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PRESENTATION

# INTRODUCTION TO MAPP MARKETING CLOUD

# ABOUT MAPP MARKETING CLOUD

Mapp Marketing Cloud is an all-in-one platform that helps brands **make sense of all their data**, run **customer-centric** marketing and act on **real-time customer behaviour**.

Mapp Marketing Cloud **brings customer acquisition and customer engagement together** in one simple platform infused with data intelligence.



**200+** EMPLOYEES

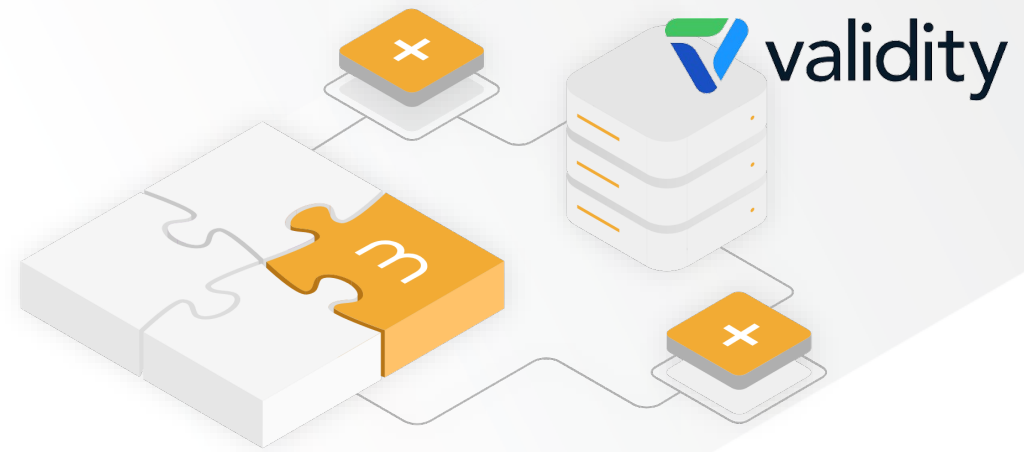
**6** GLOBAL OFFICES



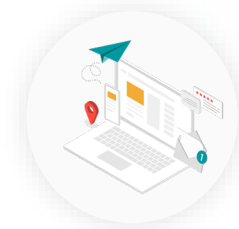
# MAPP + MACH ALLIANCE

Mapp Cloud is a proud and **certified member** of the MACH Alliance. Being part of the MACH Alliance, Mapp contributes to this **next generation** of tech ecosystem by offering **APIs & Microservices** to best fit brands' needs.

- M** Microservices: Individual pieces of business functionality that are independently developed, deployed, and managed.
- A** API-first: All functionality is exposed through an API.
- C** Cloud-native SaaS: That leverages the cloud, beyond storage and hosting, including elastic scaling and automatically updating.
- H** Headless: Front-end presentation is decoupled from back-end logic and channel, programming language, and is framework agnostic.



