



Susan G. Komen - 2019 Campaign Recap

2019 Results Highlights

\$479,917

RAISED FOR SUSAN G. KOMEN

43,835

DISCOUNT PASSES SOLD

39%

REDUCTION IN EXPENSES

63

MILLS AVERAGE RETAILER OFFERS

155

PARTICIPATING CENTERS

22

MALLS AVERAGE RETAILER OFFERS

52

PO AVERAGE RETAILER OFFERS

2019 Donations

\$479,917

Total Raised during 2019 Campaign
OCTOBER 1 – OCTOBER 31, 2019

\$450,308

Total Discount Pass Sales
(Printed + **Digital \$86,712**)

\$15,073

Voluntary Donations

\$208

GiftCard Sales

\$14,328

Local Events

Participating Properties

155

Participating Centers

- 84 Malls
- 8 Mills
- 63 Premium Outlets



Social Media Numbers



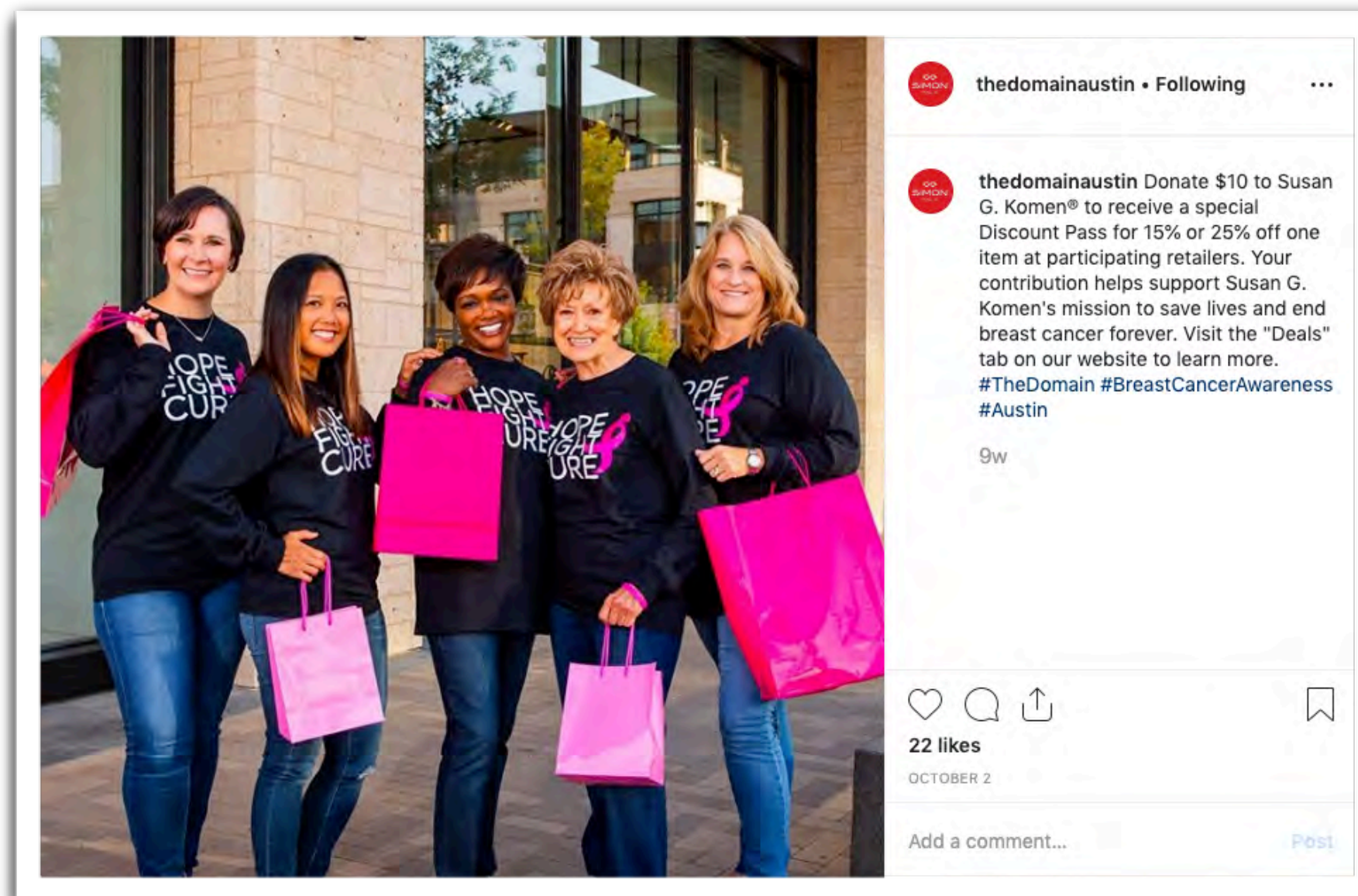
Total Impressions: 1,441,493
Reactions: 48,932
Comments: 418
Shares: 1,820
Link Clicks: 1,069
Total Reach: 1,086,754
Engagement Rate: 3.62%



Total Impressions: 157,665
Likes: 3,826
Comments: 67
Saves: 71
Reach: 121,109
Engagement Rate: 2.51%



Total Impressions: 173,838
Favorites: 117
Retweets: 75
Replies: 3
Link clicks: 957
Engagement Rate: 0.66%



Bank of America


Susan G. Komen collaborated with Bank of America to include a banner ad on Bank of America's print deposit and credit card statements for Komen cardholders. Ads were included on page one of **79,967** deposit statements and the last page of **27,061** credit card statements for a total of **107,028** impressions.

