

engagement agents

MALL PARTNER ONBOARDING KIT

Working with Engagement Agents

For shopping center marketing teams: answer retailer campaigns, keep your details current and post on time.

Free for shopping centers

Version

v1.6
(draft)

Build

date
2026–
10–22

For

Mall contacts, Mall Users and
Mall Admins

Includes

Parts I, II, III, IV, V, VI, VII, VIII and
Look it up

Contents

Draft v1.6, built 2026–10–22. Start with Part I, then dip into any task. Click any title to jump to it.

— [Start here](#)

I [Welcome](#)

[Welcome, mall partners](#)

[What our emails are](#)

[Make sure our emails reach you](#)

II [Open, download and answer](#)

[Your landing page](#)

[Download the assets](#)

[Approve or decline](#)

[Job posts and mall memos](#)

[Changed or cancelled campaigns](#)

[How quickly to answer](#)

III [Post on your own channels](#)

[Post on your own channels](#)

[Confirm a campaign is live](#)

IV [Keep your details current](#)

[Keep your contact details current](#)

[Out-of-office replies that help](#)

[Your channels and image sizes](#)

V [Mall Users and Mall Admins](#)

[Sign in](#)

[Check your notifications](#)

[Update your profile, emails and password](#)

[Your center's campaign calendar](#)

VI [Automatic posting \(optional\)](#)

[Why automate](#)

[Our public API](#)

[Integration partners](#)

VII **[Introduce your tenants](#)**

[Tenant introductions](#)

VIII **[Frequently asked questions](#)**

[Frequently asked questions](#)

A-Z **[Look it up](#)**

[Messages you might see](#)

[Get help](#)

Start here

What this kit covers, part by part. Click any title to go straight to it.

Free for your center. Retailers pay for Engagement Agents. Receiving, reviewing and posting their campaigns costs your center nothing.

PART I · WELCOME

- [Welcome, mall partners](#)
- [What our emails are](#)
- [Make sure our emails reach you](#)

PART II · OPEN, DOWNLOAD AND ANSWER

- [Your landing page](#)
- [Download the assets](#)
- [Approve or decline](#)
- [Job posts and mall memos](#)
- [Changed or cancelled campaigns](#)
- [How quickly to answer](#)

PART III · POST ON YOUR OWN CHANNELS

- [Post on your own channels](#)
- [Confirm a campaign is live](#)

PART IV · KEEP YOUR DETAILS CURRENT

- [Keep your contact details current](#)
- [Out-of-office replies that help](#)
- [Your channels and image sizes](#)

PART V · MALL USERS AND MALL ADMINS

- [Sign in](#)
- [Check your notifications](#)
- [Update your profile, emails and password](#)
- [Your center's campaign calendar](#)

PART VI · AUTOMATIC POSTING (OPTIONAL)

- [Why automate](#)

- [Our public API](#)
- [Integration partners](#)

PART VII · INTRODUCE YOUR TENANTS

- [Tenant introductions](#)

PART VIII · FREQUENTLY ASKED QUESTIONS

- [Frequently asked questions](#)

LOOK IT UP

- [Messages you might see](#)
- [Get help](#)

Part I · Welcome

What Engagement Agents does for your center, and the emails you'll get from us.

Welcome, mall partners

Retailers use Engagement Agents to send their marketing campaigns to the shopping centers where they have stores. You're receiving this kit because you're the marketing contact for one of those centers.

What's in it for you

- **Every campaign in one email.** Each email has a secure link to the text, dates and images, already sized for your channels.
- **Download, then post your way.** You download the assets and post them on your own website, social channels and screens, as you do today.
- **No chasing.** You no longer need to hunt for the right person at each retailer's head office.
- **One click to answer.** Approve or decline from the same page. No password needed.
- **Free for your center.** Retailers pay for Engagement Agents. Receiving their campaigns costs you nothing.

How it works

1. A retailer sends a campaign. You get an email from them, through Engagement Agents.
2. You click the secure link in the email. It opens your own page for that campaign.
3. You download the images and copy the text.
4. You approve (and pick your channels) or decline (and give a reason).
5. You post the campaign on your own channels, on or after the **Post no earlier than** date.

Who this kit is for

You are ...	You'll use	Login?
A mall marketing contact	Our emails and the secure links in them	No
A Mall User	Everything above, plus a calendar of your center's campaigns	Yes
A Mall Admin	Everything a Mall User has, plus your mall's details	Yes

Start here: read Part I and Part II. That's all most contacts need.

SEE ALSO

[What our emails are](#)[Your landing page](#)

What our emails are

What it does. Every message from us is about a retailer in your center and what they'd like you to do next.

The emails you'll get

Email	What it means	What to do
Added as a Contact for [center]	You've been set up to receive retailer campaigns	Add our domain to your safe senders
NEW - Marketing Campaign # [number] - [retailer]	A new campaign is waiting for you	Open the link, download, then approve or decline
NEW - Recruitment Campaign ...	A new job post is waiting for you	Same as a campaign
REMINDER NEW - Marketing Campaign #[number] - [retailer]	You haven't answered yet	Approve or decline
CHANGE ...	A campaign you already answered has changed	Update what you posted, then approve again
URGENT: REMOVE ...	The campaign has ended early or been cancelled	Take it down, then click Confirm Deletion

Some emails say **Notification Only** instead of **Action Required**. Those are for your information. There's nothing to approve.

