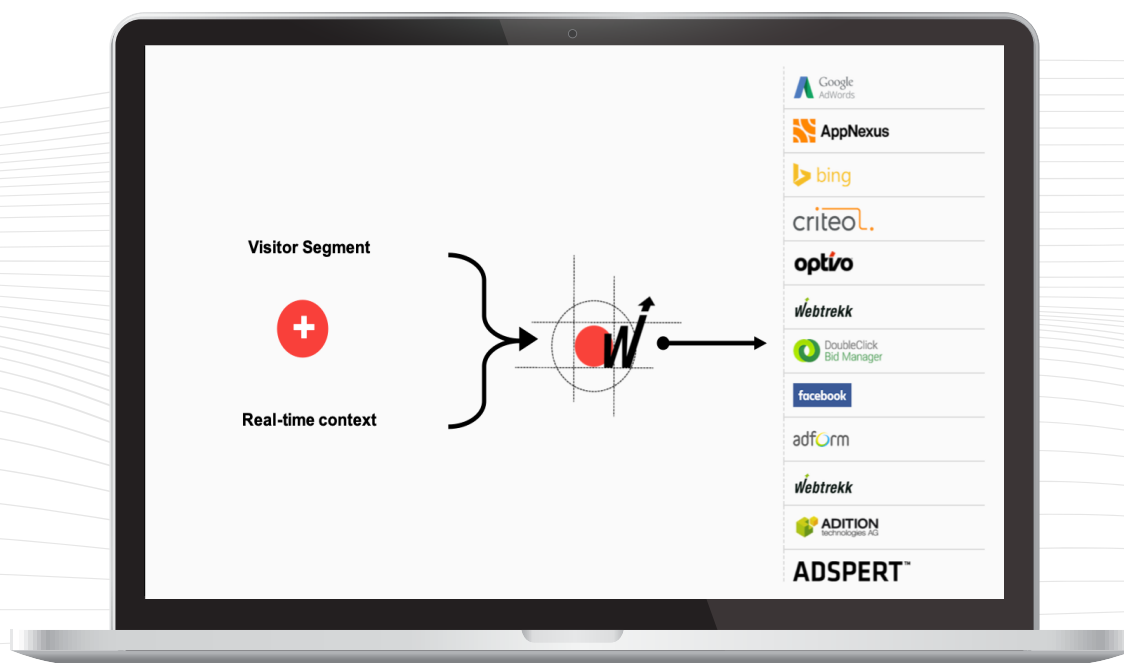


AUDIENCE STREAMS

Powered by Webtrekk

Nothing speaks louder than actions, especially when it comes to the actions your customers and prospects take on your website. Mapp Intelligence, powered by Webtrekk, captures granular customer behavior and combines it with customer profile scores. This can be further enhanced with Artificial Intelligence to predict the likelihood to churn or convert in session. Most importantly, the behavior is tracked using your own web domain, removing the restrictions of storing cookies for only 7 days (unlike other vendors).



AUDIENCE MANAGEMENT

Improve your marketing strategy and performance with the ability to take real-time action on relevant audiences, making more effective use of your first-party data. Combine web behavioral data with customer model scores and segments through artificial intelligence.

REAL-TIME ACTION

Push web behavioral data to Mapp Engage in real time and identify the best moment to start a retargeting campaign, whether it is a hyper-personalized email, mobile push notification, SMS message, display banner, or nothing at all. Then share audience and customer data with third-party systems, including Facebook, Google and AppNexus, to target those users who have interacted with your website.

How does this help your team?

- ➔ Pinpoint high-value conversion opportunities and act upon them immediately
- ➔ Stop blanket abandon basket and product browse programs, instead tailoring re-engagement programs based on context of engagement, customer value, or product cost
- ➔ Bypass the ITP 2.1 restrictions (7-day cookie lifetime window) by using your own domain to track customer behavior

670%

User segmentation for ad delivery can improve CTR by as much as 670%

Source: McKinsey

56.68%

Behavioral-targeted emails increase open rates by 56.68%

Source: Ascend2

4x

Retargeted customer are 4X more likely to convert than new customers

Source: CDK Business Intelligence

THEY KNOW WHAT'S UP



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.