

# UNLOCK YOUR DATA GOLDMINE

BY TURNING RAW DATA INTO INSIGHTS, AND INSIGHTS INTO ACTION



**87%** of marketers say data is their company's most under-utilized asset\*

Mapp Intelligence allows you to harness the power of first-party data to provide the most accurate prediction of what your customers are going to do next - and it gives you an edge, because this data isn't available to your competition.

## Harness the power of data to:



Decrease abandonment and customer churn



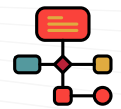
Attain more revenue from your existing customer base



Acquire more customers



Decrease reliance on discounts



Enhance the cross-channel experience

## How Mapp Intelligence works:

- ➔ Use real-time intelligence to understand customer actions, motivations, and values
- ➔ Gain actionable customer insights from cross-channel campaign reports and dashboards
- ➔ Unify all your customer data to gain a comprehensive, real-time customer view
- ➔ Use AI to score, profile, and visualize customer data to predict their likelihood of churning or converting

\*Source: Invesp

# What your team gets from Mapp Intelligence:



**1 CAMPAIGN DASHBOARDS:**  
Analyze marketing performance through intuitive and insightful dashboards and reports. Dive deeper with detailed campaign analysis that includes a breakdown by message, group, geography, and device.



**2 CUSTOMER INSIGHTS:**  
Go beyond static audience segments. Use previous transaction data, browsing behavior, and contact history to analyze and score insights about your customers – generated by our powerful analytics engine.



**3 PRODUCT RECOMMENDATIONS:**  
Make every single customer-brand interaction count. Include the best products based on customers' previous purchase history, as well as the products they viewed across multiple visits and devices.



**4 AUDIENCE STREAM:**  
Push audiences and customer data to third-party advertising platforms based on visitor interaction with your website and identify the best moment to start a retargeting campaign in real time.



**5 WEBSITE PERSONALIZATION:**  
Deliver individualized teaser graphics, attention-grabbing layers, dynamic content, and interactive web elements. With onsite marketing tools, personalization not only becomes possible, it becomes easy.

## About Mapp Cloud:

Mapp Intelligence is the powerful “brain” of Mapp Cloud, a leading digital marketing platform. It enables the collection, analysis, and activation of proprietary data to fuel cross-channel engagement.

**Want to see Mapp Intelligence in action?**  
**Email [intelligence@mapp.com](mailto:intelligence@mapp.com) to find out more and get a customized demo.**