Steps

1. Open the email. The subject shows what's happened (NEW, REMINDER, CHANGE or REMOVE), the campaign number and the retailer. The email also shows the headline and To be posted no earlier than [date].
2. Click **Click here to securely access the content and images**. It opens your own page for that campaign. No password needed. The email asks you to press Approve if you are able to post/schedule posting our campaign on your marketing channels, or Decline if you are unable to post.
3. Download the assets and answer there (see [Download the assets](#) and [Approve or decline](#)).

Inbox · marketing@northgate.example		
FROM	SUBJECT	RECEIVED
Your Brand	#12 - NEW Marketing Campaign - Your Brand	9:02
Demo Shoes Co.	#4 - NEW Recruitment Campaign - Demo Shoes Co.	8:47
Sample Outfitters	#9 - REMINDER NEW Marketing Campaign - Sample Outfitters	Illustration: demo data Yesterday
Example Home	#7 - URGENT: REMOVE Marketing Campaign - Example Home	Mon
Engagement Agents	Added as a Contact for Northgate Center	Oct 1

Illustration: a mail marketing inbox with requests and a reminder from Engagement Agents. Demo data.

Tips

- Campaign emails come from the retailer's marketing contact, with an **@mail.engagementagents.com** address. To reply to the retailer, just hit **Reply**. Our support team also sees replies, so we can help.
- The bottom of each email shows the centers and channels you're the contact for, and who else at your center got the same email.
- If a campaign stays unanswered, you'll get reminders on a schedule the retailer sets. Approving or declining stops them; **Snooze** pauses them.

SEE ALSO

[Make sure our emails reach you](#)

[Your landing page](#)

For: All mall contacts and your IT team

Make sure our emails reach you

What it does. Keeps retailer campaigns out of your junk folder, so you never miss a request.

Steps

1. Open your email program's junk or spam settings and find **Safe senders** (or **Allowed senders**).
2. Add **@mail.engagementagents.com** and **@engagementagents.com**. If a retailer's campaign emails come from their own domain, add that too.
3. Save. If your IT team manages email filters, forward them this page.

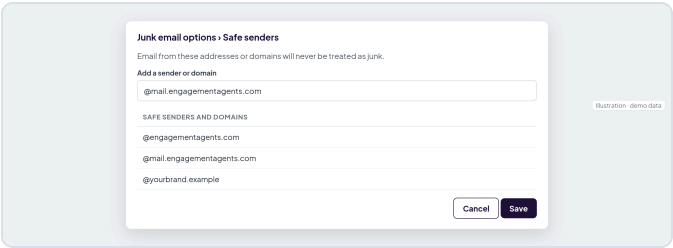


Illustration: a typical Safe senders list with our two domains added. Demo data.

If something goes wrong

What you see	What to do
Our emails land in junk	Mark one as Not junk, then add the domains as above
A colleague says they never got our emails	Ask them to check junk, then email support@engagementagents.com and we'll resend
You changed email address	Tell us the new one (see Keep your contact details current)

SEE ALSO

What our emails are

Keep your contact details current

Part II · Open, download and answer

Open the secure link, download what you need, and tell the retailer whether you'll post it.



For: All mall contacts

Your landing page

What it does. One secure page lists every campaign, job post and memo waiting for your center. No password needed.

Steps

1. Click your landing page link (for example in your Added as a Contact email).
2. Use the tabs: **All**, marketing campaigns, job posts and mall memos.
3. Check the **Action Needed** column for each item, then click **Review** to open it.

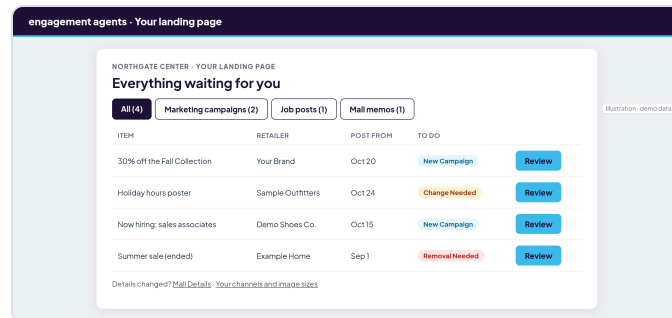


Illustration 02–01. Your landing page with tabs and items waiting. Demo data.

What you'll see. Each item disappears from your list once it's answered.

Tips

- Bookmark your landing page. It's the fastest way to clear everything at once.
- Your link is personal. Please don't forward it; ask us to add a colleague instead.

SEE ALSO

Download the assets

Approve or decline

Download the assets

What it does. Each campaign email links to a secure page with everything you need to post it: the text, the dates and the images in your sizes.

Steps

1. **Open the link in the email.** Click **Click here to securely access the content and images**. The page opens for you straight away.

