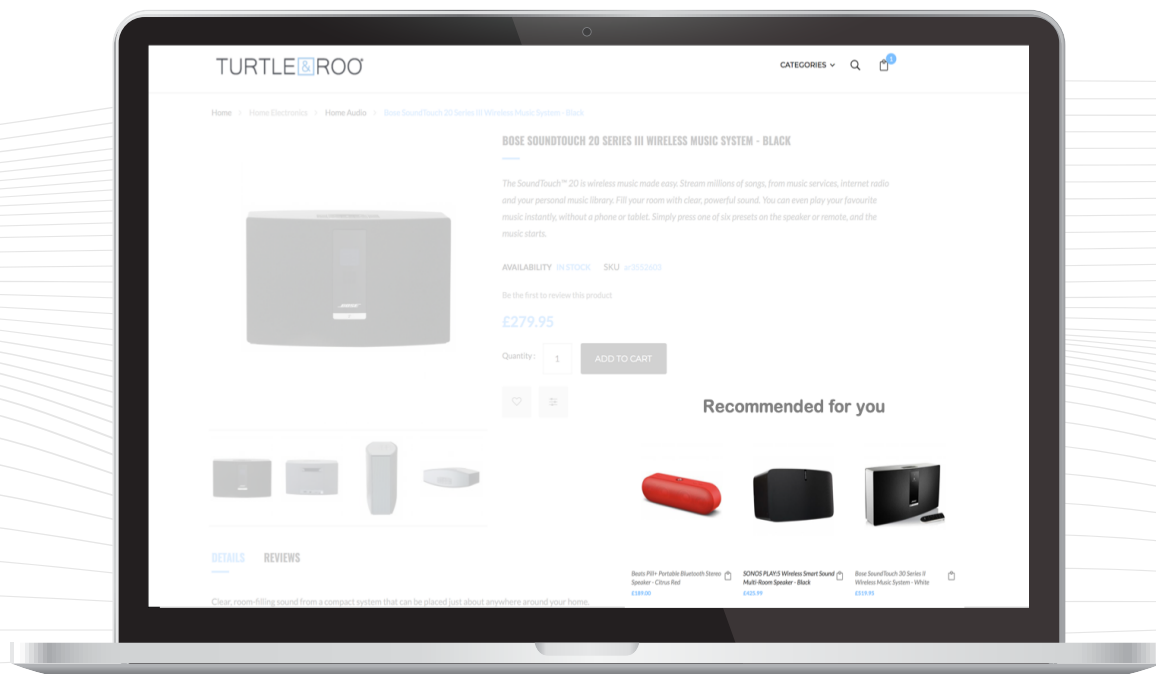


PRODUCT AND CONTENT RECOMMENDATIONS

Powered by Webtrekk

Make every single customer-brand interaction count with highly-relevant and personalized content. Mapp Intelligence, powered by Webtrekk, allows you to include the best products and content based on previous purchase history, as well as viewed products across multiple visits and interactions.



EVOLVED RECOMMENDATION LOGIC

Choose the most appropriate recommendation logic depending on desired goals. Go beyond simply recommending the bestselling products to new visitors, and instead, recommend different products for unique campaigns or products with the best cross-sell potential or that are most relevant based on their last purchase. There are over 20 rules to pick from – or you can let our data scientists create a custom model for you.

BUILT-IN ANALYTICS

Analyze and optimize product recommendations by using built-in tracking and control group mechanisms. Configurable control groups allow you to test recommended versus static content and find out which product categories to suppress in order to prevent non-relevant products from being shown.

How does this help your team?

- ➔ Increase revenue by featuring relevant content to users and showcasing products they are most likely to buy
- ➔ Create a sense of satisfaction among users during and even after their online searching session as you cater to their tastes and preferences
- ➔ Convert prospects into customers and one-time customers into loyal ones by showing that they are valued as an individual

57%

of online consumers are comfortable providing personal information as long as it's for their benefit and being used in responsible ways

Source: Janrain

6x

Personalized emails deliver 6x higher transaction rates, but 70% of brands fail to use them

Source: Experian

35%

of Amazon's total revenue is generated by its recommendation engine

Source: McKinsey

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.