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PRESENTATION

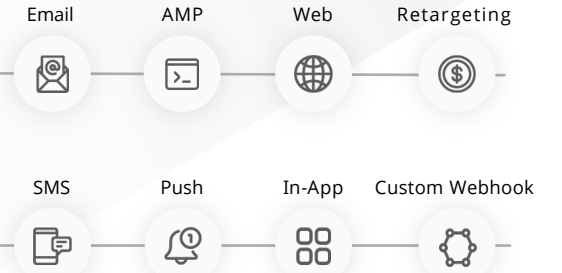
# INTRODUCTION TO MAPP MARKETING CLOUD

# RECAP

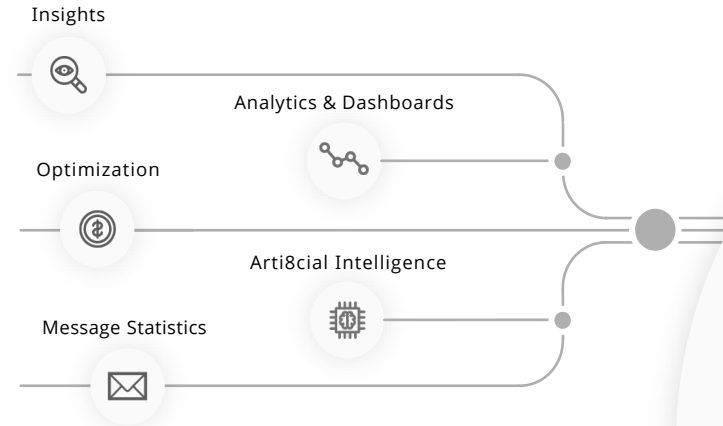
## STRATEGY



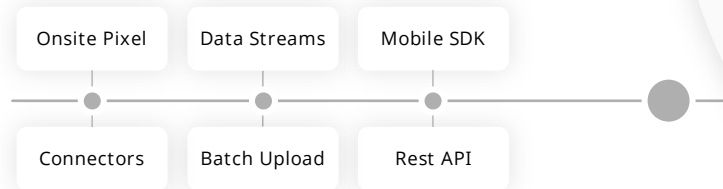
## ENGAGEMENT



## INTELLIGENCE



## INTEGRATIONS

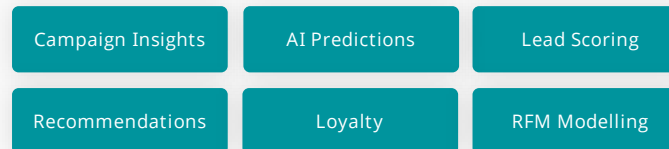


## YOUR DATA

## COLLECTED BY MAPP

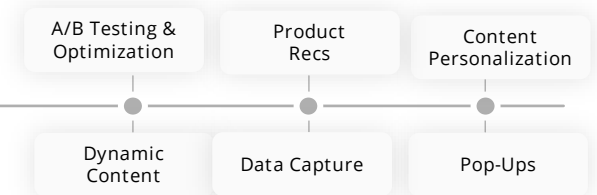