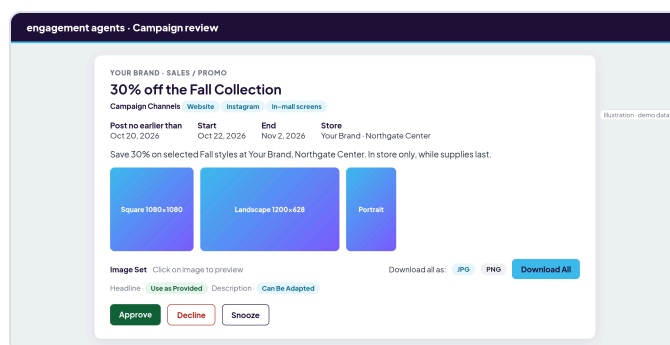


Illustration 02-02. A campaign page with the image set, Download All and the copy. Demo data.

2. **Check the dates.** **Post no earlier than** is the first day you can post. The page also shows when the campaign ends.
3. **Read Campaign Channels.** It lists the channels where the retailer would like the campaign promoted.
4. **Download the images.** Under **Image Set**, pick **JPG** or **PNG** next to **Download all as:**, then click **Download All**. To get just one image, click **Download** under it. Click any image to preview it.
5. **Copy the text.** Copy the **Headline** and **Description**. Check the label next to the text. **Use as Provided** means post it word for word. **Can Be Adapted** means you can tweak it for your channels. **Requires Approval if Updated** means ask the retailer first, by replying to the campaign email.
6. **Read Notes to malls** and any **Attachments**, if there are some.

What you'll see. Your files download to your computer, ready to post. Nothing is posted for you.

Tips

- Images arrive in the sizes you gave us. Need another size? Decline with Requirements missing/details incorrect/different image sizes required, or email support@engagementagents.com.
- **Changed** campaigns that only need your attention, not a new answer, are marked **Notification Only**.

SEE ALSO

[Approve or decline](#)

[Post on your own channels](#)

For: All mall contacts

Approve or decline

What it does. Tells the retailer, straight away, whether you'll post their campaign.

Steps

1. On the campaign page, find your center. If you look after more than one, tick the ones you're answering for.
2. **To approve:** click **Approve**. Under Select the channels where you will post this campaign., tick your channels and set the post date for each (or tick **Use same post date for all channels**). Then click **Confirm Approval**.
3. **To decline:** click **Decline**, then choose a reason: **Incorrect Details; Requirements missing/details incorrect/different image sizes required; Store doesn't exist (e.g. store closed or not opened yet)**; or **Other**, and tell the retailer more in the box below it.
4. **Not ready yet?** Click **Snooze** and pick **For 3 days, For a week, Select specific date** or **Until campaign post date**. You'll see Reminders snoozed.

engagement agents - Campaign review

YOUR BRAND - 30% OFF THE FALL COLLECTION

Confirm Approval for 1 Selected

Select the channels where you will post this campaign.

CHANNEL	POST DATE
☒ Website	Oct 20, 2026
☒ Instagram	Oct 20, 2026
☒ In-mail screens	Oct 21, 2026
☐ Facebook	

☐ Use same post date for all channels

Confirm Approval

Illustration: approving a campaign with channels and post dates. Demo data.

What you'll see. Your answer goes straight to the retailer, and the reminders stop. Approved a few channels and want to add more later? Click **Approve More Channels**.

Tips

- A quick decline with a clear reason helps the retailer more than no answer. Your reason goes straight to their marketing team.
- Store not in your center? Choose **Store doesn't exist**. We'll update our records.
- Have a question for the retailer? Reply to the campaign email.

SEE ALSO

[Download the assets](#)

[Post on your own channels](#)

For: All mall contacts

Job posts and mall memos

What it does. Retailers also send job posts (recruitment campaigns) and short memos, for example about store hours or a renovation.

Steps

- 1. Open the item from its email or your landing page.
- 2. **Job post:** download the assets, then approve or decline, just like a campaign.
- 3. **Mall memo:** read it. If it asks questions, click **Answer Questions**, answer them and submit.

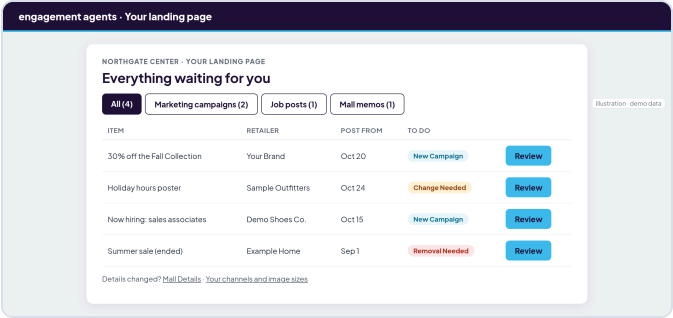


Illustration 02–01. The landing page tabs for campaigns, job posts and memos. Demo data.

What you'll see. If a memo is cancelled, you'll see This memo has been cancelled. No further action is needed.

SEE ALSO

Approve or decline

Your landing page

Changed or cancelled campaigns

What it does. Retailers sometimes update, end or cancel a campaign after you've answered. You'll get an email, and the page tells you what to do.

Steps

1. **Changed (CHANGE email):** open the link. The page shows what changed and why. Download the new assets, update what you've already posted, then click **Approve** to confirm the changes are made (or **Decline** if you can't). If you see Hold up! A change has occurred while the page is open, it has just reloaded with the latest version.

