



Best Tech Platform: Mapp Cloud nominated as the finalist in the Drum Awards

London, 2 November, 2020 – [Mapp Digital](#), the international provider of insight-led customer engagement, has been nominated as a finalist in The Drum Awards for the Digital Industries' (DADIs) Best Tech Platform category for Mapp Cloud, its digital marketing platform.

Mapp Cloud has been nominated for the DADIs because of its innovative focus and strategic advantage for marketers. Rather than placing analytics as an add-on, where the main focus is on measuring and analyzing results, Mapp Cloud places insights at the core of customer experience. The aim is to create real, reliable marketing insights that enable a one-to-one level of personalization.

Mapp Cloud offers comprehensive support in the areas of customer intelligence, marketing analytics, personalization, and cross-channel automation. Customers profit from lower costs for enterprise capabilities, short implementation times, ready-to-use functionalities and outstanding account and customer success management. In recent months, Mapp has gained several renown retail and e-commerce customers in the UK, including Argos, Ella's Kitchen, The Entertainer, and Vivienne Westwood.

Ricardas Montvila, Senior Director, Global Strategy, Mapp, said:

“We are very pleased to have been shortlisted as best tech platform for the prestigious DADIs. Mapp Cloud is insight-led customer engagement at its best. Through insights and regular cross-channel activation, we help our customers to place their budgets efficiently and to be successful. With data and analytics in the heart of our offering they profit from a unique digital marketing platform.”

Mapp's competitive cross-channel engagement platform, Mapp Cloud, is made up of three core components: Mapp Engage, Mapp Acquire, and Mapp Intelligence. The platform works across the following channels – email, mobile, social, web, and paid media.

The DADIs are focused on agencies and brands that are producing exciting and innovative digital work. From apps to consumer products, search to social media, paid media, and VR, the DADIs have been recognizing excellence for the past 12 years. The jury will judge the entries based on clear evidence of strategic thinking, creativity and innovation, and tangible results and outcomes.

The winner of the Best Tech Platform category will be announced at a virtual awards ceremony on 13 November, 2020: <https://www.dadiawards.com>

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-



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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 Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer.

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