## ENRICHED & PREDICTED BY MAPP



## UNIFIED CUSTOMER PROFILE

## PERSONALISATION



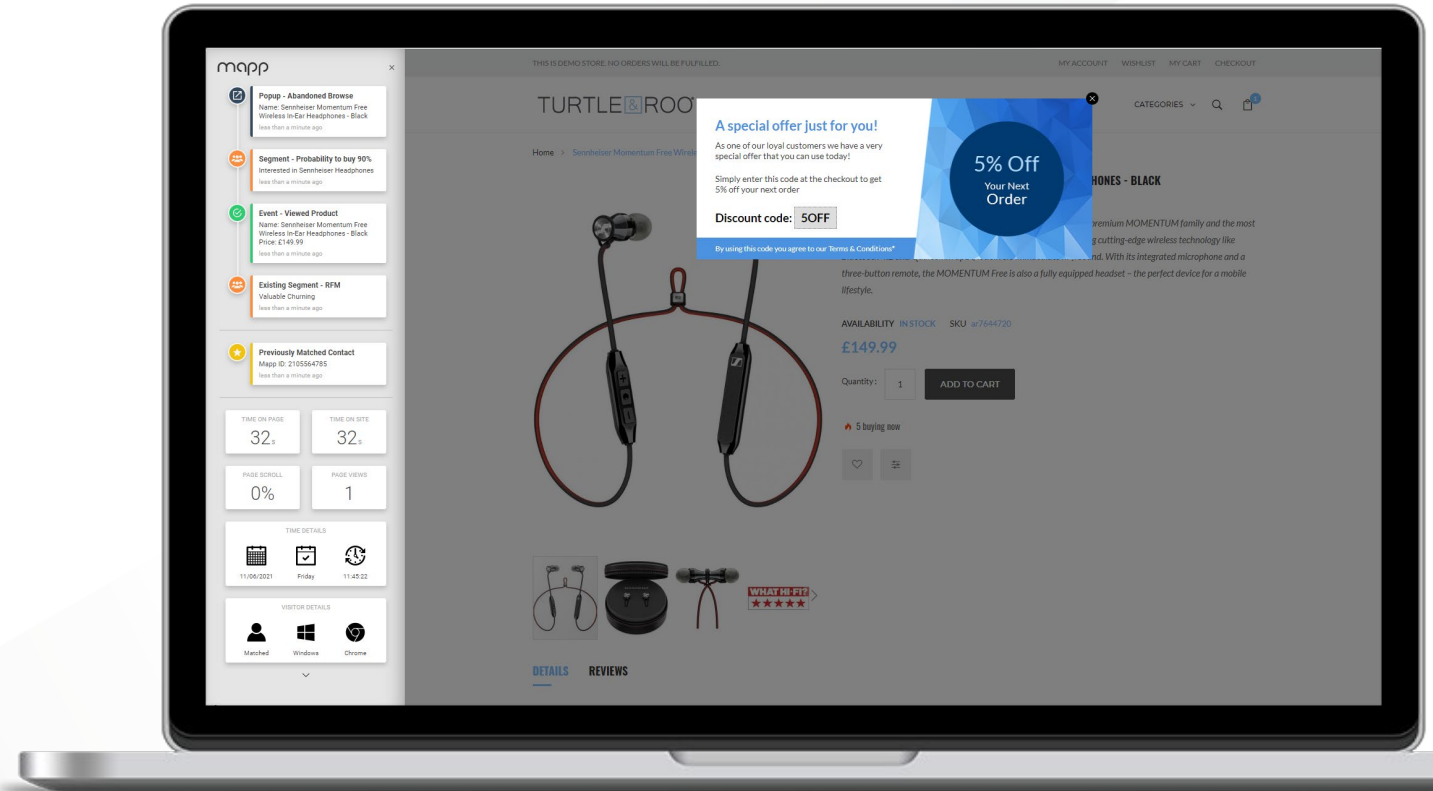
# ON-SITE DATA COLLECTION & ENRICHMENT

## KEY FUNCTIONALITY

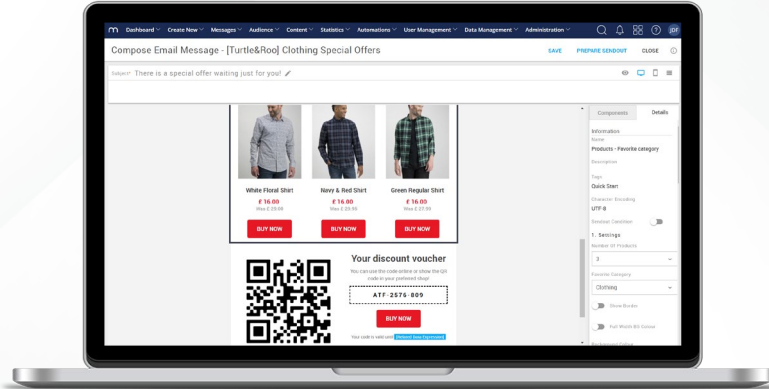
- Capture information about any granular activity online
- Store attributes for known and identified customers
- Use any onsite action to trigger messages across all channels
- Trigger on-site popups or banners

## USE CASES

- Enhanced newsletter personalisation
- Abandoned Basket/Browse
- Intelligent Special Offers