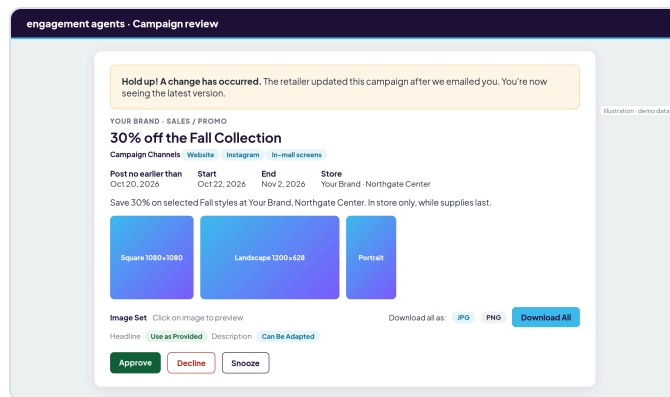


Illustration: the change notice on a review page.
Demo data.

2. **Removed (URGENT: REMOVE email):** take the campaign down from your channels, open the link, then click **Confirm Deletion**. If it was already ended or cancelled, the page says This campaign has ended or This campaign has been cancelled.

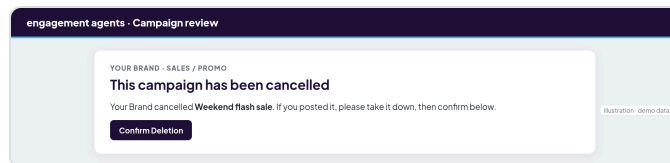


Illustration: a cancelled campaign with Confirm Deletion. Demo data.

If something goes wrong

What you see	What it means
Nothing to review	Everything has already been answered

What you see	What it means
Invalid URL	The link is old or incomplete. Forward the email to support@engagementagents.com
New Property Contact Required	That link was turned off because a contact at your center was removed. Forward the email to support@engagementagents.com and tell us who the new contact is. We'll send you a new link

SEE ALSO

- Approve or decline
- Post on your own channels

How quickly to answer

What it does. Explains why a timely answer matters, for the retailer and for your center.

- Retailers plan their campaigns around your answer, so please reply as soon as you can, and always before the **Post no earlier than** date.
- Retailers see which centers approve and which decline. Quick, clear answers make your center easy to work with.
- Can't decide yet? Click **Snooze** to pause reminders, or reply to the email with your question.
- Going away? Tell us your dates and a colleague (see [Out-of-office replies that help](#)).

SEE ALSO

Approve or decline

Your landing page

Part III · Post on your own channels

You post the campaign yourself, on your website, social channels and screens.

Post on your own channels

What it does. Engagement Agents delivers the campaign to you. You post it on your center's own channels, with your own tools.

Steps

1. Download the images and copy the text (see [Download the assets](#)).
2. Approve the campaign, with the channels and post dates you'll use (see [Approve or decline](#)).
3. In your own website, social or screen tools, schedule or post the campaign on or after the **Post no earlier than** date.
4. Take it down when it ends, or when you get an URGENT: REMOVE email. Then click **Confirm Deletion** on the campaign page.

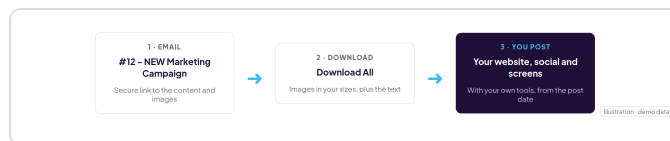


Illustration: downloaded campaign images being posted on a center's own website and social channels. Demo data.

The Action Needed column on your landing page

Label	What to do
New Campaign	Download, approve or decline, then post on your channels
Change Needed	Update what you posted, then approve again
Removal Needed	Take it down, then click Confirm Deletion
Actioned	Nothing; you're done

Tips

- Approve before you post, so the retailer knows it's coming and on which channels.
- Want campaigns to reach your website automatically instead? See Automatic posting.

SEE ALSO

[Confirm a campaign is live](#)

[Changed or cancelled campaigns](#)

For: All mall contacts

Confirm a campaign is live

What it does. Retailers like to know where their campaign is showing. Your approval, with its channels and dates, tells them.

Steps

1. Approve the campaign with the channels and post dates you'll use.
2. When it's live, keep a link (website, social post) or a photo (in-mall screens).
3. If the retailer asks for proof of posting, reply to their campaign email with that link or photo.

SEE ALSO

[Post on your own channels](#)

Part IV · Keep your details current

So campaigns reach the right person, in the right sizes.

Keep your contact details current

What it does. You can send us changes to your center's details through a secure form. Our team checks them before they're applied.

Steps

1. Use the mail details link from your landing page or our emails, or email support@engagementagents.com.
2. Change the marketing contact, email address or anyone else who should get campaigns.
3. Submit the form. We'll confirm once the change is made.

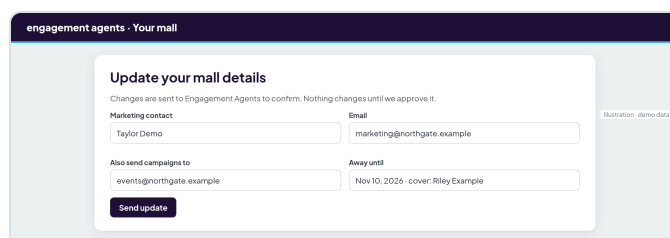


Illustration: the update form for a center's details.
Demo data.