## WHERE MAPP FITS IN



HEADLESS EMAIL



HEADLESS ANALYTICS



REAL-TIME CDP

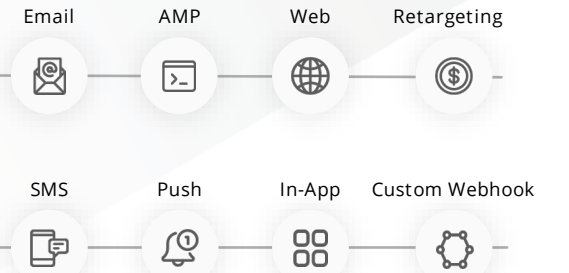


DATA STREAMS

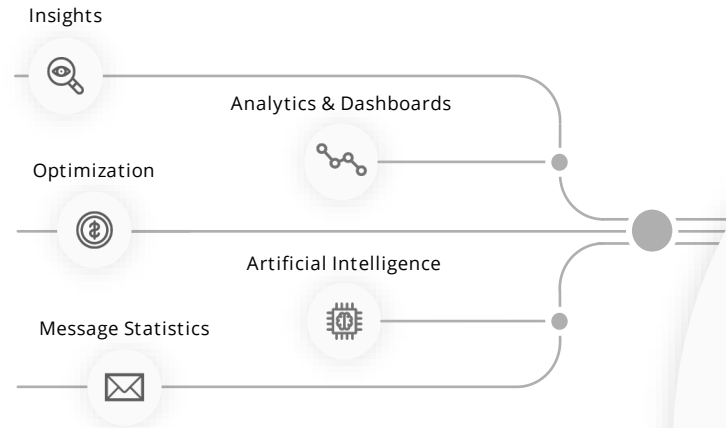
## STRATEGY



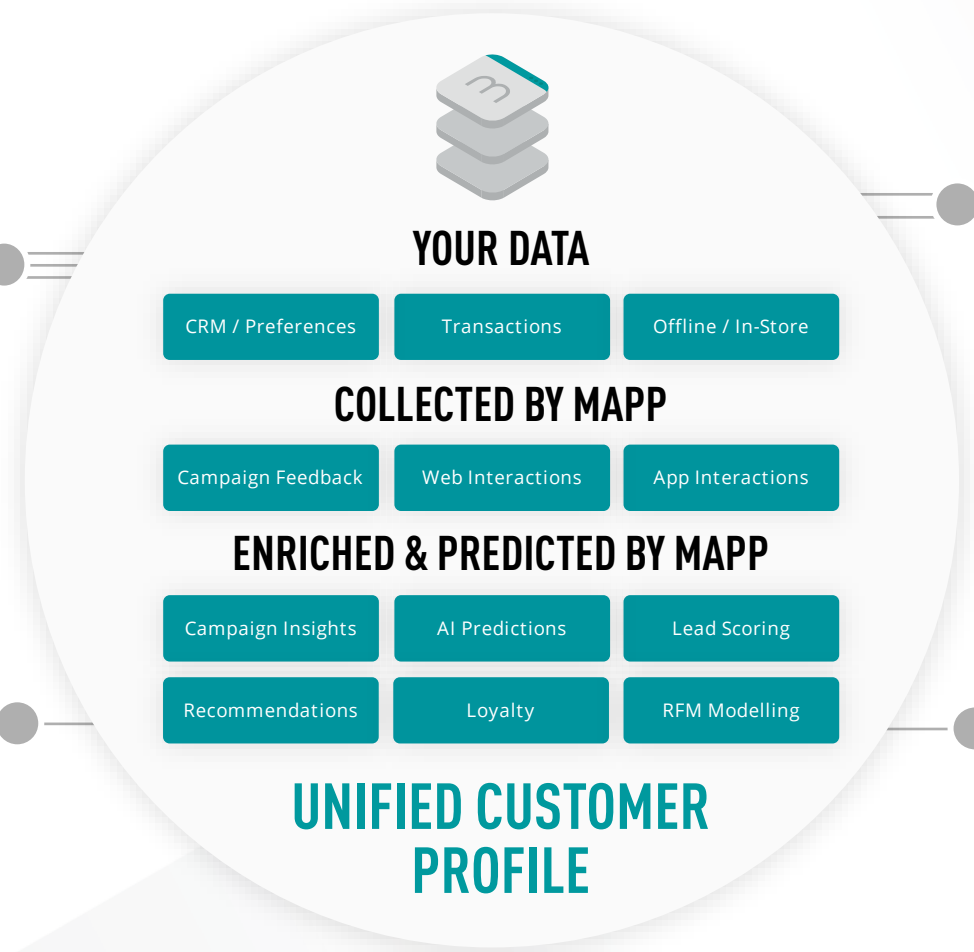
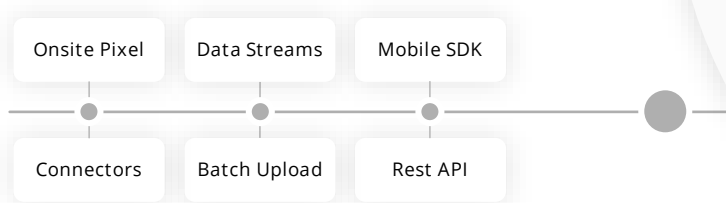
## ENGAGEMENT