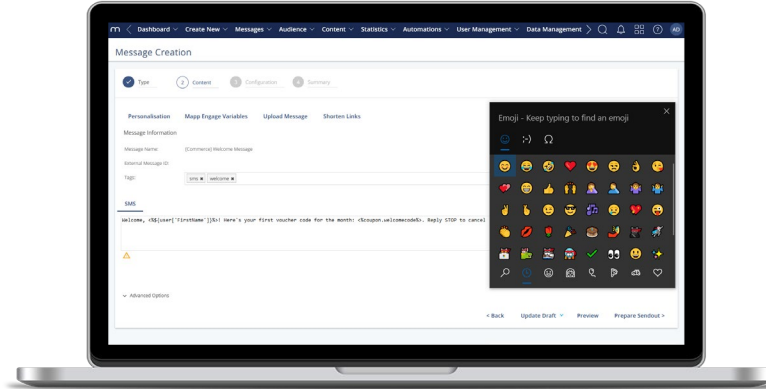


# CONTENT CREATION



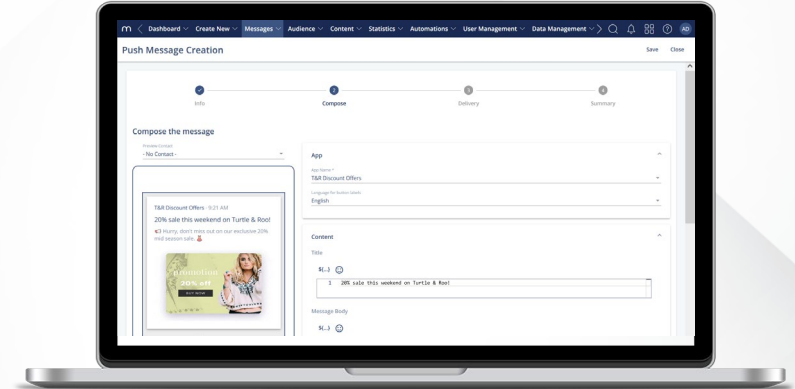
## EMAIL

- Native message creation & sending
- Mapp sending infrastructure
- AMP & HTML options
- Build into a multi-channel campaign
- Split testing in automations
- Inbox Rendering reports built in



## SMS

- Native message creation & sending
- Shorten links and include emojis
- Build into a multi-channel campaign
- Capture replies and use to choose next best action



## MOBILE PUSH & IN-APP MESSAGING

- Native message creation & sending
- Include images, video and audio
- Build into a multi-channel campaign
- Split testing in automations
- Trigger based on geo-location