Tips

- **Leaving your role?** Name your replacement in the form, or email support@engagementagents.com with their name and email. Campaigns follow the new person straight away.

SEE ALSO

Out-of-office replies that help

Your channels and image sizes

Out-of-office replies that help

What it does. A good out-of-office reply gives retailers a date and a colleague, so campaigns don't wait.

Steps

1. Add your return date and a colleague's name and email to your out-of-office reply. You can copy the sample below.
2. For longer absences, email support@engagementagents.com with your dates. We can send requests to your colleague, or pause them, while you're away.

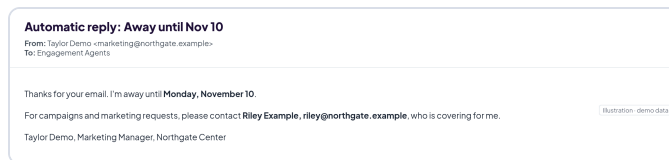


Illustration: an out-of-office reply with a return date and a colleague. Demo data.

Subject: Away until [date]

Thanks for your email. I'm away until [date].

For campaigns and marketing requests, please contact [colleague name], [colleague email], who is covering for me.

[Your name], [Your title], [Center name]

SEE ALSO

Keep your contact details current

How quickly to answer

Your channels and image sizes

What it does. Tell us once where you can post (website, social, in-mall screens and so on) and the image sizes you need. Every retailer's campaign then arrives ready for those channels.

Steps

1. Use the channels link from your landing page or our emails, or email support@engagementagents.com.
2. Tick the channels you use, and tell us the width and height for each image size you need.
3. Submit it. We'll confirm, and new campaigns will arrive in those sizes.

CHANNEL	WIDTH	HEIGHT
Website banner	1200	628
Instagram	1080	1080
Digital screens (portrait)	1080	1920

Illustration: the channels and image sizes form. Demo data.

Tips

- Images that don't fit are a common reason to decline. Keeping these sizes current fixes that for every retailer at once.

SEE ALSO

Keep your contact details current

Part V · Mall Users and Mall Admins

An optional login to see your center's campaigns in one place. You still download and post on your own channels.



For: All users

Sign in

What it does. Sign in with your email address and password to reach your Dashboard.

When to use it. Every session. If you have forgotten your password, click **Forgot password?** on the sign-in page. If you have no account yet, email team@engagementagents.com and we'll create one (see Add users and set what they can do).

Before you start. You need an active user account created by our team.

Steps

1. Go to app.engagementagents.com. The **Welcome Back!** screen appears ("Please sign in to access Engagement Agents").

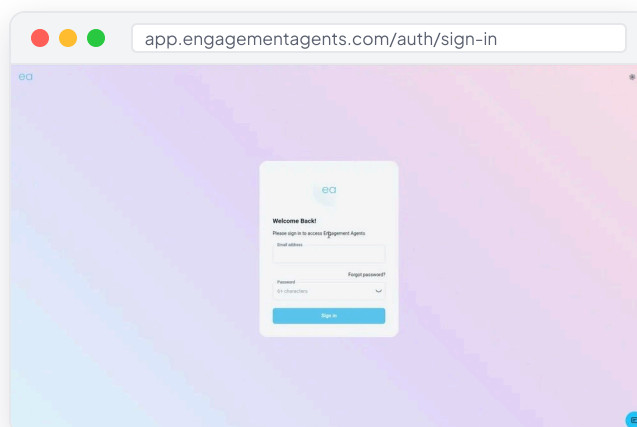


Figure 05–01. The sign-in card: Email address, Password, Forgot password? and Sign in.

2. Enter your **Email address**.
3. Enter your **Password** (6 or more characters).
4. Click **Sign in**. The button shows Sign in... while it works.
5. If EA detects unusual activity, you are sent to **Unusual sign-in activity**.

What you'll see. You land on the **Dashboard** calendar (Use the Dashboard calendar).

Tips

- Forgot your password? Click **Forgot password?** on the sign-in page and follow the email, or contact team@engagementagents.com.
- Bookmark the sign-in page. Do not bookmark an internal page, because it redirects to sign-in when your session ends.
- Passwords need at least 6 characters.

If something goes wrong

Message	Cause	Fix
Invalid email or password	Typo, or the wrong account email	Re-type the email and password. If it still fails, use Forgot password?
You have one login attempt remaining before your account is locked...	Repeated failed attempts	Stop and reset your password rather than guessing again
Redirected to Locked Out	Too many failed attempts	Follow the emailed code to reset your password
Unusual sign-in activity detected...	New device, location or network	Enter the emailed one-time code

SEE ALSO

[Update your profile, emails and password](#)



For: All users

Check your notifications

What it does. The bell opens a drawer of platform notices: deadlines, holidays, opportunities, report updates and admin messages.

When to use it. Check it daily, especially before planning holiday campaigns.

Steps

1. Click the **Notifications** bell. The badge shows your unread count.
2. Choose a tab: **All**, **Global**, **Deadline**, **Holiday**, **Opportunities**, **Report updates** or **Admin**.

