

# Supercharge Your Marketing

With Mapp's Digital Services

With **Mapp Services** you can generate even more value from your Mapp Cloud platform. Our team of experts can increase your marketing ROI, improve response rates, and generate more leads for your company.

## Why do brands outsource marketing services?

**49%**

of organizations do not have a clearly defined digital marketing strategy.  
(Source: Smart Insights)

**39%**

of marketers have difficulties proving the ROI of their marketing activities.  
(Source: HubSpot)

**94%**

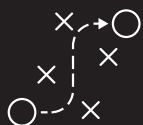
of companies think their digital and traditional marketing integration is not completely optimized.  
(Source: Smart Insights)

## The Mapp Services team can help you:



### Make sense of the data

Let us help you find those critical nuggets of information that will transform the way you target your audience, bringing you closer to customers and vice versa.



### Build better marketing strategies

Align your business goals with your marketing tactics by allowing our consultants to analyze and optimize strategies where needed.



### Run more campaigns

Extend your team with our experts who are able to run new campaigns for you, driving greater reach and conversions.

# Start leveraging these Mapp Services:

## Get equipped with custom dashboards

Mapp's data experts consult with you to discover what your most important metrics are and how to visualize them in a way that means something to your team. From understanding web analytics to email data, we will take care of the complex back end of the platform, so you can focus on driving the marketing programs that will grow your business.



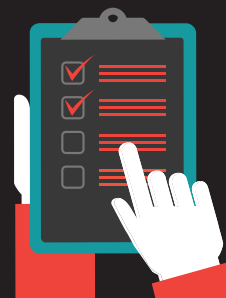
## Receive expert consulting



Mapp's consultants are an extension of your own team, here to empower and support your business. Whether to review and optimize current marketing programs, platforms and processes or provide a complete overhaul of your marketing campaigns, we will help you find the best route to your goals.

## Hand off your campaigns

Mapp's experts can plan and launch your campaigns to maximize performance, profit, and efficiency. Why choose between email, social, mobile or web, when you can utilize them all to boost your conversions? This comprehensive campaign management will allow you to run more effective campaigns for even greater results - with less work for you!



## About Mapp Cloud

Mapp Cloud brings customer acquisition and customer engagement together in one simple platform infused with data intelligence. Partner with Mapp's Digital Marketing Services to fully maximize your Mapp Cloud investment.



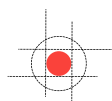
### Mapp Engage

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.