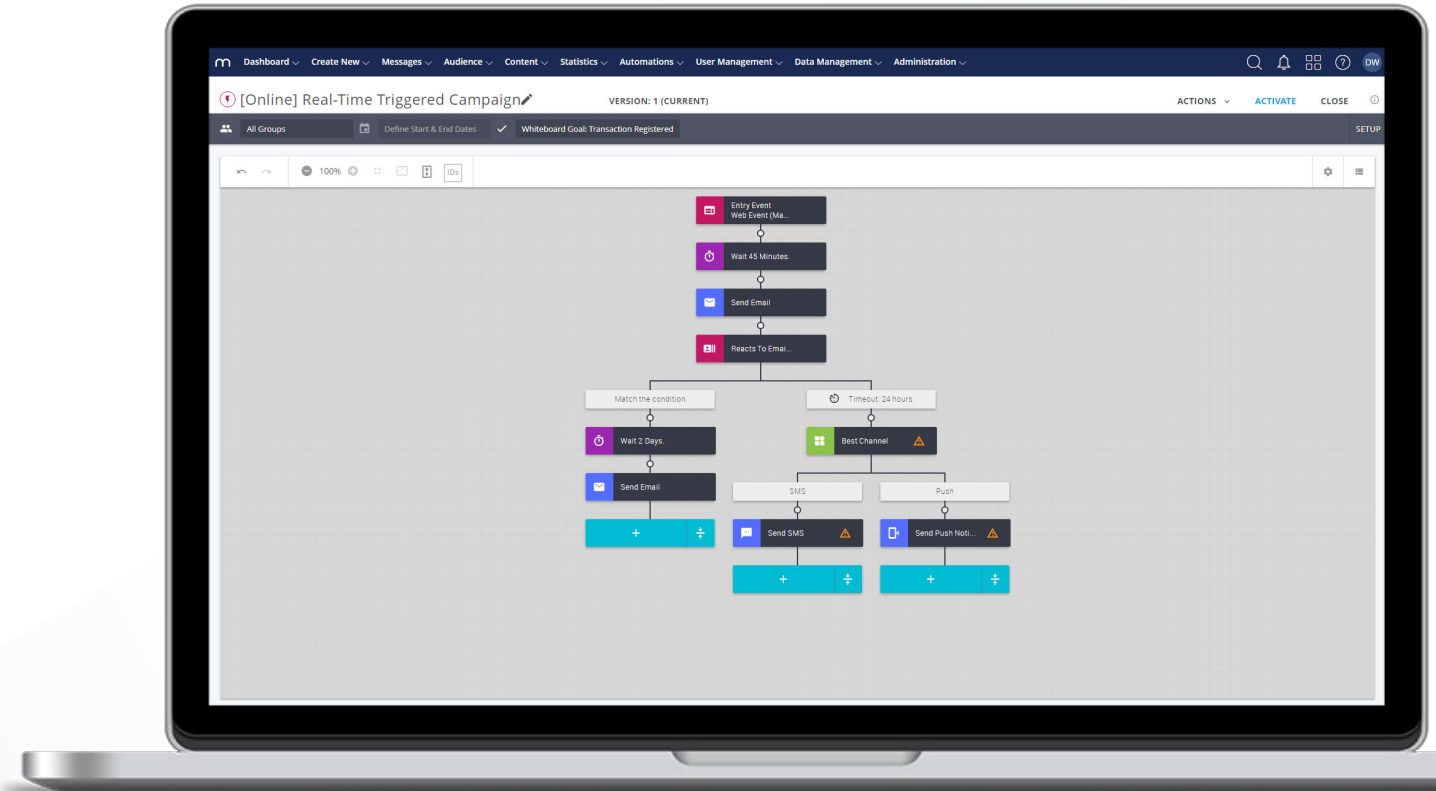
# OMNI-CHANNEL MESSAGING

## KEY FUNCTIONALITY

- Pick the best channel for each individual customer
- Combine all your channels into one campaign
- Add external channels through our HTTP Request (Webhook) feature

## USE CASES

- Building targeted omni-channel campaigns
- Integrating with your external messaging channels



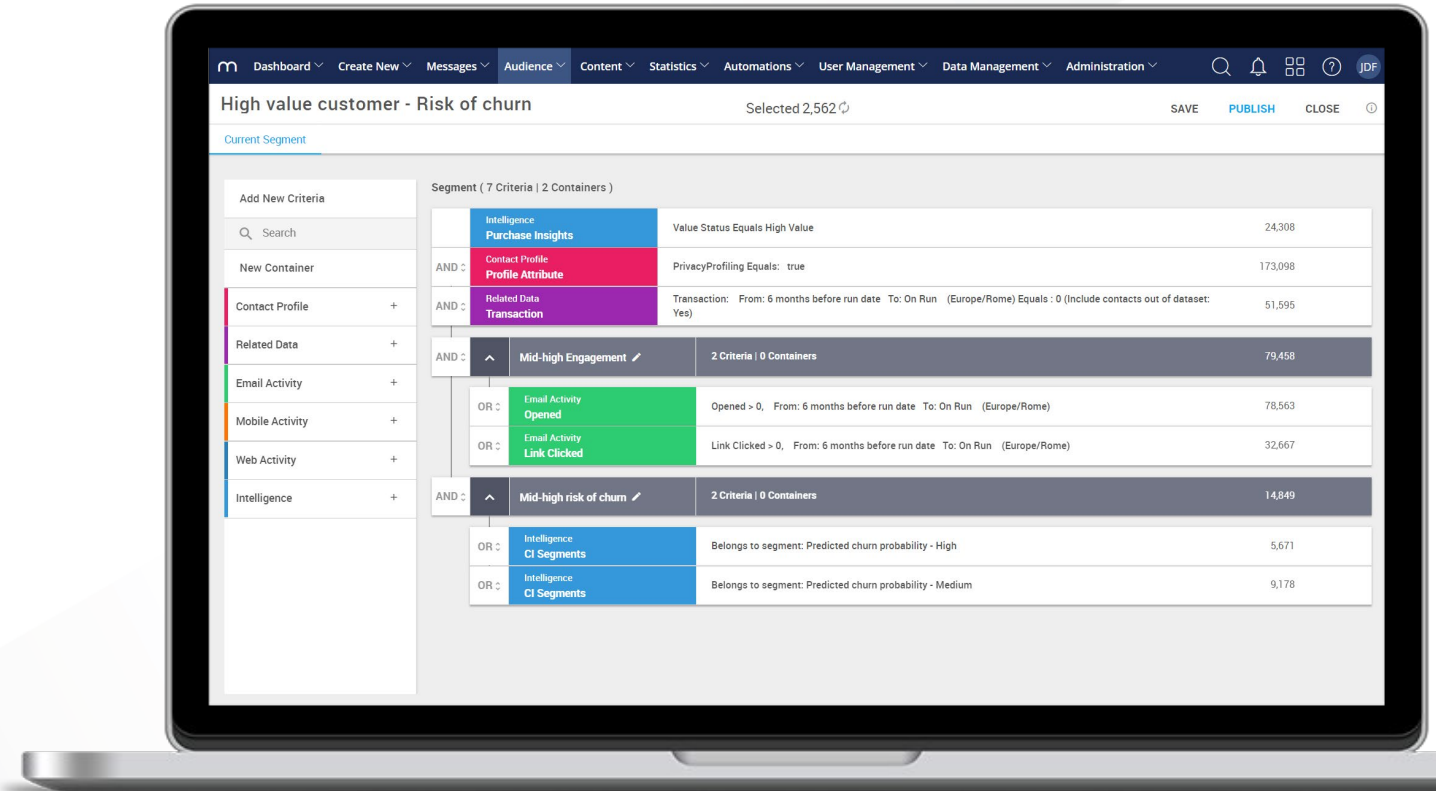
# SEGMENTATION & PERSONALISATION

## KEY FUNCTIONALITY

- Store data about each individual
- Import customer data from external platforms
- Create customer segments by layering CRM data with on-site data, message feedback data, and intelligent insights