**SHOP
SUPPORT
& SAVE**
OCTOBER 1-31

Use your Pink Ribbon Banking credit or debit card to purchase a special discount pass benefiting Susan G. Komen® at a Simon Center near you. Visit click.simon.com/sgkdonate for more details.

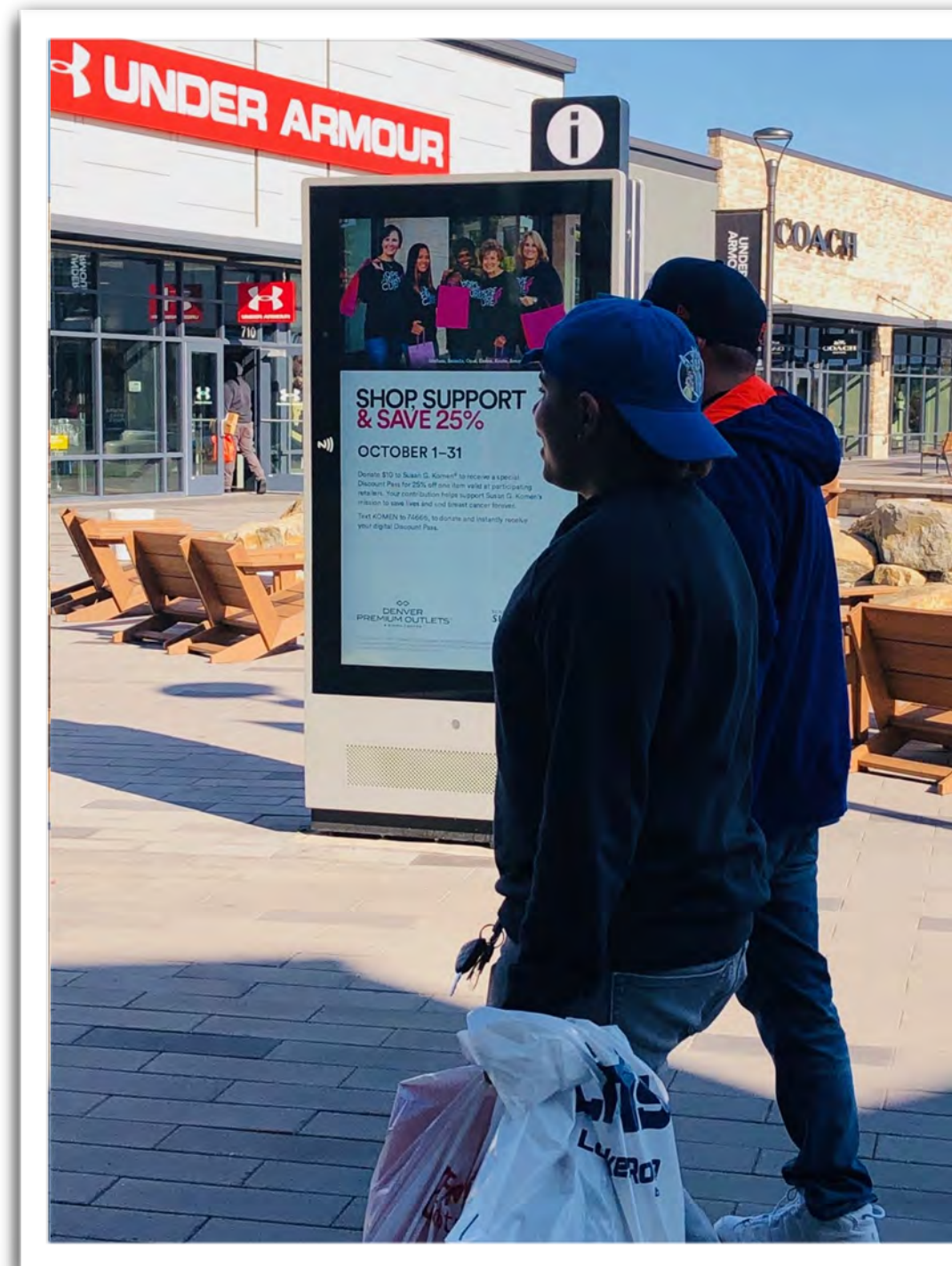
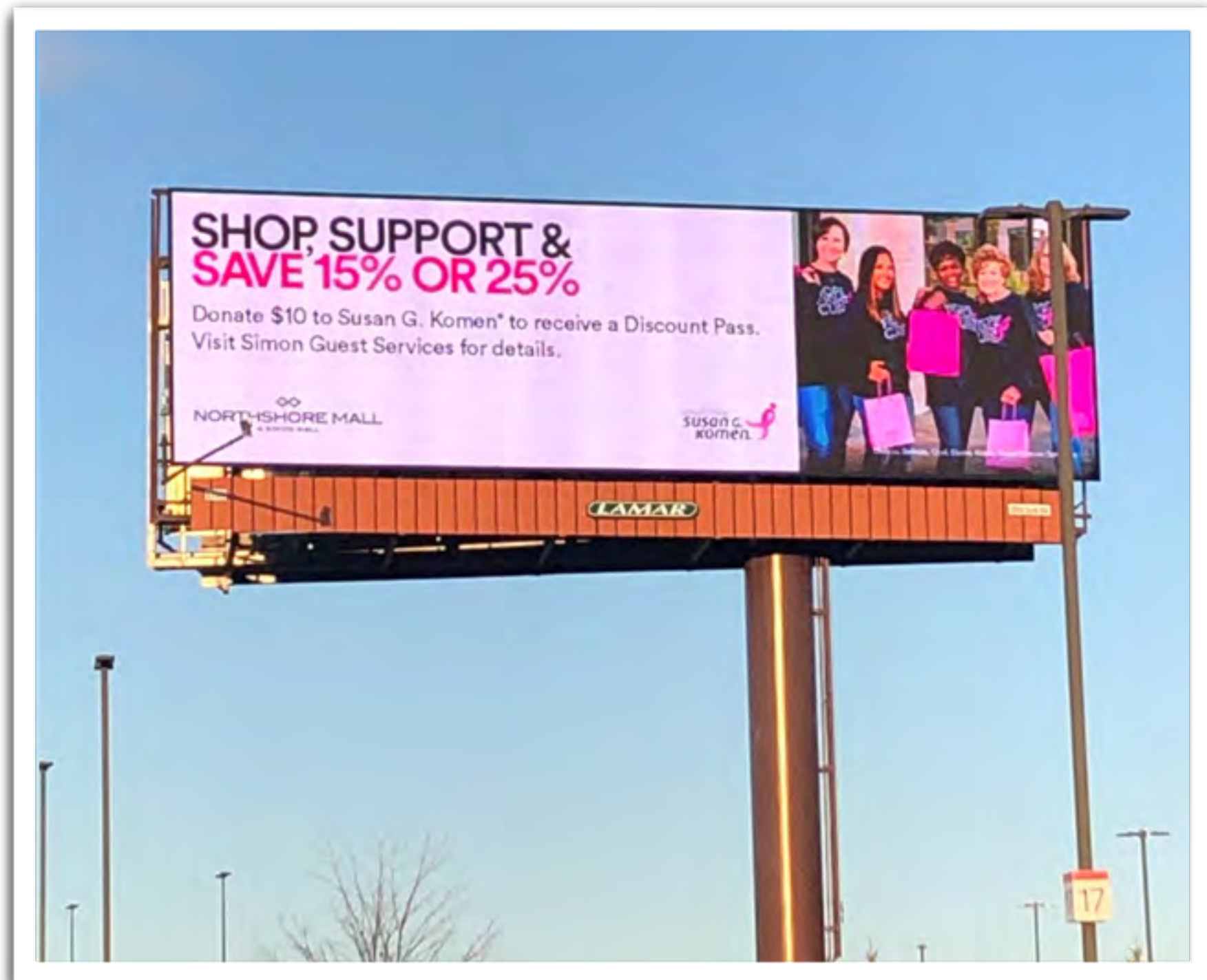
SIMON®

BENEFITING
SUSAN G. Komen.



