



Mapp Acquires Webtrekk, German leader in Customer Intelligence

FAQ

Why are Webtrekk and Mapp a fit for each other?

Mapp enables customer acquisition and engagement powered by unified customer data. Webtrekk is a leader in marketing analytics and customer intelligence.

Both companies have a data-driven approach to solving marketers' challenges, complementary technology, and almost 100% complementary portfolios. Together, the two companies strive to become a leading, global digital marketing platform with unique personalization capabilities that create seamless customer experiences on websites, apps, emails, push notifications and social media.

What are the strategic reasons for the acquisition?

Every company wants to deliver a great customer experience. That's why they invest in customer engagement and marketing analytics. But it remains difficult for marketers to transform data into insights, and insights into action.

These two companies joining forces creates an unprecedented marketing platform that delivers end-to-end customer experiences powered by advanced analytics and personalization. Marketers will be able to pool customer data centrally, analyze customer behavior with machine learning capabilities, and engage customers with the right content across all channels.

Webtrekk's expertise in customer intelligence, analytics, dashboards, machine learning and AI perfectly complements Mapp's digital marketing platform, Mapp Cloud. And with Mapp's international customer base and native cross-channel marketing capabilities, Webtrekk will benefit from accelerated growth outside Germany and enhanced marketing execution.

How will Mapp customers immediately benefit from the acquisition?

On day one, Mapp can provide Webtrekk-powered cross-channel campaign reporting and AI-enabled customer profiling and scoring. Shortly thereafter, Mapp customers will have access to the full suite of Webtrekk Customer Analytics including personalized product recommendations, customer intelligence dashboards, and web behavior re-targeting.

Will there be adjustments to Mapp's product portfolio range?

No, Webtrekk's advanced analytics and customer intelligence will be powering Mapp Intelligence, the foundation of Mapp Cloud.

Does the acquisition affect Mapp's data protection?

No, if anything it strengthens it. Webtrekk adheres to the most stringent data protection policies in the world. Their data servers are located in Germany and housed in data centers certified by the International Organization for Standardization. Webtrekk is GDPR compliant and has received the Certified Data Protection seal from TÜV, the German Technical Inspection Association, and is EU Privacy Directive compliant.

How will Webtrekk customers immediately benefit from the acquisition?

Webtrekk's marketing automation solution will be powered by Mapp Cloud's cross-channel marketing solution, Mapp Engage. As a result, customers will be able to act upon insights even faster and set up engagement campaigns via email and SMS with a few clicks - without leaving the Webtrekk platform. Customers will also be able to send real-time behavioral data to Mapp Engage to initiate personalized mobile push and in-app messages.

What's the go-to-market strategy?

Mapp recognizes the strength of the Webtrekk brand in the German market and will continue to operate as Webtrekk out of its Berlin headquarters. Mapp's sales teams will sell Webtrekk as part of Mapp Cloud in key markets: United Kingdom, Italy, France, Germany, and United States. The joint solutions work especially well across the retail/ecommerce, finance, publishing, travel & leisure, automotive, and consumer goods industries.

What's the vision?

In the future, Mapp and Webtrekk's offerings will become one seamless, integrated product providing a better alternative to the enterprise marketing clouds that over-charge, over-promise, and under-deliver. By using Mapp Cloud powered by Webtrekk, companies can free up their marketers and data analysts to concentrate on core tasks and optimize performance.

When will the acquisition be finalized?

The acquisition is expected to close in the second quarter of 2019.