

# Your Agency Our Email Marketing Platform

**Mapp Empower** transforms the vendor-agency relationship into a partnership. This partnership removes barriers to portfolio growth and allows you to retain full ownership of your clients' experience through a white label email marketing solution.

## Mapp Empower includes:



### Self-service set-up

Set up and maintain your accounts without the need for Mapp's intervention. Our dashboard allows multiple clients to be managed from one agency admin screen, giving you easy access to your client systems.



### Single contract

Speed up time-to-revenue by contracting a single time for all your agency's email volumes, then benefit from managing your business's own mark-ups, service offerings, and billing processes.



### Customizable UI

Customize our simple user interface with your logo, RSS feeds, and other marketing images. Manage access to individual features and functions by account and white label it for maximum brand impact.

**“Mapp’s powerful segmentation capabilities, easy email marketing automation tools, and lightning-fast broadcast speeds are integral to the successful email campaigns of our many customers.”**

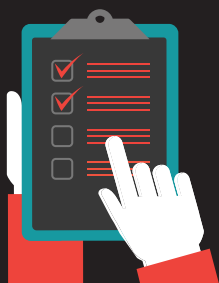


**- Greg Williams**  
Director of Product Management

# How Mapp Empower works:

## Client Administration Made Easy

- Quickly switch between accounts with one login
- Export client usage data with the click of a button
- Share email templates between client accounts
- Combine customer acquisition and engagement with an integration to Mapp Acquire
- Integrate all your agency tools with our flexible APIs



## Drag-and-Drop Segment Builder



- Find the right contacts using profile data, segment membership, engagement, and subscriber history
- Add users to segments with imports, APIs, or forms
- Use dynamic segments to zero in on the right users and maximize brand impact by using real-time data
- Create segments based on users' engagement with email

## Email Program Automation

- Deliver welcome, recurring, and transactional messages at the appropriate time
- Greet new subscribers with personalized messages tailored to profile attributes
- Target customers with automated lifecycle messages with one-time set-up
- Easily send out password resets, purchase notifications, shipping details, and more



## How Mapp Helps Agencies

Mapp Empower offers a simple, reliable, and scalable marketing tool that brings clients' campaigns to life like never before. Our flexible solution fits most agency business models:

- **Provide a full service** where your agency completes all the work for clients
- **Share a collaborative service** where your agency does some of the work, yet the client hits the send button
- **Sell a self-service model** where the end client handles all of their own business needs

Mapp's Reseller Program is fully customizable. If you want to go beyond email marketing, select from any of our Mapp Cloud products to cater to your clients' marketing needs. In addition to the platform, we offer agency partners the ability to leverage Mapp's expertise through our sales and marketing services.