



## Quint selects Mapp to drive long term business growth

**London, April 15, 2020** – Mapp Digital, the cloud-based digital marketing provider, has been appointed by fintech company Quint to help it to achieve long term business growth.

Mapp won the brief in a competitive pitch that ended in a two-way battle against a cloud-based enterprise marketing provider. Quint's digital marketing account was previously held by another cloud-based marketing vendor focused on cross-channel orchestration.

Quint has integrated Mapp into its digital marketing strategy to help all four of its brands to achieve business growth from cross-channel marketing combined with improved customer insights and data management.

Based in the UK and with presence in the USA, Poland, China, South Africa and Australia, Quint is a multi award-winning operator of fintech businesses founded in early 2009. Quint uses proprietary technologies to power a portfolio of leading online businesses in the consumer credit sector.

The company's four brands are: Monevo, a lending marketplace; Money Guru, a credit/loans comparison website; Infinian, an analytical data platform; and CreditAngel, a credit score website.

Quint selected Mapp thanks to its impressive functionality and range of exciting and easy-to-implement new features, while being a more economical option than its competitors. Mapp also ensured better levels of support and customer service, along with impressive response times.

Mapp Engage uses campaign dashboards and allows personalised messaging in real time across email, social, mobile push, in-app messaging, SMS, microsites and paid media. Mapp is also providing deliverability support to Quint.

Quint will move on to integrate Mapp Intelligence and Mapp Acquire to gain greater customer insights to drive its marketing strategy, using improved analytics and data management.

Mapp's services were initially focused on Quint's UK market, but have now been rolled out to its other territories.

**Danny Mahon, Group Marketing Director, Quint,** comments:

“Having worked with another marketing cloud vendor for a number of years we decided that it was time to review our tech stack so that it was in line with our growth plans and ambitions. We reviewed all the major market players including the most frequently mentioned enterprise solutions. It was evident that Mapp took time to understand our needs now but also our road map.”

“The team and I are confident that Mapp is future proofing our business. The scoping of our project onboarding requirements and its subsequent deployment has been



nothing short of first class. The support Mapp has put in place has made Quint feel like we are an important client and the account managers really want us to be successful. We are excited about what we can achieve together in the years ahead.”

**Ricardas Montvila, Senior Director, Global Strategy, Mapp, adds:**

“It is great honour to welcome an award-winning fintech operator Quint to our elite financial services client roster. I am really thrilled about what our team has been able to deliver for Quint in the short amount of time in terms of recreating the existing marketing programmes, but we are about to take their customer insights to a whole new level. A couple of years ago we started getting an influx of inbound requests from marketers using enterprise marketing clouds and we have set out to help brands that are under-served, have been over-promised and over-charged. The response from the market so far has been phenomenal.”

### **About Quint**

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<https://www.quint.co.uk>

### **About Mapp**

Marketers and data specialists should be able to focus on what will make a difference for their business, instead of spending all their time taming the technology behind it. With the insight-led customer engagement platform Mapp Cloud, they can focus on what really counts – and the exciting insights that come with it. Thanks to customer intelligence and marketing analytics, companies can easily and effectively gain data-driven customer insights across all channels in order to trigger highly personalized marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimizing cross-channel campaigns. Automated messages are sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Thanks to advanced one-to-one personalization, the highest levels of engagement and long-term customer loyalty are achieved.

Mapp has global offices in six countries. Mapp’s digital marketing platform helps more than 3,000 companies break away from the pack by uncovering missed opportunities, including Xerox, PepsiCo, LG, Qantas, Flixbus, MyToys, ING, Infinity and Lloyds Banking Group.

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