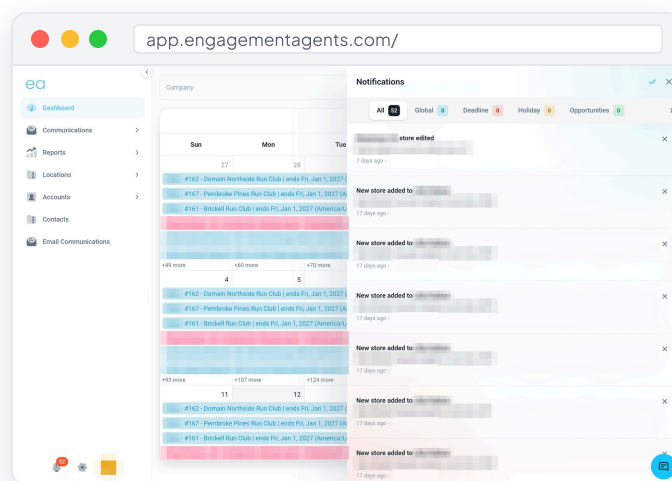


Figure 05–02. The Notifications drawer open on All, with tabs for Global, Deadline, Holiday and more.

3. Open a notice to read it.
4. Click **Dismiss all** to clear the drawer. When it is empty you will see You're all caught up!

What you'll see. You are up to date on deadlines and opportunities.

Tips

- **Deadline** and **Holiday** notices are created by EA (Post platform notices). They tell you when malls stop accepting holiday content.
- **Opportunities** shows mall-offered free or paid placements (see Part VIII, Incoming Opportunities).

If something goes wrong

Message	Fix
There was a problem dismissing some of your notifications!	Refresh and try again

Good to know. The notifications drawer groups messages by tab, such as **Global**, **Deadline**, **Holiday** and **Opportunities**, so you can focus on what matters today.



For: All users

Update your profile, emails and password

What it does. Keep your name, photo and signature current, control which platform emails you receive, set out-of-office forwarding, and change your password.

When to use it. During onboarding, before a vacation, or when you get too many (or too few) emails.

Steps

A. Profile

1. Click your profile picture at the bottom of the left menu, then **Profile**.
2. Under **Basic Info**, update your details. Click **Upload Avatar / Upload Photo** for your photo and **Upload Signature** for your email signature.
3. Click **Save changes**.

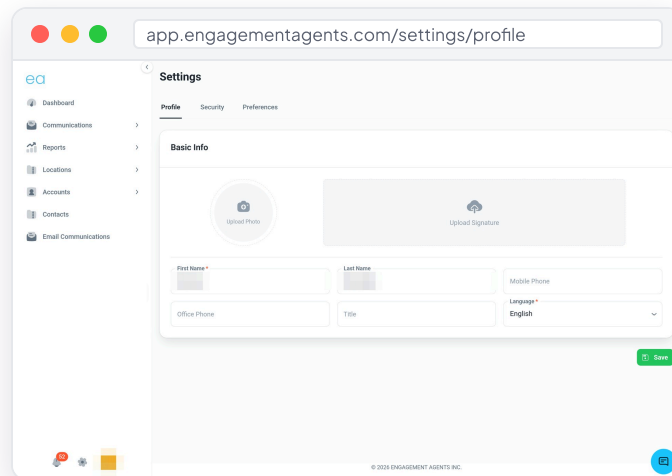


Figure 05-03. Settings > Profile, Basic Info card.

B. Email preferences

1. Open **Account** → **Preferences**. The page is titled **Email Preferences**.
2. **Out of Office**: switch it on and choose **Redirect To** (a colleague). Redirect To is required when Out of Office is on.
3. **Ignore/Drop Auto-Responses**: stops mail auto-replies from cluttering your inbox.
4. Under **Receive Emails / Email Templates**, choose for each email type: - **Send to Me - Platform Only** (no email; visible in the app only) - **Include Others**, adding people with **Include in CC** or **Include in BCC** (use **Search Users**)
5. Click **Save**.

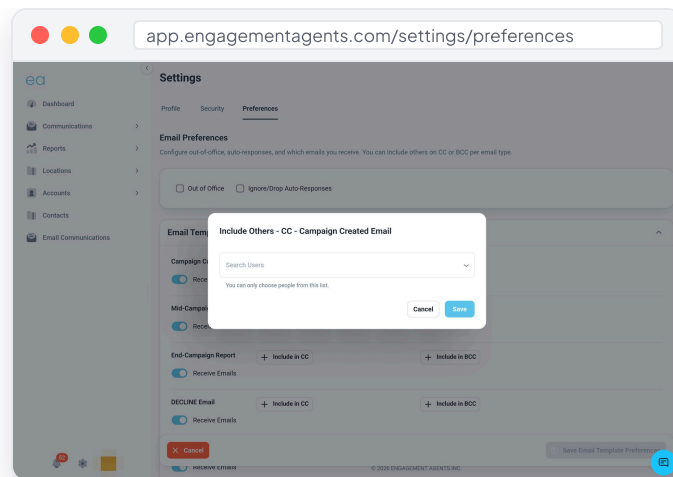


Figure 05–04. Settings > Preferences with the Include in CC dialog open for one email type.

