

CAMPAIGN DASHBOARDS

Powered by Webtrekk

You can't optimize what you can't measure. Mapp Cloud allows you to see campaign performance in a way you haven't been able to before. Analyze your marketing performance through intuitive and insightful dashboards and reports with Mapp, powered by Europe's leading and award-winning Marketing Analytics and Customer Intelligence platform, Webtrekk.



MORE INSIGHTS THAN EVER

A set of pre-defined, easy-to-understand dashboards enables you to analyze performance across all campaigns. Dive deeper by looking into the detailed campaign analysis that includes a breakdown by message, group, geography, and device, as well as the performance of individual messages. Each dashboard can be downloaded as a one-page PDF and exported reports are sent on a daily, weekly, or monthly basis to keep your finger on the pulse of current campaigns.

THE RIGHT ENGAGEMENT ANALYTICS

Analyze the customer journey to find the quickest paths to conversion. Uncover the most engaged time of the day and week, in order to communicate with customers when it's actually effective. Also examine customer growth and engagement trends to see, over a period of time, how many customers have been reached compared to before.

How does this help your team?

- ➔ Save time producing weekly campaign reports
- ➔ Understand customer engagement beyond average open rates
- ➔ Develop strategies to optimize engagement across all device types
- ➔ Understand the impact of individual channel campaigns on customer engagement through the ability to enrich campaign data with external data sources

68%

say improving ROI measurability is the most important goal for a data management strategy

Source: Econsultancy & IBM

33%

elite marketers say having the right technologies for data collection and analysis is the most useful in understanding customers

Source: Ascend2

6x

more likely to be profitable year-over-year when a company adopts data-driven marketing

Source: Forbes

THEY KNOW WHAT'S UP

xerox



Witt-Gruppe

infinity



QANTAS



PEPSICO

LLOYDS BANKING GROUP



About Mapp Cloud

Marketers should be able to focus on what will make a difference for their business, instead of spending all their time taming the technology behind it. Mapp Cloud, powered by Webtrekk, allows for the fastest time from data to insights to action through real-time, comprehensive customer profiles that fuel cross-channel engagement. Companies can draw from unified data, insightful dashboards, and AI-generated customer intelligence to establish a sustainable competitive advantage and a long-term customer loyalty.