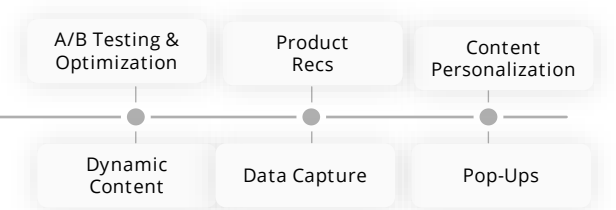
## INTELLIGENCE



## INTEGRATIONS



## PERSONALISATION



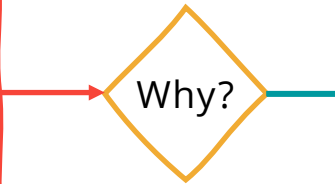
# WHY YOU NEED A CDP

Difficulty analysing the data and finding **actionable insights**

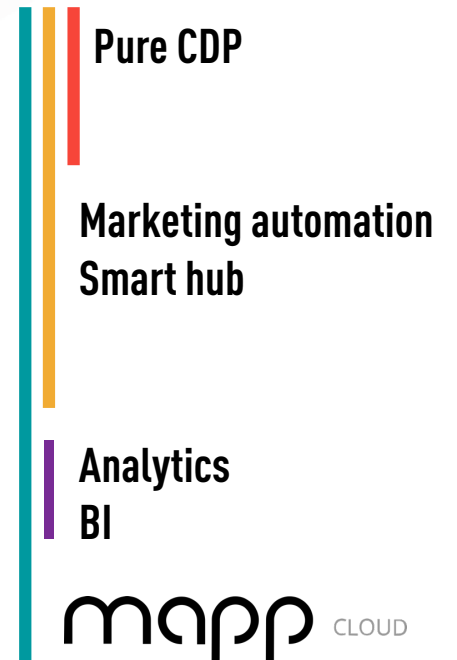


Lack of **analytics** and reporting functionality

Yes! I want to unify my customer data...



- To create 360° view of my customer
- To build user segments
- To activate marketing channels
- To personalize communication
- To draw insights and inform decisions
- All of the above



# A CDP WITH CROSS-CHANNEL ENGAGEMENT



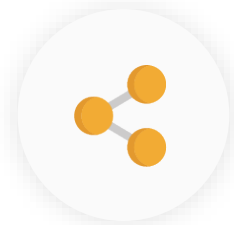
## Customer Analytics & Insights

Understand your customer across every touchpoint & generate insights to improve CX