## USE CASES

- Using customer data to send highly personalised messages
- Targeting the right people at the right time with the right content





## CUSTOMER INSIGHTS FOR YOUR WEBSITE

Mapp Intelligence, an award-winning Marketing Analytics and Customer Intelligence platform, allows you to harness the power of first-party data to provide the most accurate prediction of what your customers are going to do next – and it gives you an edge, because this data isn't available to your competition.

## HOW WE CAN HELP YOU

- Increasing Data Accuracy
- Increasing Data Capture
- Increasing Customer Understanding
- Increasing On-Site Goal Completion





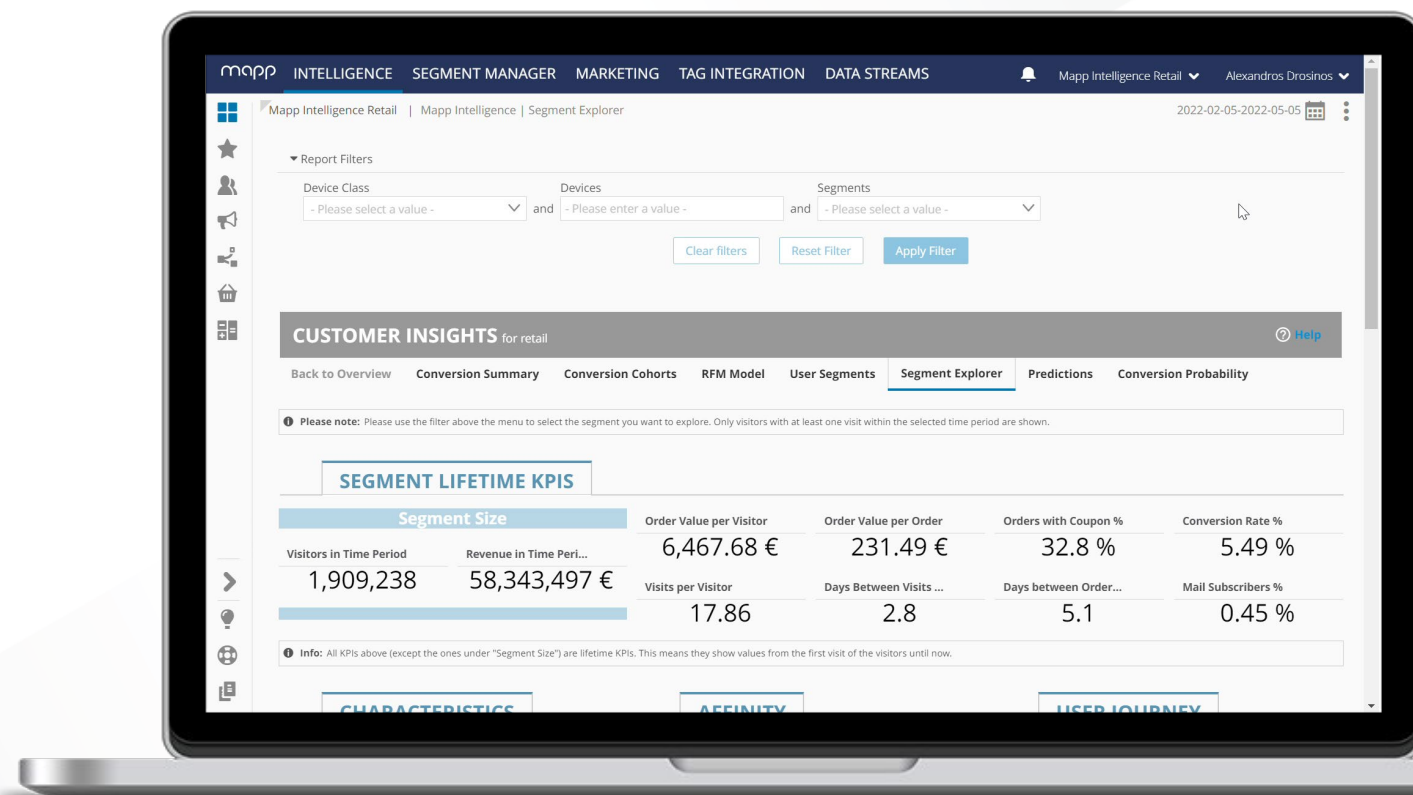
# CUSTOMER INSIGHTS

## KEY FUNCTIONALITY

- Over 25 pre-built dashboards for instant analysis
- Over 40 pre-built segments giving new customer target audiences
- RFM / RFE Modelling as standard
- Instant activation to target segments