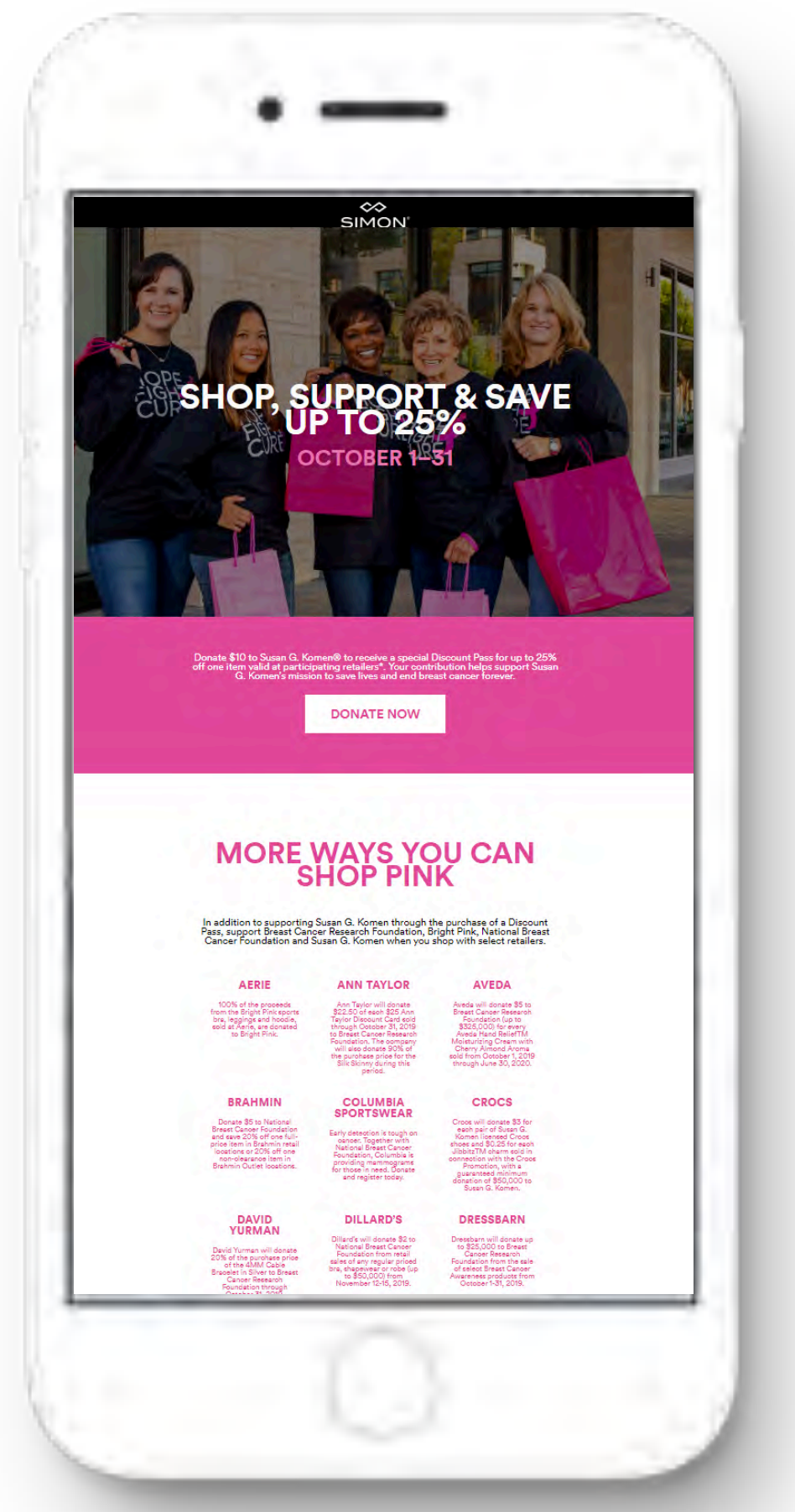
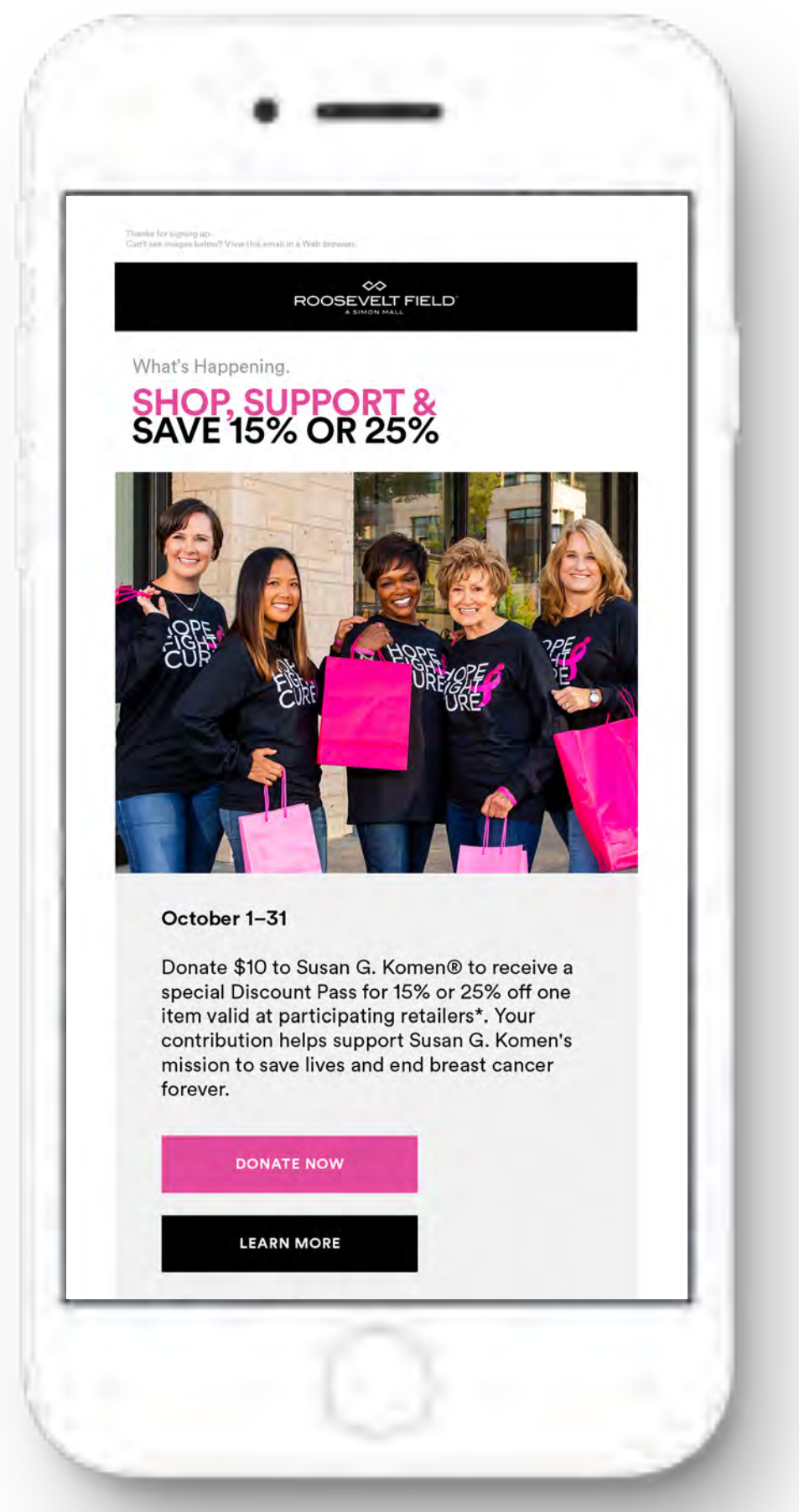