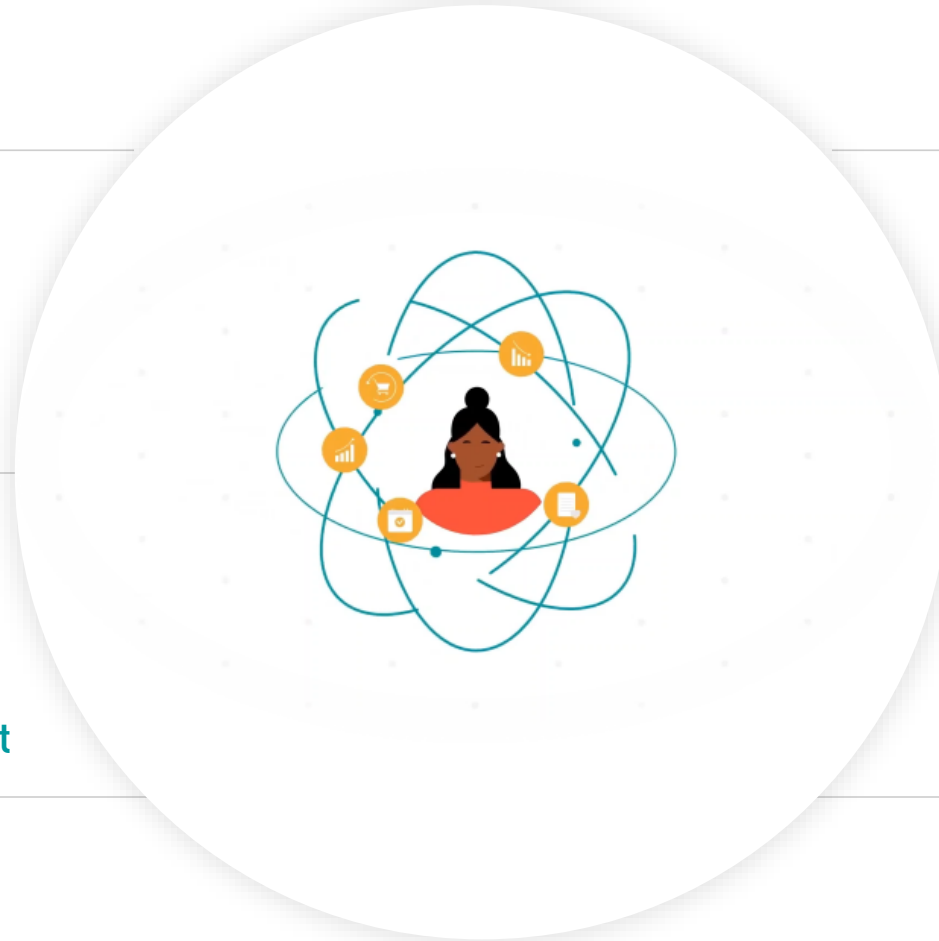
## Customer Journeys

Build individual experiences for every user on every channel for a perfect insight-led customer experience



## Real-time Audience Engagement

Capture audience behaviour on your websites & apps to push audiences directly through our engagement engine



## Native Channels

Native Email, SMS, Web, Mobile, App & Paid Media, to send the right message on the right channel



## Data Unification & Segmentation

Eliminate data silos, unify customer profiles & create targeted audience segments



## Artificial Intelligence

AI driven insights, analysis & capabilities to stay ahead of the curve



**DEMO TIME!**

# CUSTOMERS BEING **INSIGHT-LED** WITH MAPP



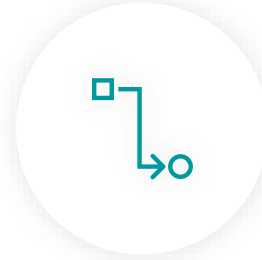


# THINGS WE ARE EXCEPTIONALLY GOOD AT



## PRIVACY & DATA SECURITY

German infrastructure,  
ISO27001 & ISO2018 Certified



## INSIGHTS TO ACTION

Small entry point and  
no barrier to scale



## NATIVE CHANNEL EXECUTION

Email, Push, In-App,  
SMS, Web, Direct Mail



## IDENTITY RESOLUTION

1<sup>st</sup> Party CDP



## AI MARKETER

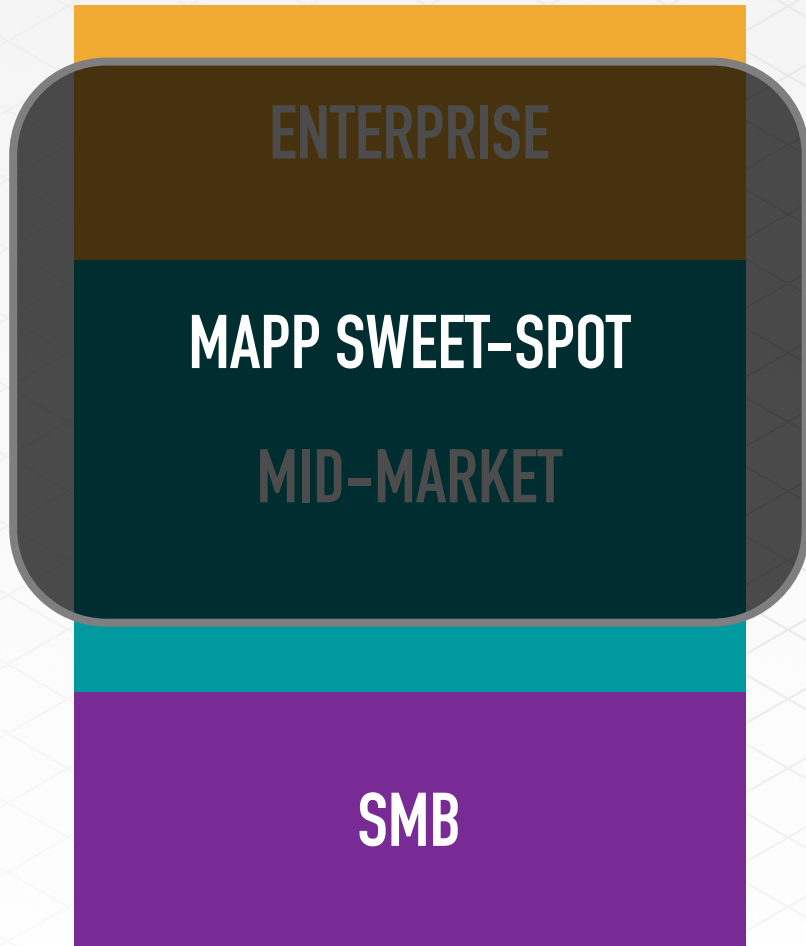
Smart Alerts notifying about anomalies and  
enhancement recommendations



