

# Acquisition Marketing

Find Your Next Customer

**Mapp Acquire** helps companies plan effective prospecting strategies to acquire new customers. With the Data Management Platform (DMP) at its core, you are able to collect, match, and then use the customer data from all your marketing channels.

## What are the challenges of acquisition marketing?

**60%**

of programmatic advertising spend is wasted through over-exposure, poor targeting, ad fraud, and ad blocking.  
(Source: Ebiquity)

**75%**

of companies' marketing databases have been rendered obsolete by GDPR and other privacy regulations.  
(Source: Campaign Live)

**71%**

of companies who surpass lead and revenue goals have well-documented buyer personas.  
(Source: Cintell)

## Mapp Acquire will help you:



### Turn prospects into new customers

Generate new leads and grow your customer database by leveraging all behavioral, geographic, and demographic data.



### Retarget known & unknown prospects

Capture important touchpoints with your brand and use that data to tailor your messaging across different digital channels.



### Optimize acquisition spend

Suppress existing customers from acquisition campaigns and balance channel spend to optimize performance.

# How Mapp Acquire works:

## Capture and unify the data

Mapp Acquire allows you to aggregate all first-, second-, and third-party data within our Customer Data Platform (CDP). First-party behavioral data, collected with Mapp's DMP Tracking Pixel, is paired with your external data in order to compile comprehensive, real-time user profiles.



## Define target audiences



With Mapp's lookalike audience builder, you can target prospects likely to buy based on the characteristics of your most loyal, profitable customers. By creating an audience of both known and unknown prospects, you will be able to convert more leads from initial interest to revenue-generating customer. Over time, the newly-collected data will help you refine your ideal customer profile.

## Activate the campaigns

Use these new audience segments for your acquisition channels such as SEM, display, retargeting, and social ads. Seamlessly connect with Mapp Engage to launch these cross-channel campaigns or integrate with any of the marketing platforms you might be using. Mapp Acquire also allows you to monitor the results in real-time and utilize this data to optimize your live campaigns.



## About Mapp Cloud

Mapp Acquire can be used as a standalone solution or alongside the other solutions within Mapp Cloud. Mapp Cloud brings customer acquisition and customer engagement together in one simple platform infused with data intelligence.



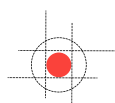
### Mapp Acquire

Hunt down and convert your ideal customer online with Mapp's data management platform (DMP).



### Mapp Engage

Create campaigns that blow your customers' minds with Mapp's cross-channel execution engine.



### Mapp Intelligence

Be one step ahead of your customers with Mapp's customer data platform (CDP) and predictive insights.