C. Change password

1. Open **Account** → **Security**.
2. Enter **New Password** and **Confirm Password**, then click **Save**.

What you'll see. Your settings take effect immediately.

Tips

- Before a vacation, turn on Out of Office with a **Redirect To** colleague. That keeps mail declines from going unanswered.
- Use **Include in CC** to keep your district managers informed without forwarding every email.

If something goes wrong

Message	Fix
Redirect To is required when Out of Office is enabled!	Choose a colleague, or turn Out of Office off
New password is required / Confirm password is required	Fill both password fields



For: Mall Users and Mall Admins

Your center's campaign calendar

What it does. With a login, you see the campaigns for your center on a calendar. Nothing is posted from the portal. You still download the assets and post on your own channels.

Steps

1. Sign in at app.engagementagents.com (see [Sign in](#)).
2. Open the **Dashboard** to see the month's campaigns for your center on a calendar.
3. To download and answer a campaign, use the secure link in its email, as in Part II.

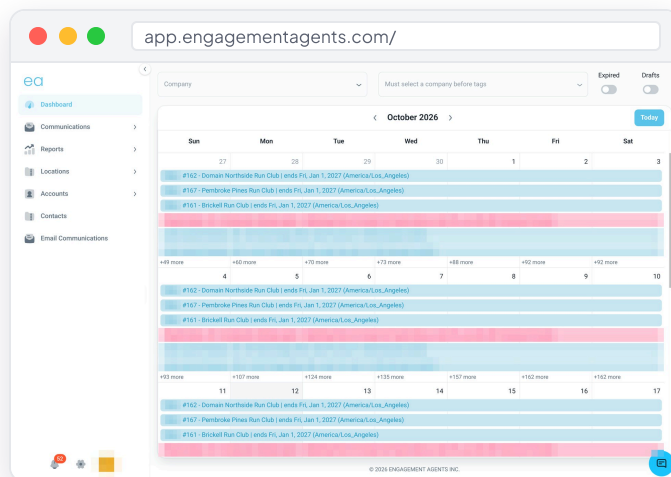


Figure O5–05. The Dashboard calendar: campaigns for the month, with the Company and tag filters along the top.

SEE ALSO

[Check your notifications](#)

[Your landing page](#)

Part VI · Automatic posting (optional)

Have retailer campaigns reach your website without downloading them yourself.

Why automate

What it does. Normally you download each campaign and post it yourself. If your center gets a lot of them, your website or app can pull them from us automatically instead.

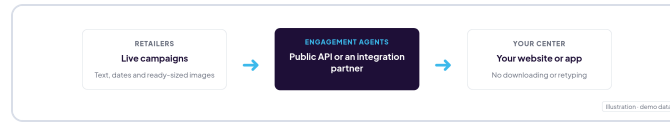


Illustration: approved campaigns flowing to your website through our public API or an integration partner.

Two ways to do it

- **Our public API.** Your web team connects your website or app to us (see [Our public API](#)).
- **An integration partner.** If your center uses a mall platform we work with, campaigns can go into it for your team to approve there (see [Integration partners](#)).

It's optional. You can keep using our emails and secure links as you do today.

SEE ALSO

[Our public API](#)

[Integration partners](#)

Our public API

What it does. A read-only data feed. Your website or app asks our API for your center's current and upcoming campaigns, and gets back the headline, description, images, dates and store for each one. Only live campaigns are returned.

Full guide: [Engagement Agents API documentation](#)

Steps

1. Email support@engagementagents.com and ask for API access for your center.
2. Your developer builds and tests with a test key we provide. The test address and full details are in the API guide we send with your key. Keep your key private: store it on your server, never in website code, and tell support@engagementagents.com right away if it's exposed.
3. When you're ready to go live, we issue a separate live key.
4. Each request names the image size to return, for example `imageSize=1080x1080`. It must be one of the sizes set up for your center (see [Your channels and image sizes](#)).
5. Campaigns can be filtered by type: **Sales, Events, New Arrivals** and **Loyalty**. Results come 50 to a page by default (up to 100).

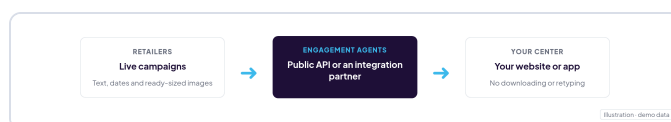


Illustration: how the public API delivers campaigns to your website.

Good to know

- **Pulling a campaign counts as posting it.** When the API returns a campaign, we record it as approved for your **Mobile Site/Website** channel. So only call the API when you're about to show the results, not for link previews or uptime checks.
- **You decide what goes live.** Connect the feed straight to your deals page and campaigns show up automatically. Or pull them into your own system first, so your team can review them before they're shown. The second way takes a little more work from your web team.
- The limit is 1,000 requests a minute per key. The guide explains how to handle it.
- Only active and upcoming campaigns approved for the web channel are returned.
- Text and images can come in more than one language.

SEE ALSO

Why automate

Integration partners

Integration partners

What it does. If your center already uses a mall platform, retailer campaigns may be able to go straight into it. Your team then approves and publishes them there, as with any tenant submission.

