridging the gap between online and physical retail experiences.
5. <https://www.urw.com/en/press/press-news/2022/westfield-rise-your-vision-our-stage> - Unibail-Rodamco-Westfield launched Westfield Rise, an in-house retail media agency, to create innovative and measurable campaigns across URW’s platform of retail media assets at its 57 shopping malls in Europe. The agency offers a 'one platform, one audience, one inventory' approach, providing clients access to a GDPR-compliant platform leveraging qualified audience data from 550 million yearly visits in Europe and 40 million consumers online.
6. <https://www.westfieldrise.de/en/our-offer/data> - Westfield Rise introduces MyPortal, a GDPR-compliant platform offering in-depth, measurable insights at the point of sale. Using advanced AI video analysis, it records visitor flows, dwell times, and customer profiles in real time, providing brands with daily access to data on store visits, length of stay, and other metrics to adapt marketing and sales strategies accordingly, enhancing campaign effectiveness.
7. <https://www.urw.com/news/allnews/introducing-westfield-rise-in-the-us> - Unibail-Rodamco-Westfield's in-house media and experiential division, Westfield Rise, expanded to the US, bringing expertise in dynamic media, immersive experiences, signature events, and strategic partnerships to US brands and consumers. The launch includes the Immersive Experiential Display (IXD) Network, a state-of-the-art media platform designed to showcase top brands through advanced digital displays, featuring nearly 300 displays across 10 US flagship centres.