

YasMall Digital Transformation Case Study

Explore how Centric revolutionized YasMall's digital presence to drive greater user engagement and foot traffic. This case study walks through the strategic website redesign, challenges faced, and measurable impact on customer visits and brand positioning.





Challenge: Elevating YasMall's Digital Experience

Launched in 2014, YasMall set out to become Abu Dhabi's premier retail and entertainment hub, strategically located near renowned attractions like Ferrari World and Warner Bros. World. Despite its vast physical presence, the mall's website was a basic informational portal, unable to convert digital traffic into physical visitors effectively.

Key challenges included enhancing visitor conversion with engaging content and fast access to store info, maintaining up-to-date and dynamic content through a flexible CMS, improving accessibility for varied user profiles, and positioning YasMall as a unique destination digitally that matched its physical stature.

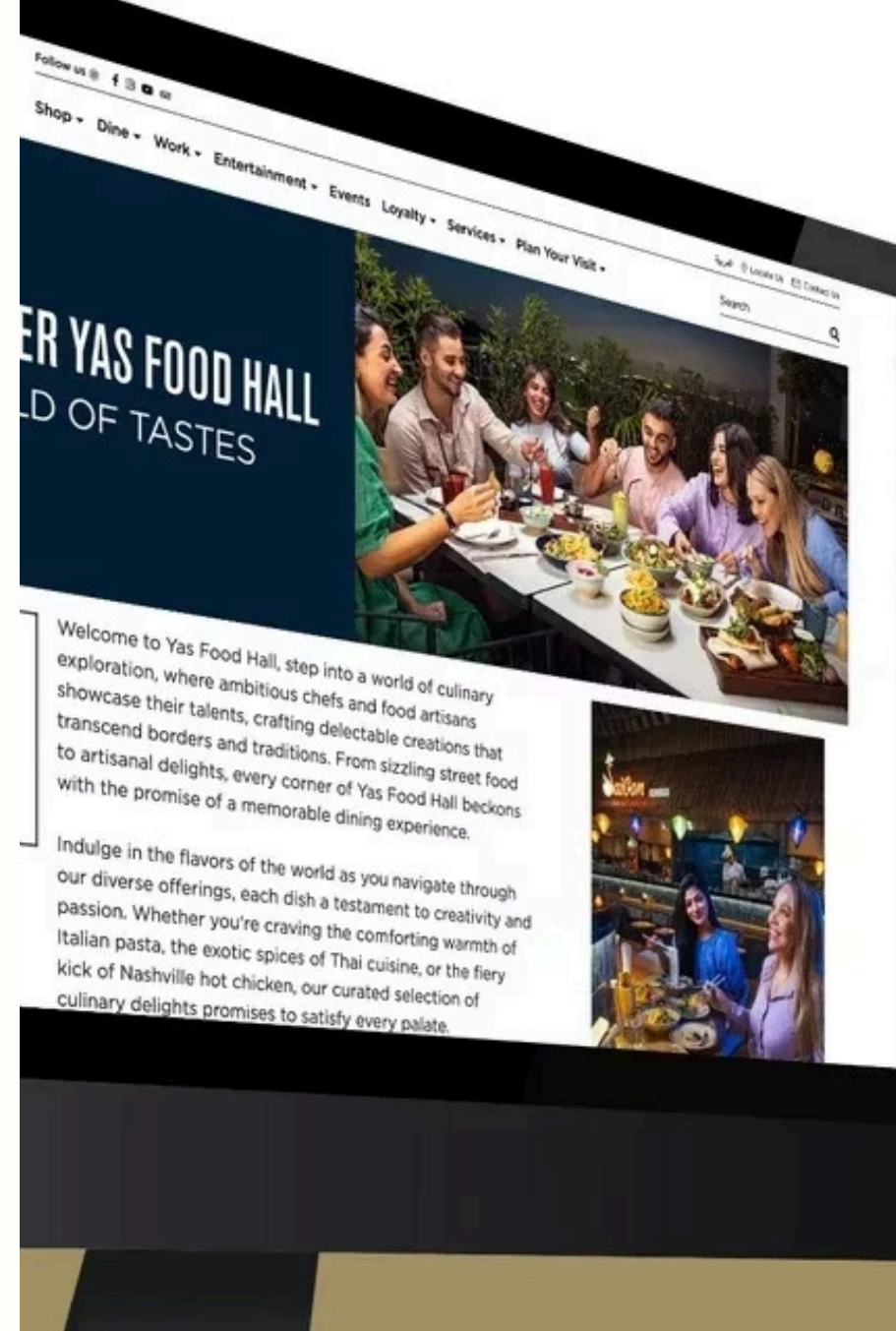
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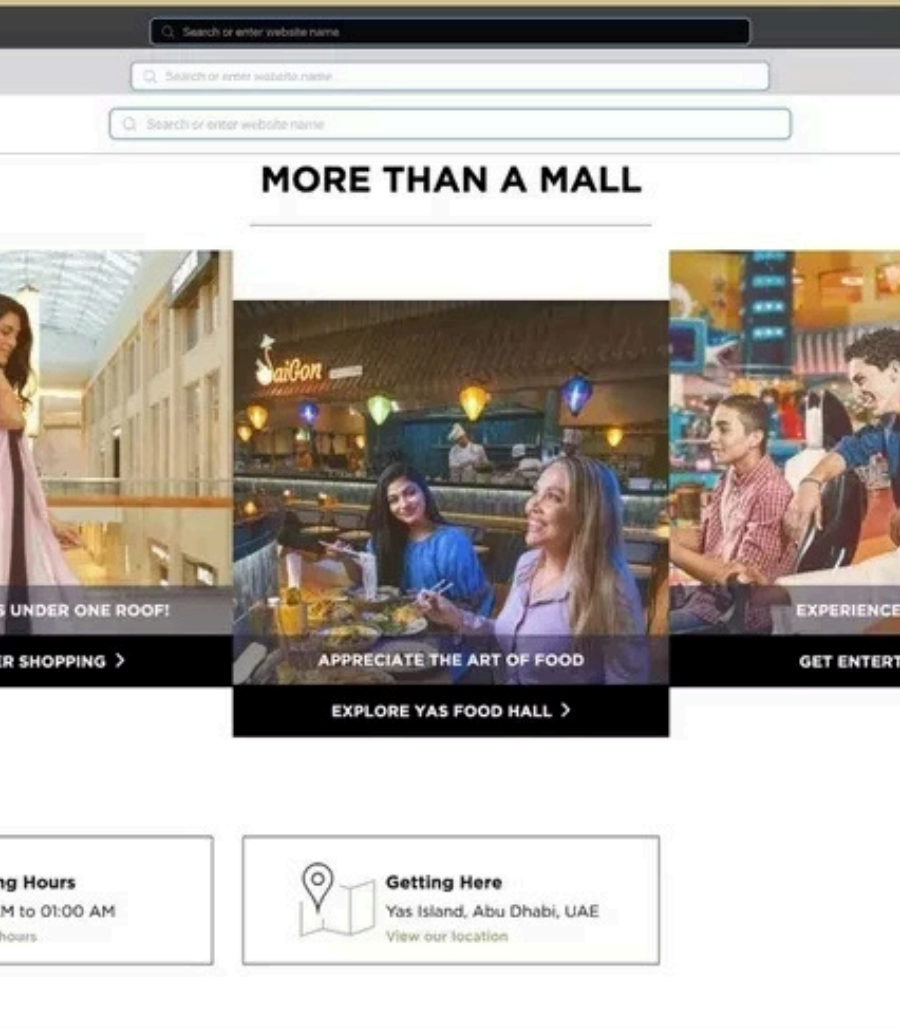
Objective: Transforming YasMall into a Must-Visit Destination