## USE CASES

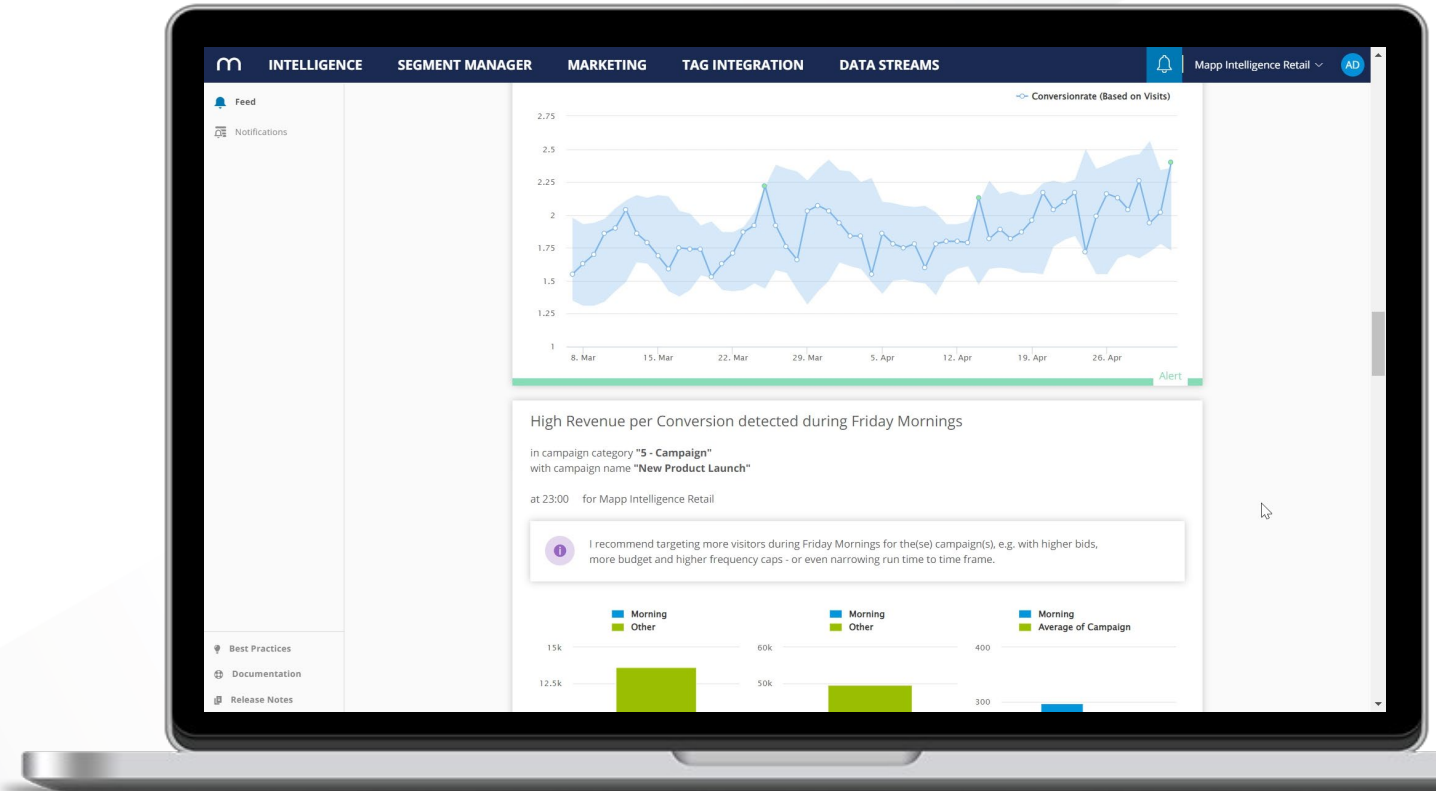
- Nurture programmes for churning RFM/RFE segments
- Attribution modelling on all channels
- Search Analysis



# AI PREDICTIONS

## KEY FUNCTIONALITY

- Enrich your customers knowledge by forecasting their likelihood to convert, churn and lifetime value
- Enable Smart Alerts to automatically monitor trends in specific metrics
- Use Forecasts to predict how your metrics will evolve over the next 30 days
- Optimize the analysis of your RFM/RFE model basing on suggestions from AI to use the most accurate thresholds possible
- Activate Smart Notifications to monitor your marketing campaigns performance



# DEMO TIME!

(Campaign set-up)

# DELIVERABILITY

# 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, unsubsubscription 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