## STRATEGY ALIGNMENT

Our internal KPIs are linked to  
success of our customers

OUR SWEET-SPOT



Our main target is:

**Mid-Market – Early Enterprise**

## Target companies are:

- Enterprise companies that would like to save money and act faster
- Lower mid-market companies that would like to improve
- Mid-market companies willing to break down both data and operative siloes
- All companies that want to make decisions based on Customer Insights rather than gut feel

**Marketing based on averages,  
creates average results**

# VALIDITY & MAPP WORKS WHEN...

## WE WIN BECAUSE

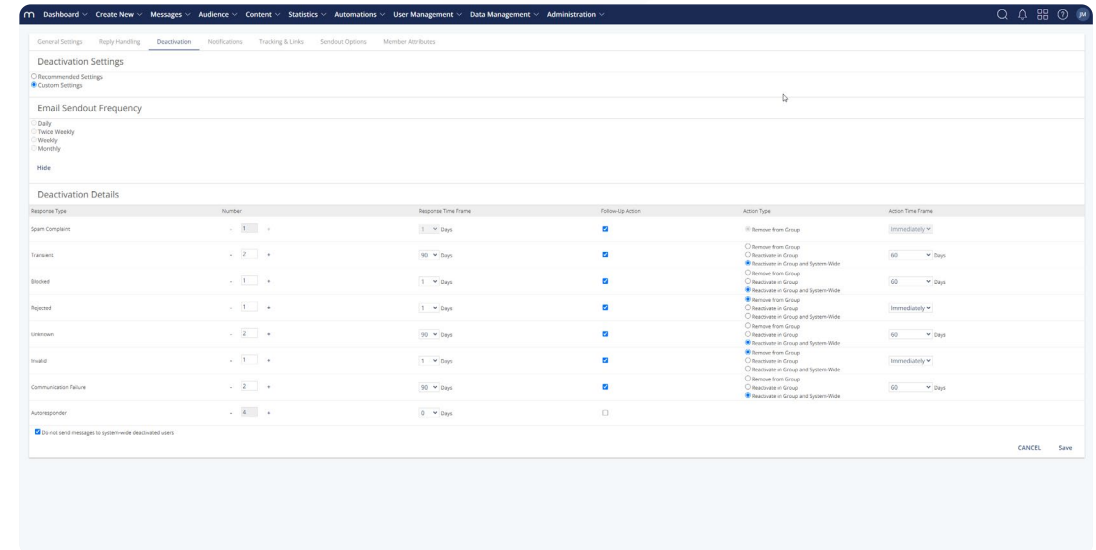
- Referrals and strong existing relationships
- Deliverability
- Hands-on approach
- Focus on quick time to value
- Focus on service through bringing in key people early
- Price lower than enterprise competitors
- Consultative approach
- Modular and scalable approach
- Simple to use

## WE ARE IN OUR COMFORT ZONE IF...

- It is one of our target industries (Retail, E-Comm, D2C)
- The prospect has an ecommerce (B2C, D2C)
- The prospect needs orchestration on several channels
- The prospect comes from a basic solution and wants to improve
  - Going from a basic ESP (Klaviyo, Mailchimp, etc) to the next level
- We have references with the prospect's competitors
- The prospect may come from an enterprise provider and wants to save money

# DELIVERABILITY

- Dedicated deliverability team across EU and US (covering globally)
- We will conduct thorough audits on the following areas:
  - System and Routing (domains, IP pool associations and routing)
  - Performance results (SB/HB rating, sending volumes, delivery rate, OR/CTR, unsubscription rate)
  - Sample diagnostics (Seed tests)
  - Reputation Overview (DMARC & BIMi Domain, Spamtrap, Senderscore)
  - News from the industry (Gmail and Yahoo changes, etc)
  - Summary and next steps (What action we will take for the client)
- Group deliverability settings
  - List-ID and List-Unsubscribes
  - Reply and contact handling (skip, bounces, feedback)
  - Deactivation Settings and Action



