



Mapp and Datasine announce technology partnership

London, December 11, 2019 – Mapp, the cloud-based digital marketing platform, has partnered with Datasine to bring AI and psychology-based personalisation to clients.

The partnership will provide Mapp clients with the opportunity to personalise visual content dynamically for every individual marketing message. This level of personalisation will be enabled by using Datasine's AI, trained on psychological insights to interpret the depth of pre-existing data in Mapp's customer preferences.

Mapp is a digital marketing platform that provides insight-led customer engagement. It does so by combining customer intelligence and cross-channel marketing. With Mapp Cloud, brands can easily and effectively gain insights from data in order to trigger insight-based marketing activities. Thanks to Mapp Cloud, marketers can focus on what will really make a difference for their business, instead of spending precious time and resources taming the technology behind it.

Customers benefit from AI-based forecasting models to enable targeted and self-optimising cross-channel campaigns. Automated customised messages can be sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Thanks to advanced one-to-one personalisation, the highest levels of engagement are achieved.

Michelle Ellicott-Taylor, Channel Director UKI, Mapp, says: "Here at Mapp we are really excited about our new partnership with Datasine. Mapp's technology is terrific at delivering customer messages at the right time, to the right person, on the right channel. Partnering with Datasine means that companies can get help not only from our own AI solutions, but also by the powerful Datasine AI to deliver exactly the right content!"

Igor Volzhanin, CEO, Datasine, says: "We're extremely excited to reveal our new partnership with Mapp. Together, we'll be infusing our AI trained on psychological insights with Mapp's award-winning offering to bring dynamic content personalisation to their platform. With this partnership, we will reach new heights in authentic customer experiences."

ENDS

About Datasine

Datasine personalises how brands communicate with their audience using AI, psychology and semantic content analysis. Founded in 2015, Datasine has gone on to work with leading global organisations - including BNP Paribas, SIBS, Hello Bank! Belgium and Tinkoff Bank - and received numerous accolades, winning the BNP Paribas International Hackathon and being accepted into the prestigious Techstars accelerator programme. For more information, visit <https://www.datasine.com>



About Mapp

Marketers and data specialists 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. By letting Mapp Cloud decide the best channel, best time, and best frequency to deliver the message, your team can focus on what's important – and exciting. With unified data, AI-generated customer insights, and cross-channel engagement, companies can build a sustainable competitive advantage and long-term customer loyalty.

Mapp has global offices in eight countries and is the parent company to Webtrekk, European leader in marketing analytics and customer intelligence. Mapp's digital marketing platform helps more than 2,500 companies break away from the pack by uncovering missed opportunities, including Xerox, PepsiCo, Qantas, Infinity, and Lloyds Banking Group.

Press contacts:

PR Agency: The PR Network
Matt Cartmell
+44 (0)7930 485 333
matt.cartmell@thepr.network
<https://www.thepr.network>

Mapp Digital Europe
Harald Oberhofer
+49 30 755 415 120
harald.oberhofer@webtrekk.com
www.webtrekk.com

Mapp Digital US
Christine Paulson
+1 415-705-9250
christine.paulson@mapp.com
www.mapp.com