



*HOW AGENCIES LIKE
MINDSHARE USE MAPP TO
TURN LEADS INTO CUSTOMERS*



Mindshare is a global, multi-award winning, media agency network of 9300 people across 86 countries united by the desire to create new media experiences.

THE CHALLENGE



Mindshare needed a technology partner that not only allowed for data collection but could also offer expertise on how to communicate with a new lead once they've been acquired. Companies often run data capture campaigns to grow their customer base, but once collected they aren't always sure how best to follow up with these new leads. That's where Mapp came in.

THE SOLUTION



Mapp not only offers a lead generation service to help collect customer contact information, but also knows how to keep prospects engaged and turn them into customers. Our job doesn't stop after getting leads in the door. The follow-up communication is as important as the initial data capture process. Mapp shows companies the best practices when it comes to moving leads through the buying cycle – especially in the agency landscape.

Both Mapp Engage and Mapp Empower are suitable email solutions for agencies who want to do more than just collect data – but actually put that data to work. The platforms allow for the automation and personalization of all follow-up communication, getting leads familiar with your brand and what you are selling. Mapp's Automation Whiteboard allows Mindshare clients to plan and send the most relevant communications to the different audience segments.

THE RESULT



Mapp's team of experts runs end-to-end campaigns for a number of Mindshare clients, but also provides training to the agency to make sure that the lead-gen email campaigns that they run for their customers are generating additional revenue. Now, many of the email campaigns not only drive engagement, but also boost performance across the full digital spectrum.



“ Mapp has been a key strategic partner in helping Mindshare form their email marketing strategy. Working side by side to understand their technology meant that we could offer our clients data collection and brand engagement to prospective customers, as well as use Mapp Engage to run follow-up nurture campaigns with the opted-in customer base. These programs can then be automated and hyper personalized based on customer preferences and interactions with the brand. This has led to some incredibly successful campaigns and invaluable insights for clients such as Unilever, Kimberly Clark, Royal Caribbean and Volvo. ”

DANIEL SICHEL *Digital Lead at Mindshare*

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