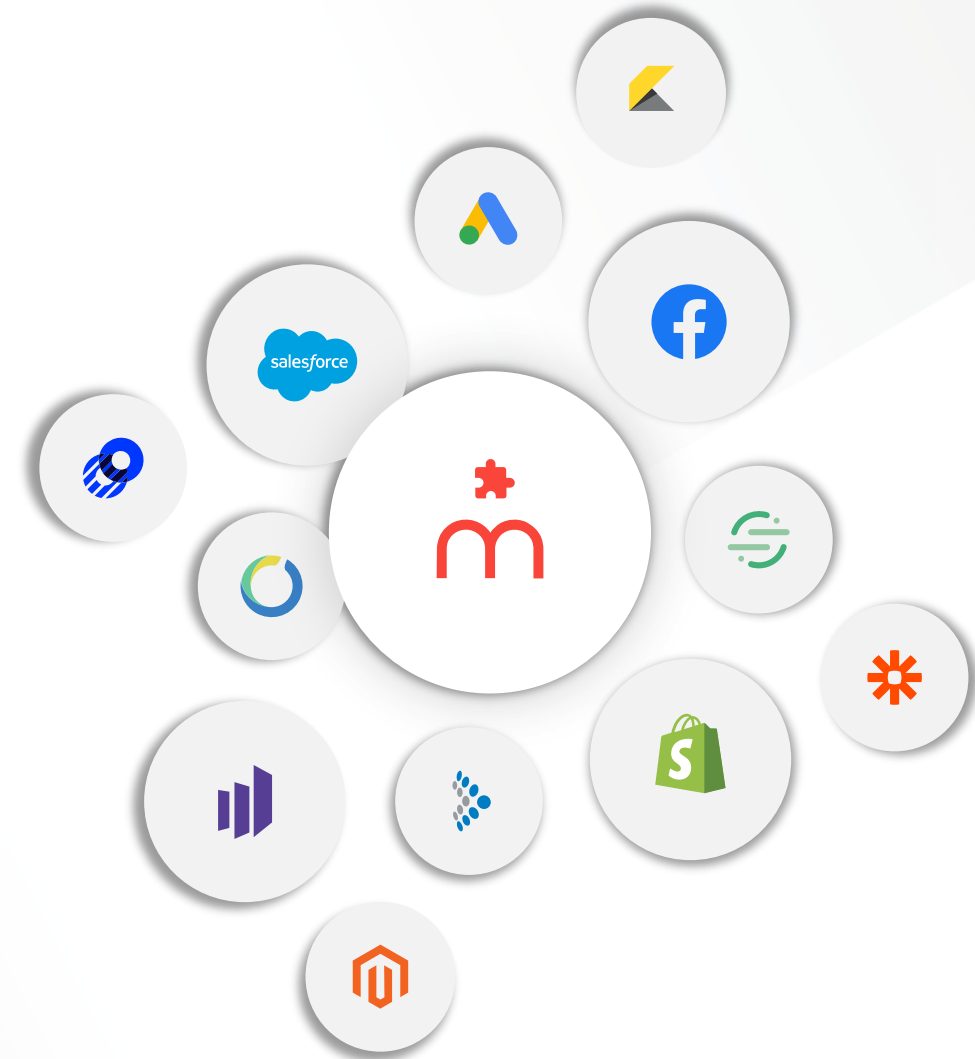
# DATA

## OUT-OF-THE-BOX INTEGRATIONS

During the onboarding we created a defined import & export workflow which speeds up the import phase and allows you to easily transfer your data into Mapp.

As add-on, you can also use any of our out-of-the-box connectors including:

- Magento (Adobe Commerce)
- Salesforce CRM
- Shopify
- Shopware
- VTEX
- Zapier



# DATA

## WEBSITE TRACKING

Preconfigured pixel that can be either placed in GTM or directly in the website source code

## TRANSACTIONS

Online & store orders imported in .csv format in the preconfigured daily transactions folder within SFTP or via API calls

## CUSTOMER DATA

Standard contact data imported in .csv format in the preconfigured daily group folder within SFTP or via API calls

## PRODUCT CATALOG

Product data imported in .csv format in the preconfigured daily product folder within SFTP or via API calls

mapp CLOUD



## CUSTOMER GROUP DATA

Latest customer data exported in .csv format in the preconfigured daily group folder within SFTP



## FEEDBACK DATA

Response (bounces, unsubscribes, clicks etc.) data exported in .csv format in the preconfigured daily feedback folder within SFTP

IMPORTS

EXPORTS

**THANK YOU**