



Engagement Agents – Simplified Service Explanation

What Engagement Agents Does:

Engagement Agents helps retailers get more customers and sales by making it easy to use the marketing dollars they are already paying for in their shopping center leases. They improve how retailers use shopping centers' digital and physical marketing channels to bring people into stores and online.

How It Works – Step-by-Step:

1. **You tell Engagement Agents about your stores and lease marketing spend.**
 2. **They connect your brand to the shopping centers' marketing networks, which are already paid for in your lease agreements.**
 3. **Their platform automates and tracks your marketing campaigns across digital signs, apps, emails, and social media managed by the shopping centers.**
 4. **You get clear reports showing how much traffic and sales your campaigns are generating.**
 5. **They help you save money by optimizing your lease marketing budget and ensuring your brand is promoted right everywhere.**
-

Example:

If you're a retail chain with 100 stores, you might not be tapping into the many marketing channels available through your shopping centers. You share your lease info, and Engagement Agents sets up your marketing campaigns across those channels automatically. You'll see more customers walking into your stores and more online visits — all by making better use of marketing dollars you are already paying.

Sales Pitch:

Engagement Agents helps retailers unlock hidden marketing power inside their lease



agreements to drive more store traffic and sales—without spending extra money. Their platform makes it simple, automatic, and cost-effective to reach local shoppers and get measurable results fast.

Alex Hormozi-Style Value Pitch:

Before you spend more on ads or hire more marketing people, let Engagement Agents show you how to reclaim millions of already-paid-for marketing dollars your leases hold—so you get more customers and sales using what you already have.

Donald Miller One-Liner:

Most retailers lose sales because they don't fully use their lease-paid marketing channels. We created a platform that automates this process, so you can increase your traffic, boost sales, and save money without extra spend.

Tone & Style:

This explanation uses clear, reader-friendly language as if explaining to a friend. It focuses on relieving retailers' problem of wasted marketing spend, showing the easy and practical benefits Engagement Agents delivers.

This format keeps the explanation concise, relatable, and structured for quick understanding, in line with the formatting and tone guidelines you provided. Engagement Agents – Simplified Service Explanation

What Engagement Agents Does:

Engagement Agents helps retailers get more customers and sales by making it easy to use the marketing dollars they are already paying for in their shopping center leases. They improve how retailers use shopping centers' digital and physical marketing channels to bring people into stores and online.



How It Works – Step-by-Step:

1. You tell Engagement Agents about your stores and lease marketing spend.
 2. They connect your brand to the shopping centers' marketing networks, which you already pay for in your lease agreements.
 3. Their platform automates and tracks your marketing campaigns across digital signs, apps, emails, and social media managed by the shopping centers.
 4. You get clear reports showing how much traffic and sales your campaigns bring.
 5. They help you save money by optimizing your lease marketing budget and making sure your brand gets promoted right everywhere.
-

Example:

If you have 100 stores but aren't using the marketing your leases pay for, Engagement Agents sets your marketing up across shopping center channels automatically. You get more store visitors and online traffic—without extra spending.

Sales Pitch:

Engagement Agents unlocks hidden marketing power inside your lease agreements to drive more traffic and sales—without adding costs. Their platform makes it simple and automatic to reach local shoppers and see real results fast.

Alex Hormozi-Style Value Pitch:

Before spending more on ads or hiring more marketing staff, let Engagement Agents show you how to reclaim millions of already-paid-for marketing dollars in your leases—so you get more sales using what you already have.

Donald Miller One-Liner:

Most retailers lose sales because they don't fully use their lease-paid marketing channels. We



built a platform that automates this process, so you can increase traffic, boost sales, and save money—all without extra spend.