



## Case Study

### Organization

ShoppingCenters.com/  
Directory of Major Malls, Inc.

### Location

United States

### Industry

Commercial Real Estate

# Understanding Information is Just a Map Away

The Directory of Major Malls is published both online and as custom licensed datasets by Directory of Major Malls, Inc. (DMM), providing details, contact information, and development and tenant data on major shopping centers. First produced in the 1970s, the Directory is the first choice for commercial retail real estate professionals, investors, and industry analysts.

## What did they do?

ShoppingCenters.com has been an Esri data partner since 2005 and provides a base layer of shopping center and mall data for use in Esri® Location Analytics. Recently, ShoppingCenters.com staff members collaborated with Esri to create an interactive guide to the 50 largest shopping centers in the United States. In addition, DMM published a story map of specialty retail projects—the story map had innovative design and comprehensive information.

## Do I need this?

Story maps are an intuitive, interactive way to present information in an easily digestible and engaging manner. Available on the web as well as smartphones and tablets, story maps easily turn spreadsheets, tables, and reports into engaging media.

For more information,  
visit [esri.com/realestate](http://esri.com/realestate).

“Our customers love rankings and lists. When we introduced story maps, they were amazed at the amount of information that came to them visually when they clicked through the interactive map. It made a vast number of fields normally viewed just on a spreadsheet actually come to life.”

### Tama Shor

Directory of Major Malls, Inc.



Understanding our world.