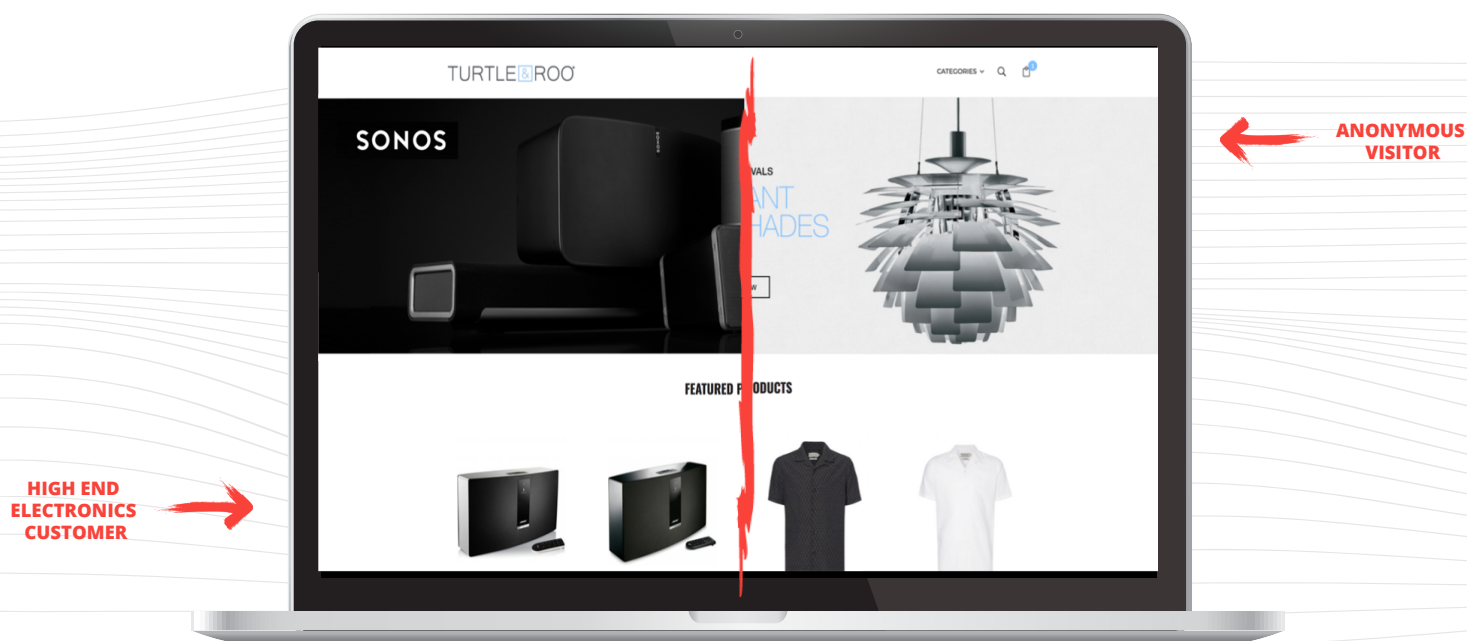


WEBSITE PERSONALIZATION

Powered by Webtrekk

Creating a personalized user experience is the holy grail of digital marketing. With Mapp and Webtrekk's onsite marketing tools, personalization not only becomes possible, it becomes easy. Deliver individualized teaser graphics, attention-grabbing layers, and interactive web elements.



CONTENT THAT TRULY RESONATES

Engage and delight your website visitors with content that is guaranteed to drive higher engagement and decrease bounce rates. When enhanced with artificial intelligence, content can be further optimized based on the probability of a customer churning or converting in session. Throughout, validate user consent to ensure GDPR compliance and avoid crossing that line between being relevant and being creepy.

DYNAMIC FEATURES

Create dynamic content by inserting HTML blocks that will show targeted content according to rules that you define. Personalize web banners based on the context of engagement and the individual customer profile. Use overlays and exit intent popovers to capture anonymous visitor details and convert those you don't know too. Implement automated frequency capping to control the number of times a user sees the same content and ensure they don't become annoyed or fatigued by it.

How does this help your team?

- ➔ Decrease reliance on discounts through optimizing coupon distribution logic
- ➔ Ensure that customers are exposed to consistent messaging across all digital channels
- ➔ Decrease bounce rates and increase average duration of the session on your website

74%

of customers feel frustrated when website content is not personalized

Source: Infosys

70%

of millennials are willing to let retailers track their browsing and shopping behaviors in exchange for a better shopping experience

Source: SmarterHQ

19%

uplift in sales, on average, for in-house marketers who are personalizing their web experiences

Source: Econsultancy

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.