

# Cross-Channel Marketing

Take Customer Engagement to The Next Level

**Mapp Engage** empowers marketers to build meaningful and seamless customer experiences in an intuitive, single platform that successfully executes email, social, mobile, and web campaigns.

## Why cross-channel marketing?

**89%**

of customers are retained through omni-channel marketing - compared to 33% with no cross-channel strategies.

(Source: Invesp)

**30%**

higher lifetime customer values are attributed to consumers shopping across multiple channels.

(Source: IDC)

**23x**

higher rates of customer satisfaction are experienced by companies with omni-channel strategies.

(Source: Aberdeen Group)

Mapp Engage answers the **critical questions** of every campaign:

### Who?

Access rich customer datasets that include customer behavior and spending patterns to segment the right audience.

### What?

Reach customers more effectively with relevant, personalized messages to improve customer retention.

### Where?

Easily run digital campaigns to target and nurture your customers in the right channel at the right time.

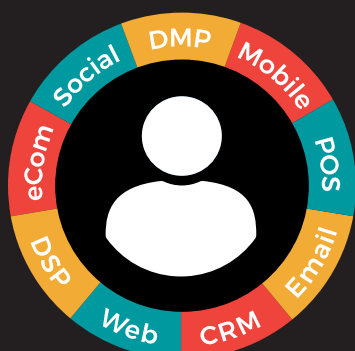
### When?

Send automated marketing messages triggered by your customers' real-time engagement with your brand.

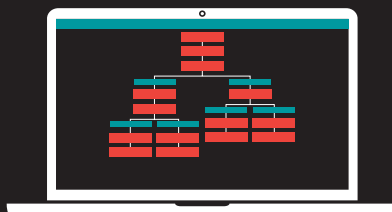
# How Mapp Engage Works:

## Create a 360° customer view

Mapp unifies your real-time data from a variety of sources to create a rich profile of each individual within our Customer Data Platform (CDP). Powerful segmentation capabilities make it easy to improve retention across your entire customer base.



## Design tailored customer journeys



Mapp's Whiteboard allows you to drag and drop user criteria and campaign actions for each target audience and stack them like Lego blocks. Design campaign blueprints accordingly, such as onboarding experiences, upsell efforts, and churn prevention campaigns.

## Personalize cross-channel engagements

Mapp monitors customer behaviors and initiates hyper-personalized messages in real time across email, social, mobile push, in-app messaging, SMS, microsites, and paid media. This allows you to nurture customers from initial interest to brand advocate.



## About Mapp Cloud

Mapp Engage 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.



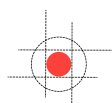
### Mapp Engage

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



### Mapp Acquire

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



### Mapp Intelligence

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