The screenshot shows the 'Deactivation Settings' page in the Mapp Cloud interface. The page has a navigation bar at the top with links like Dashboard, Create New, Messages, Audience, Content, Statistics, Automations, User Management, Data Management, and Administration. Below the navigation bar, there are tabs for General Settings, Reply Handling, Deactivation (selected), Notifications, Tracking & Links, Sendout Options, and Member Attributes. The 'Deactivation Settings' section is divided into 'Recommended Settings' and 'Custom Settings'. Under 'Custom Settings', there is a section for 'Email Sendout Frequency' with radio buttons for Daily, Twice Weekly, Weekly, and Monthly. Below this is a 'Deactivation Details' table with columns for Response Type, Number, Response Time Frame, Followup Action, Action Type, and Action Time Frame. The table lists various response types and their corresponding actions and time frames. At the bottom of the table, there is a checkbox for 'Do not send messages to systemwide deactivated users' and buttons for 'CANCEL' and 'Save'.

Response Type	Number	Response Time Frame	Followup Action	Action Type	Action Time Frame
Spam Complaint	1	1 - 10 Days	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Remove from Group <input type="checkbox"/> Remove from Group <input type="checkbox"/> Remove from Group and System-Wide	Immediately
Unsubscribed	2	90 Days	<input checked="" type="checkbox"/>	<input type="checkbox"/> Remove from Group <input checked="" type="checkbox"/> Remove from Group and System-Wide	90 Days
Bounced	1	1 Days	<input checked="" type="checkbox"/>	<input type="checkbox"/> Remove from Group <input checked="" type="checkbox"/> Remove from Group and System-Wide	90 Days
Reported	1	1 Days	<input checked="" type="checkbox"/>	<input type="checkbox"/> Remove from Group <input checked="" type="checkbox"/> Remove from Group and System-Wide	Immediately
Invalid	2	90 Days	<input checked="" type="checkbox"/>	<input type="checkbox"/> Remove from Group <input checked="" type="checkbox"/> Remove from Group and System-Wide	90 Days
Unsub	1	1 Days	<input checked="" type="checkbox"/>	<input type="checkbox"/> Remove from Group <input checked="" type="checkbox"/> Remove from Group and System-Wide	Immediately
Communication Failure	2	90 Days	<input checked="" type="checkbox"/>	<input type="checkbox"/> Remove from Group <input checked="" type="checkbox"/> Remove from Group and System-Wide	90 Days
Autoresponder	4	90 Days	<input type="checkbox"/>	<input type="checkbox"/> Remove from Group <input checked="" type="checkbox"/> Remove from Group and System-Wide	90 Days

# WHY A CDP?



# WHY YOU NEED A CDP

Diff culty analysing the data and  
8nding **actionable insights**



**Lack of analytics** and reporting  
functionality

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

Why?

