

The Art of Mobile Marketing

Connecting With Customers On The Go

Mapp Mobile, part of **Mapp Engage**, empowers brands to take advantage of mobile technology to boost marketing performance. Connect with customers wherever they are with the help of mobile messaging.

Why mobile marketing?

2x

more interactions are had with brands on mobile than anywhere else - that includes TV, in-store, etc.
(Source: Think With Google)

50%

of consumers make direct purchases after receiving an SMS, QR code, or discount coupon.
(Source: Moto Message)

71%

of mobile sales for advertisers are attributed to mobile apps.
(Source: Criteo)

Mapp Mobile will help you:

Become omnipresent

Extend your marketing reach by making customer engagement possible anywhere, and at all times.

Improve retention & loyalty

Re-engage customers with relevant content and exclusive promotions to keep them coming back.

Deliver effective mass communications

Leverage your subscribed mobile audience and target those consumers already predisposed to buy from you.

Increase revenue

Don't leave money on the table when your prospects and customers are willing to convert on their mobile device.

What Mapp Mobile can do:

SMS Messages

SMS messages deliver immediate interaction on any phone, whether it's Android, iOS, Windows, or non-smartphones. You can engage your subscribers via this mobile channel even if your business doesn't have an app. Once your SMS channel is activated, Mapp will help you create your SMS short or long code and get you up and texting quickly.



In-App Messages



By deploying Mapp's SDK to your application, you can monitor app behavior and send in-app messages to engage with your users. Automated campaigns built in the Campaign Whiteboard can trigger real-time, personalized messages while customers are using your app. You can also schedule messages to appear in the in-app inbox for customers to see on their next visit.

Push Notifications

Push notifications can reach customers even if they aren't actively using the app. As with in-app messages, we will deploy an SDK to connect your app to Mapp's platform. Share time-sensitive and pertinent information, based on their app behavior, to either draw the user back into your app or guide them to the next step of the customer journey.



About Mapp Cloud

Mapp Engage, including Mapp Mobile, can be used as a standalone solution or alongside the other solutions within Mapp Cloud. SMS, In-App, and Push Notification services can also be purchased separately or as part of a complete mobile package. Mapp Cloud brings customer acquisition and customer engagement together in one simple platform infused with data intelligence.



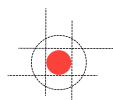
Mapp Engage

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.