

# MORE CAMPAIGNS WITH LESS EFFORT & MORE IMPACT

The Campaign Management team takes the stress and need for additional staff out of campaign delivery by building and deploying your campaigns, and running quality assurance checks across everything that leaves the platform. We deliver campaigns on your behalf from the Mapp Cloud platform, whether it's to acquire new customers or engage current ones, and include reporting for every send delivered.

## The Benefits of This Service



**An extension of your team:** With more hands on deck, you can execute more campaigns in less time. We work closely with your team and can also liaise with different partners to ensure your campaigns retain their usual flair.



**Start sending now:** No need to wait for new hires to start and be trained, our team can get cracking straight away – and on short notice. Talk to us today, start sending tomorrow!



**Get the most out of Mapp Cloud:** The Campaign Management staff uses the system all day every day and we know the product inside and out. Let us help you reach the platform's fullest potential.



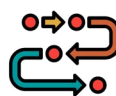
**Strategize & optimize:** We don't only execute; our team assesses your campaign strategy to find out where you can save time and money.



**Emergency coverage:** High priority campaigns where delivery, quality assurance or deadlines are crucial can be met with additional support from our team.



**Best-in-class QA process:** This process ensures our clients' campaigns are not only delivered on time, but also that everything goes out with a 100% attention to detail and accuracy.



**Adapt it to your needs:** Our campaign management doesn't have to be a full service, all or nothing. Let our team assist wherever you need it. We are fast at making changes and cheaper than a creative agency.

# REVAMPING AN ONLINE RETAILER'S EMAIL NEWSLETTERS

**CHALLENGE:** Schuhtempel24, an online low-cost shoe retailer from Germany, spends the majority of its marketing budget on email newsletters. They send 4 newsletters a week and their subscriber list has increased to 900,000 contacts over the last 7 years. Schuhtempel24's conversion rate is good, however it was important to increase open and click rates.

**SOLUTION:** Mapp's Campaign Management team plans, creates, designs, codes, sends, and optimizes Schuhtempel24's newsletters. Mapp's most recent optimization steps in 2019 include:

- ➔ **Responsiveness:** The majority of users view it on mobile, so Mapp's first tactic was to optimize the mobile version of the newsletter. Now it's fully-responsive and has increased the number of clicks.
- ➔ **Subject lines:** Mapp tested subject lines to increase open rate. The result: readers love emojis 👠📦😊.
- ➔ **Button in header:** Adding a clickable button with animation to the header increased the click rate.
- ➔ **Deliverability:** Two IP-pools & two groups, one for active users & one for inactive users, to increase reputation and the number of opens and clicks.

**RESULTS:** Schuhtempel24 trusts Mapp's Campaign Management team because we proactively optimize newsletters using the knowledge and expertise gained across Mapp's serviced clients, making powerful recommendation and adding even more value.



## 2,000

Campaigns sent since 2012 by the Campaign Management team



## +30%

Increase in open rate since the implementation of the 2019 campaign optimization steps



## +35%

Increase in click rate since the 2019 campaign optimization steps

