

# Gain The Power of Customer Knowledge

By Unlocking Your Data Goldmine

**Mapp Intelligence** unifies companies' disparate customer data on Mapp's customer data platform (CDP) to generate actionable insights, predictive analytics, and superior segmentation for smarter marketing.

## What are the challenges of data-driven marketing?

**50%**

of businesses spend more time cleaning data than using it.  
(Source: Think With Google)

**39%**

of marketers say that their data is collected too infrequently or not real-time enough.  
(Source: Cision)

**12%**

of marketers are able to analyze data at an individual or customer level.  
(Source: Cintell)

## Mapp Intelligence will help you:



### Truly understand your customers

Gain a real-time, comprehensive, single customer view within the CDP and discover your customers' wants, needs, and expectations derived from our data intelligence. Ultimately, know what your customers want before they do.



### Boost your segmentation capabilities

Build advanced, complex audience segments faster and more accurately using granular, detailed customer data. Activate these segments in both your acquisition and engagement campaigns.



### Derive timely, actionable insights

Ditch the assumptions. Glean actionable insights from the data to tell you the who, what, when, where of your future campaign. Discover what the next best message is to send to your customer by leveraging actual brand engagements.

# How Mapp Intelligence works:

## Match unknown and known customers

Associate anonymous behavior with first-part data to identify unknown prospects browsing your website. By aggregating all this information, you will benefit from a single, real-time view of each customer and will be enabled to build meaningful segments that support highly-personalized marketing campaigns.



## Leverage our recommendation engine



Take advantage of Mapp's extensive database of user information through our recommendation engine. The machine learning pipeline draws from millions of data points allowing you to predict which audience segments are most likely to convert – taking the guesswork out of marketing.

## Receive cross-channel analytics & insights

Use cross-channel reports to uncover your best performing channels and messages. Go beyond just analyzing your campaigns by getting suggestions on how to improve them. Our unparalleled natural-language processing provides subject line optimization and keyword recommendations, specifically to enhance your email marketing efforts.



## About Mapp Cloud

Mapp Cloud brings customer acquisition and customer engagement together in one simple platform infused with data intelligence. Mapp Intelligence is the powerful solution within Mapp Cloud that enables marketers to leverage real-time customer behavior and insights.



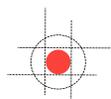
### Mapp Acquire

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.