Platform	Status
Our integration partners	Ask us whether your platform is one of them
Placewise	Pending confirmation
Mall Maverick	Pending confirmation

Steps

1. Email support@engagementagents.com with the name of the platform you use.
2. We'll tell you what's possible and what we need from you.

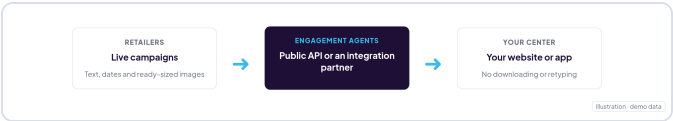


Illustration: campaigns flowing into your mall platform.

SEE ALSO

Why automate

Our public API

Part VII · Introduce your tenants

Help your retailers reach you, and every other center, in one step.

Tenant introductions

What it does. Some tenants still send you campaigns by hand, or not at all. When their head office connects with Engagement Agents, their campaigns reach you complete, in your sizes and on time. A short note from you is the best way to start. It takes about 30 minutes.

What stays the same. Your website, social channels, screens and any mall platform you use don't change. You still choose what to post, and tenants don't bypass your marketing team.

Steps

1. **Pick your priority tenants.** List the tenants whose missing campaigns hurt your website and channels most. Ten to twenty is a good start. Ask us first, and we'll tell you which of your tenants are already connected.
2. **Send the introduction.** Copy the sample below, add your details, and send it to each tenant's head-office marketing contact. Copy support@engagementagents.com.
3. **Hand off.** We contact the tenant, confirm which campaigns and stores fit, and collect what we need.
4. **Receive and post.** Their campaigns then reach you as emails with secure links, like every other campaign.

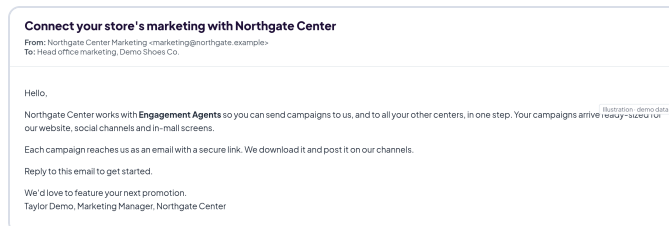


Illustration: a tenant introduction email from a center.
Demo data.

What tenants send us: campaign text, dates, links and images; their store locations, including the one at your center; and a head-office marketing contact for future campaigns.

Subject: Connecting your campaigns with [Center name]

Hello [Name],

I'm reaching out from [Center name]. We work with Engagement Agents so tenant campaigns reach our marketing team complete, on time and in the right sizes for our website, social channels and in-mail screens.

Connecting is simple. Send Engagement Agents your approved campaign text, dates, images and the stores taking part, once. They prepare each campaign for every center where you have a store, and send it to us to review and post on our own channels.

To get started, reply to this email and copy support@engagementagents.com.

We'd love to feature your next promotion.

[Your name], [Your title], [Center name]

Other subject lines you can use: Engagement Agents connection guide for [Center name] · Campaign support for [Center name]

SEE ALSO

[Why automate](#)

[Welcome, mall partners](#)

Part VIII · Frequently asked questions

Quick answers for shopping center teams.

For: All mall contacts

Frequently asked questions

Do I need a login? No. Every email has a secure link that opens your page straight away. Logins are optional, for Mall Users and Mall Admins.

Do I post campaigns in Engagement Agents? No. You download the assets from the secure link and post them on your own channels. Engagement Agents only delivers them, and records your answer.

Does it cost my center anything? No. Retailers pay for Engagement Agents.

Can I get the images in another size? Yes. Decline with Requirements missing/details incorrect/different image sizes required, or reply to the email, and tell us the sizes you need.

How do I ask the retailer a question? Hit **Reply** on the campaign email. It goes to the retailer's marketing team.

Can I forward a request to a colleague? Please don't forward your personal link. Tell us who should receive campaigns and we'll add them.

A store isn't in our center. What do I do? Decline the campaign and say so. We'll update our records.

I can't post something by its start date. Approve with the post date you can manage, or decline with **Other** and tell the retailer the date you can post.

Who do I contact? Email support@engagementagents.com.

SEE ALSO

Get help

Look it up

Messages you might see, and how to reach us.

For: All mall contacts

Messages you might see

Message	What it means	What to do
Hold up! A change has occurred	The retailer updated it	Review the latest version
This campaign has been cancelled	The retailer cancelled it	Take it down, then click Confirm Deletion
Nothing to review	Everything is answered	Nothing
Reminders snoozed	You paused reminders	Answer before the date you chose
This campaign has ended	It's over	Take it down if it's still showing
This memo has been cancelled	The retailer cancelled the memo	Nothing
Invalid URL	The link is old or incomplete	Forward the email to support@engagementagents.com
New Property Contact Required	A contact at your center was removed, so the link was turned off	Forward the email to support@engagementagents.com with the new contact's name

SEE ALSO

[Changed or cancelled campaigns](#)

[Get help](#)

For: All mall contacts

Get help

Email us: support@engagementagents.com.

Tell us: your center's name, the retailer and the campaign name, and what you see.

SEE ALSO

[Frequently asked questions](#)

[Make sure our emails reach you](#)