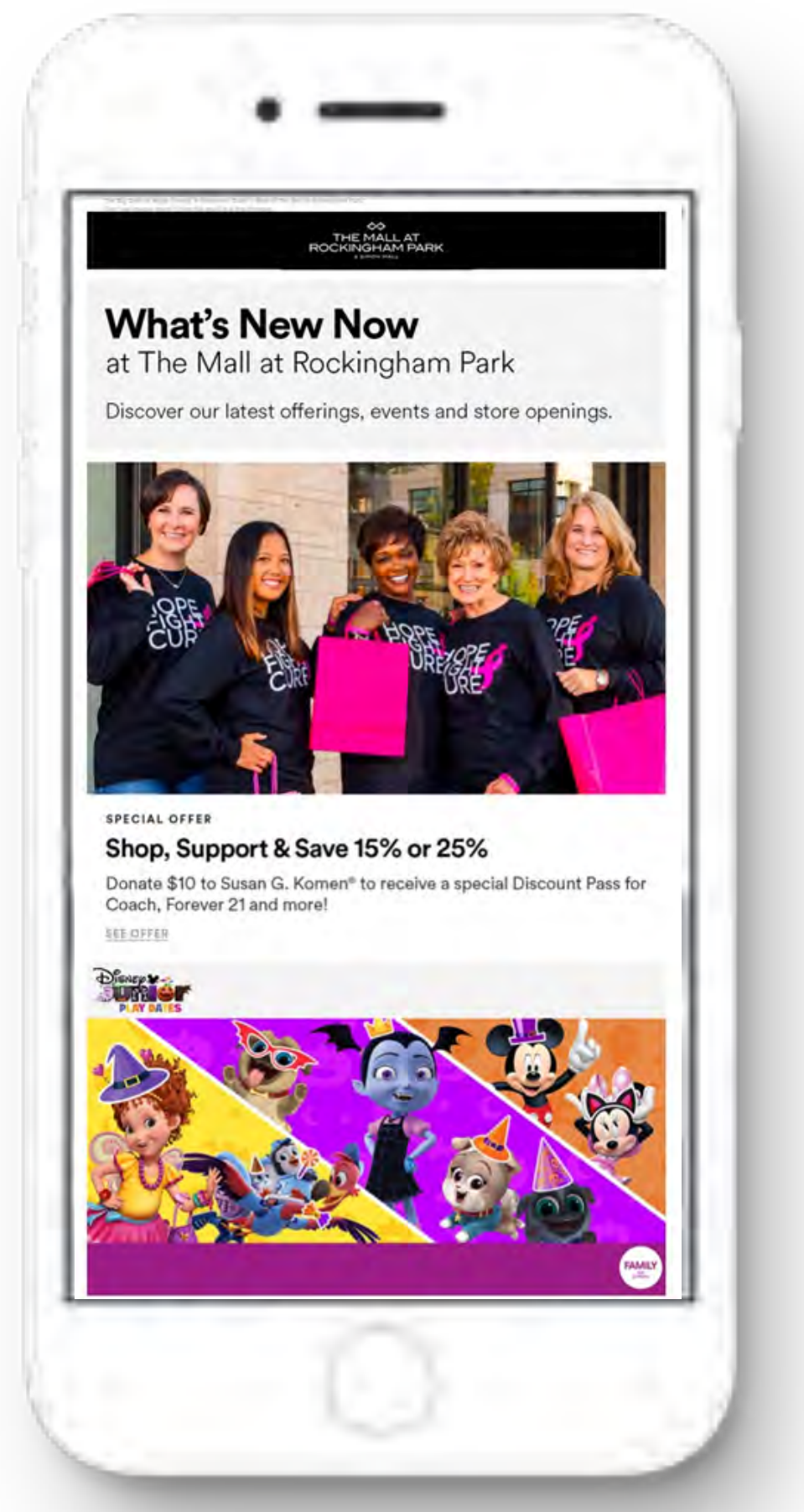
On Mall Media