The goal was to embed YasMall into the itinerary of locals, regional visitors, and tourists by showcasing the mall's diverse, engaging experiences digitally. For local shoppers, accurate directories and interactive maps were essential for convenience. Regional visitors needed compelling event and attraction content, while international tourists benefitted from integrated travel and accommodation info.

This cross-segment approach aimed to boost footfall, bridge online browsing with in-person visits, and affirm YasMall's status as Abu Dhabi's go-to lifestyle destination.

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Strategy & Tactics: User-Centric, Data-Driven Website Overhaul

Centric orchestrated a comprehensive digital strategy leveraging customer data to shape the website redesign. Key tactics included:

- Category-based sorting for intuitive store discovery
- Loyalty program integration to deepen local shopper engagement
- Enhanced promotion of entertainment options and cultural events
- Visibility of special offers targeting value-driven customers
- Tourist-friendly features like travel info and nearby attractions

Executed on the flexible Umbraco CMS, the upgrade integrated innovative 3D mall maps, building on existing wayfinding systems to elevate navigation and overall user experience.

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Results: Significant Growth in Engagement and Visitors

Post-launch, YasMall's website engagement soared with **pages per visit increasing by 50% from 2.2 to 3.4**. Most importantly, **footfall rose by 22% year-over-year in June 2023**. These gains highlight how a well-executed digital strategy can translate into tangible physical outcomes.



50% Increase

Average pages visited per user



22% Growth

Walk-in visitors in June 2023 vs. June 2022

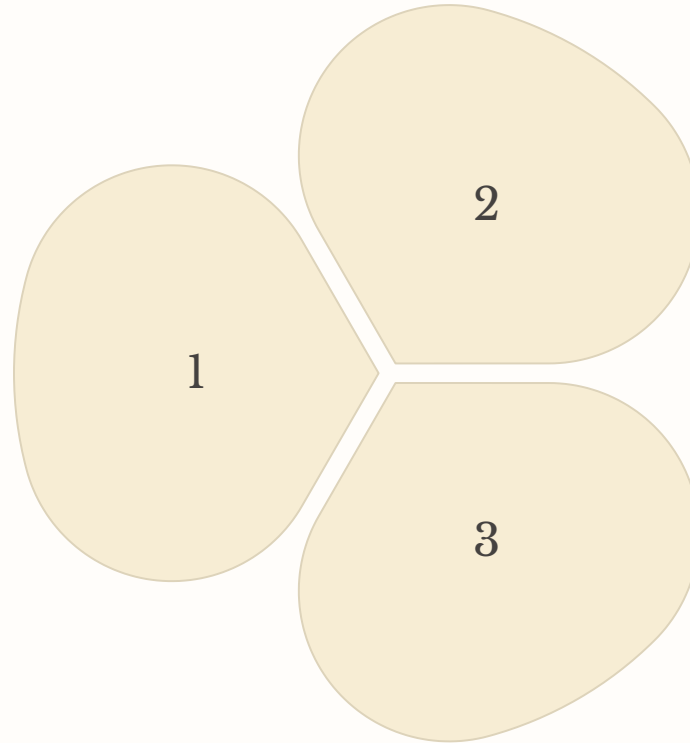
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MALL**

Centric's Role: Website UI/UX Strategy & Development

Centric crafted persona-based user journeys to tailor the website experience uniquely to different audience segments. With a sleek UI/UX strategy, the redesigned website offers intuitive, engaging digital interactions that drive customer loyalty and physical visits.



Persona-Based User Journeys enhancing relevance and engagement. Robust Development on Umbraco for flexible content management

This partnership elevated YasMall's digital footprint, cementing its position as Abu Dhabi's foremost shopping and entertainment destination.

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