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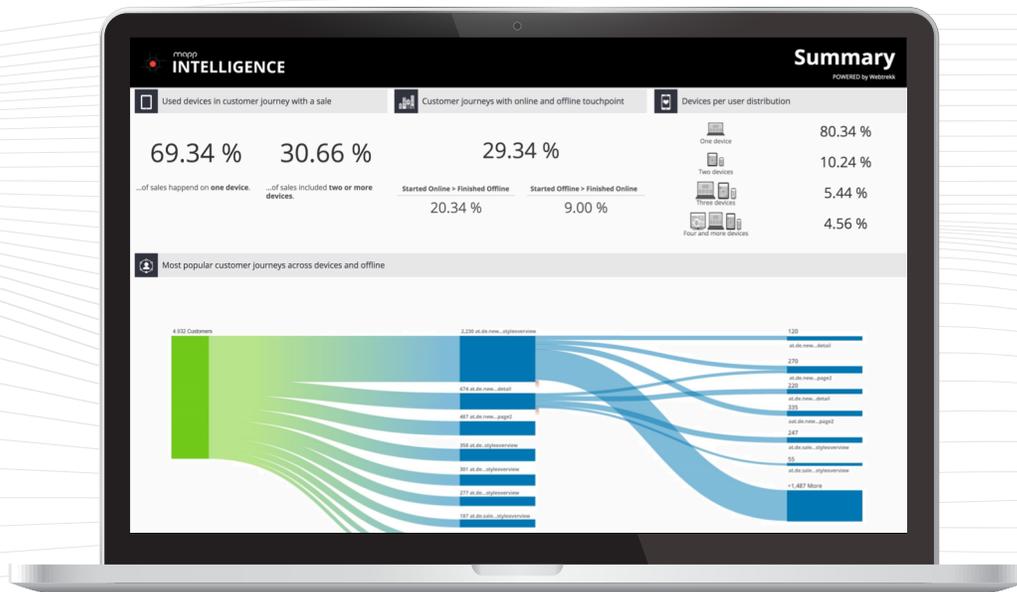# *CUSTOMER INSIGHTS*
Powered by Webtrekk

Not every customer fits into a predefined marketing persona. Even if they did, relying on static segments is going to do very little for your marketing performance. Mapp Intelligence, powered by Webtrekk, is already used by more than 200 brands to delineate, predict, and visualize customer profiles. The platform uses previous transaction data, browsing behavior, and contact history to analyze, score, and visualize insights about your customers.

FROM DATA...

Track users across all your marketing channels and bring all the data together to create single, comprehensive customer profiles.

...TO INSIGHTS...

Generate insights by making use of Webtrekk's powerful analytics engine. Learn about individual prospect and customer interests by scoring them based on important attributes, including profile status, recent engagement, and number of web visits or orders placed. Customer Insights can be further enhanced with Artificial Intelligence to score your customers' likelihood to convert or churn, as well as their

expected next order value. You can even dive into vertical-specific dashboards, understanding customer insights across Retail, Finance, Publishing.

...TO ACTION

Use these newly-generated insights to manage the customer journey and execute cross-channel marketing natively through Mapp Engage. Now that you know the Who, What, Where, When of your next campaign, initiate personalized and automated communications across email, social, mobile push, in-app messaging, SMS, microsites, and paid media.

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How does this help your team?

→ Keep your finger on the pulse of the customer database's health by analyzing customer segments that are expanding or contracting

→ Retain churning customers before it is too late

→ Enhance loyalty by identifying and acknowledging your most valuable customers

→ Optimize marketing and paid media spend by taking customer status into consideration

→ Decrease reliance on coupons and discounts by separating value-seeking customers from everyone else

80%
of your feature revenue will come from 20% of your customers

Source: Gartner

5x
Acquiring a new customer costs 5x more than retaining an existing customer

Source: Invesp

89%
Businesses with an insight-driven, integrated, and omni-channel customer experience retain 89% of their customers

Source: SuperOffice

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.

INTERESTED? EMAIL INTELLIGENCE@MAPP.COM TO FIND OUT MORE ABOUT CUSTOMER INSIGHTS.

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