Promotional Assets included: Posters, Ad Panels, Rack cards, Counter cards, Table Tents, Table Clings, Door Clings, Sidewalk Clings, Standees, Sky Banners, Digital Boards and Britewalls/Backlits



Digital Media

Digital elements included: E-blasts, Website Sliders, National landing page, RSC Images, Social assets (Facebook, Instagram, Twitter and Snapchat filter) and SMS text.



9,065,433

E-blasts sent

6.91%

Avg. Open Rate

8,763

SMS Texts sent

63.1%

SMS Unique clicks

6,802

Unique Landing Page Views

7,179

Texts with Keyword "Komen"

Discount Pass Program

Discount pass sales raised **\$450,308** in donations with **155** participating properties. A total of **43,835** passes were sold, featuring **702** unique retailers and a total of **5,618** discount offers.

Average # Retailer Offers Per Property

Malls - 22

Mills - 63

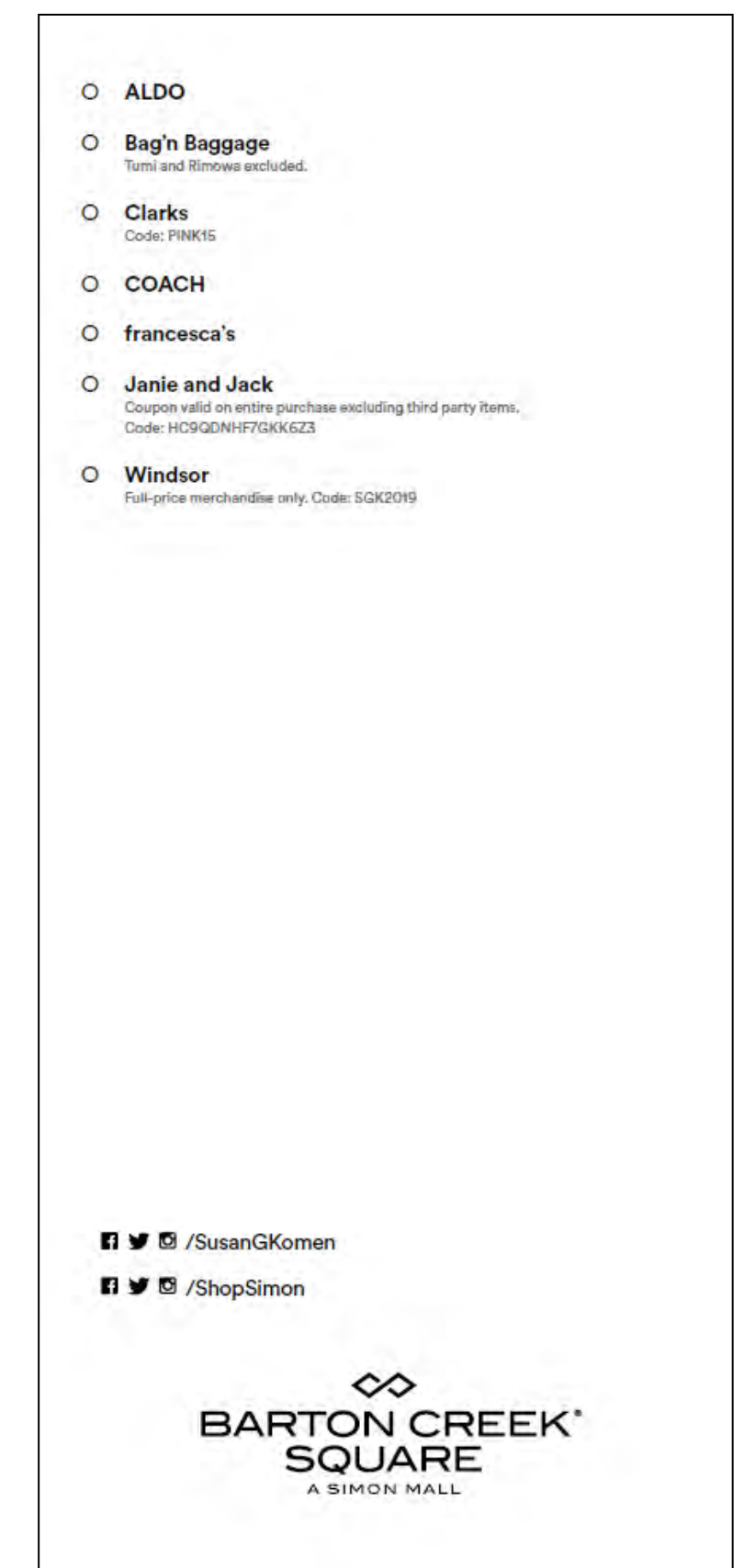
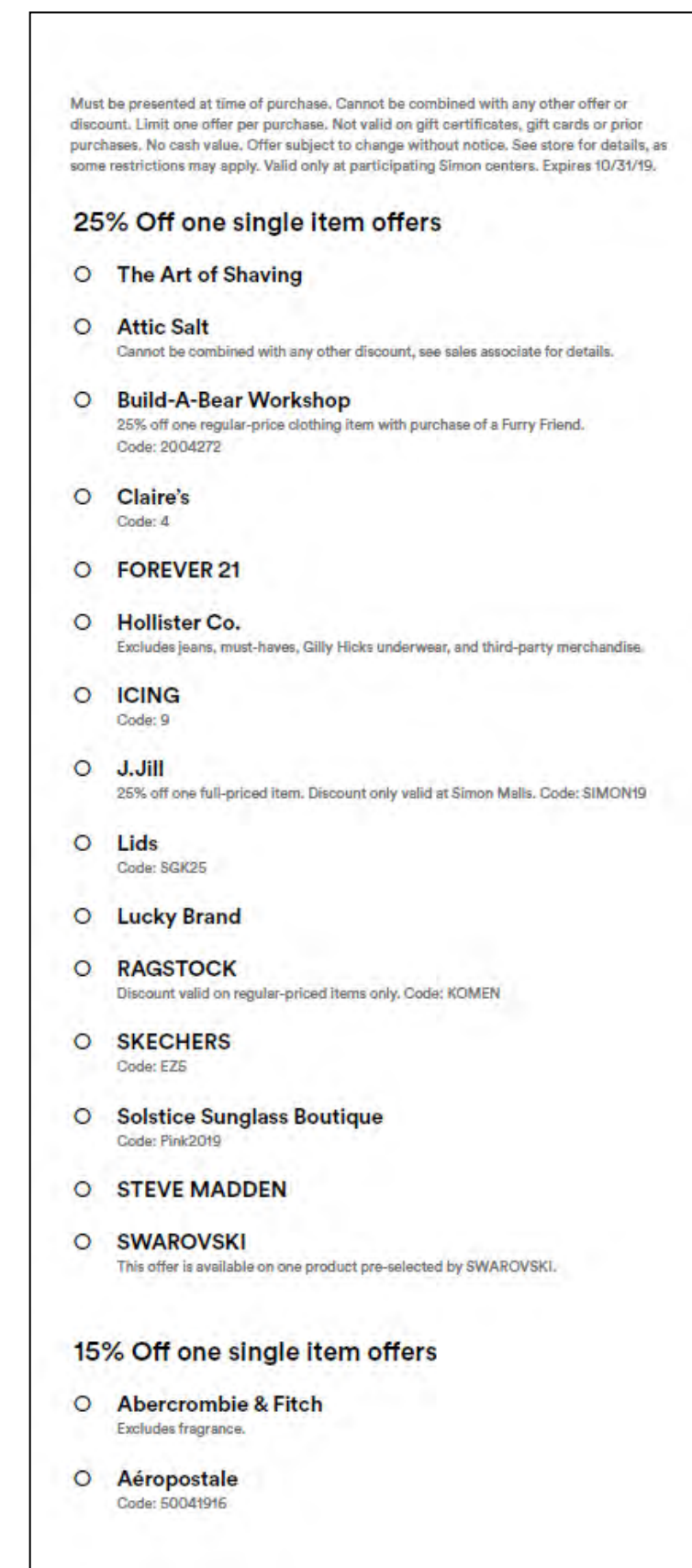
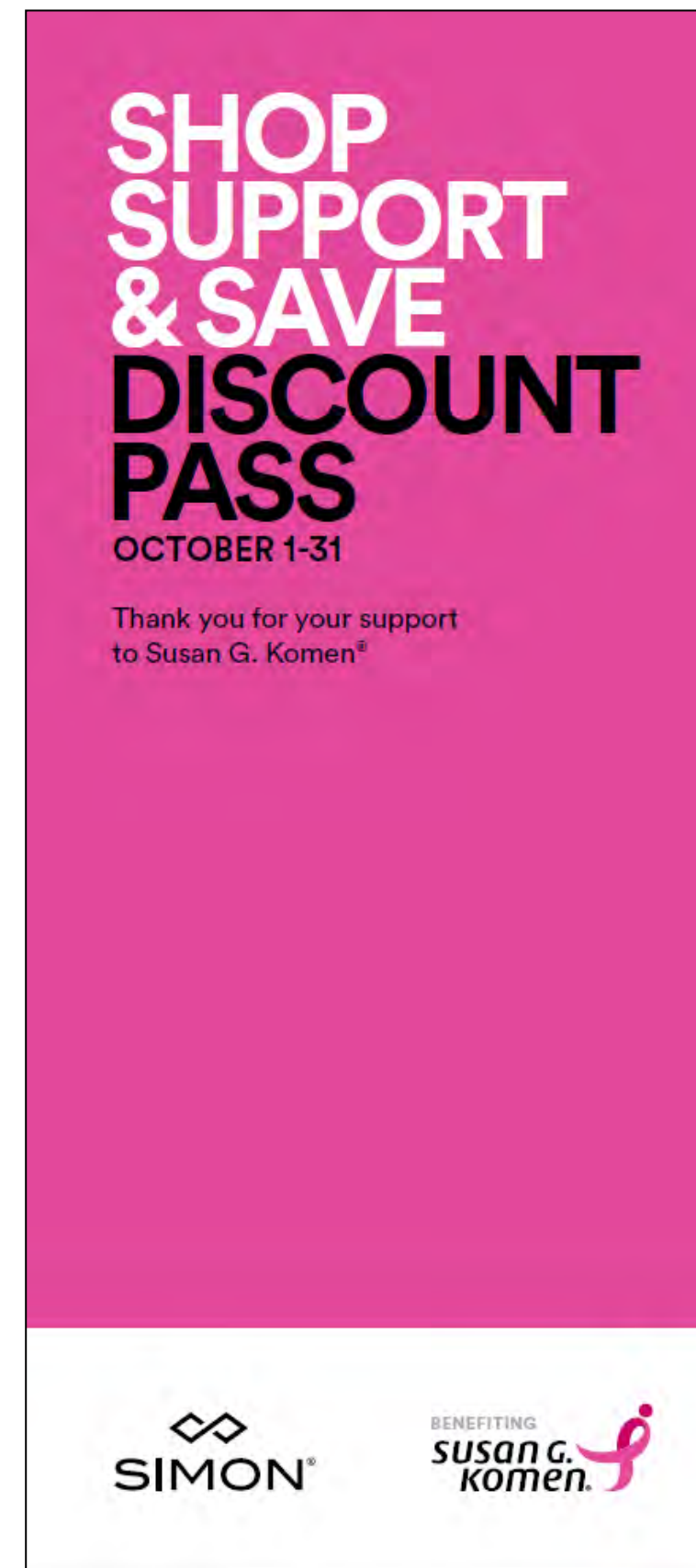
Premium Outlets - 52

