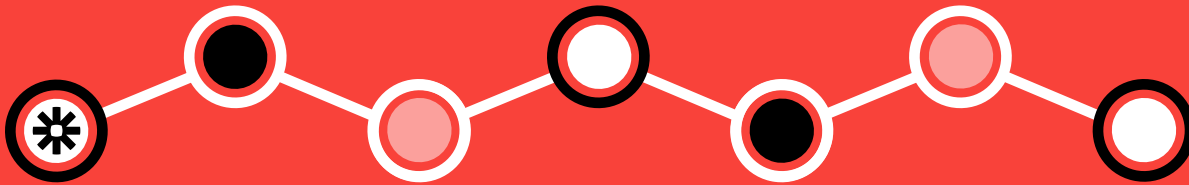


# YOUR MARTECH STACK, SORTED

The new Zapier Connector lets you integrate your marketing technology stack with Mapp Cloud and automate workflows between a multitude of systems. Zapier is a super flexible middleware that allows for connecting different platforms together and it supports more than 2,000 software platforms. Mapp Cloud integrates with apps on Zapier, making it the easiest way to import data from anywhere and automate your marketing. Mapp Connect is our spiderweb to other platforms and Zapier will accelerate this goal.



## KEY BENEFITS:



Add data to Mapp Engage from any of 2,000+ apps integrated with Zapier



Use any data to send emails with parameters



Import users from Facebook, Instagram, WhatsApp, LinkedIn and a multitude of others systems



Save order data in transactional related data

## HOW DOES IT WORK?

To create an integration between Zapier and Mapp Engage, follow these steps:

- 1 Prepare your add-on set-up and mapping in Mapp Engage
- 2 Create a zap event. You can choose between:
  - Create Event
  - Create User Event
  - Create Transaction Event
- 3 Save your zap and turn it on to go live – that's it!