- 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

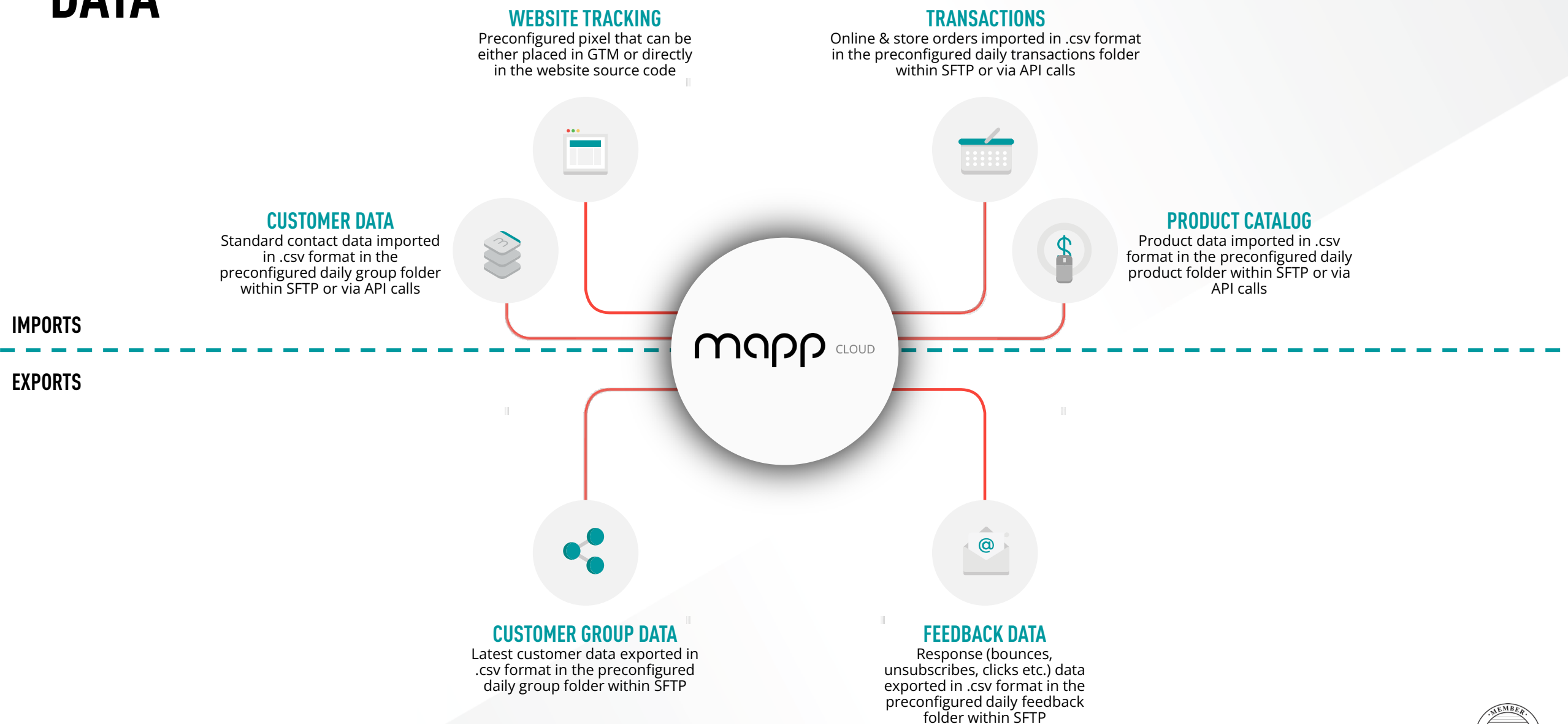
Pure CDP

Marketing automation  
Smart hub

Analytics  
BI

mapp CLOUD

# DATA



# 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



# AUX/ROUND-UP

# 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



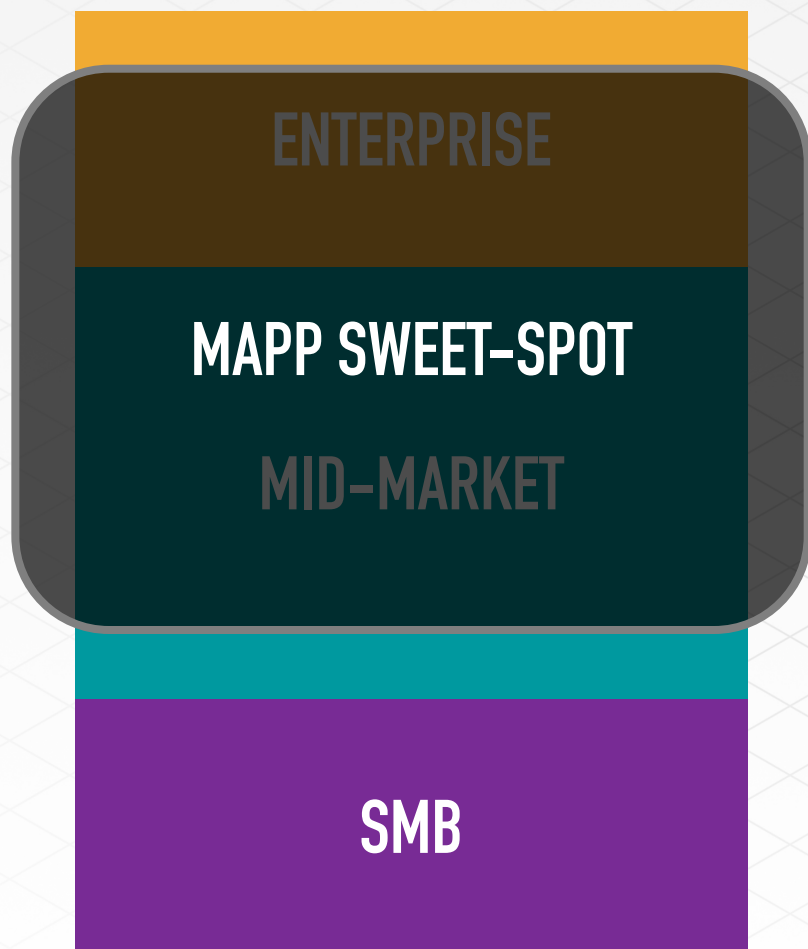
## AI MARKETER

Smart Alerts notifying about anomalies and  
enhancement recommendations



## STRATEGY ALIGNMENT

Our internal KPIs are linked to  
success of our customers



Our 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

**THANK YOU**