81% of all individuals that donated online for a Discount Pass chose to Opt-in to Simon Communications.

Total Discount Passes Sold: 43,065

Physical: 35,589

Digital: 7,476



GiftCards

208 GiftCards were sold in October 2019 with a total donation amount of **\$208.**

SIMON GIFTCARD*

MAKE YOUR MOTHER PROUD.

SUPPORT SUSAN G. KOMEN.

Purchase your Susan G. Komen® Visa® Simon Giftcard* (at a value of \$50 or more) and a \$10 Discount Card to receive a Ford "Warriors in Pink" scarf. \$1 from every card purchased benefits Susan G. Komen**

BE MORE THAN PINK

VISA

SIMON

\$20-\$500
\$3.95 PURCHASE FEE
VALID THRU XX/20XX

THE GIFT THAT MAKES AN IMPACT

\$1 from every card purchased benefits Susan G. Komen**

BE MORE THAN PINK

VISA

VISA SIMON GIFTCARD*

NO VALUE UNITS PURCHASED AND ACTIVATED AT CREDIT PROVIDER. GOING ANYWHERE VISA DEBIT IS MCGPYSO. IN RES. AREA PURCHASE. FUNDS DO NOT EXPIRE.



Guest Services

Guest Services Representatives and Center Management staff were encouraged to wear pink accent attire (scarves, ties, & enamel pins) to show visual support of Simon's Susan G. Komen partnership. Centers also offered pink items for giveaway, gifts with purchase and at events.



Local Events

Centers hosted a variety of unique events to drive voluntary contributions including Yoga Sessions, Floral Markets, Cycling and Boot Camp Classes, Fashion Shows and more to raise \$14,328 in donations.



Event Photos

