



Mapp Intelligence awarded for innovation in customer analytics

Berlin, May 6th, 2020 – Mapp, the international provider of insight-led customer engagement, has received an award that recognizes Mapp Intelligence as a leader of innovation in customer analytics .

The award, presented by German business magazine CAPITAL together with the data analysis company Statista, recognizes Mapp as leader in the „Internet, Media & Communication“ sector in the category "Companies up to 250 employees".

An expert panel chose Mapp Intelligence from 1,781 candidates, thanks to its specific innovative achievements and progressive business model.

Mapp Intelligence is the "brain" of Mapp's customer engagement platform and offers cross-channel analysis combined with valuable insights. The Mapp solution is designed to easily and effectively collect, analyze and activate data.

This allows companies to fully exploit the potential of their first-party data. The insights can be optimized with Artificial Intelligence by calculating the probability of conversion, customer churn or future order value. Mapp Intelligence is used by more than 400 companies worldwide.

About the award "Germany's most innovative companies":

CAPITAL, together with the data analysis company Statista reveal the most innovative companies in Germany. Statista has conducted this survey annually since 2014. Further details can be found here: <https://www.capital.de/wirtschaft-politik/if-test>

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. With the insight-led customer engagement platform Mapp Cloud, they can focus on what really counts– and the exciting insights that come with it. Thanks to customer intelligence and marketing analytics, companies can easily and effectively gain data-driven customer insights across all channels in order to trigger highly personalized marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimizing cross-channel campaigns. Automated messages are sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Thanks to advanced one-to-one personalization, the highest levels of engagement and long-term customer loyalty are achieved.

Mapp has global offices in six countries. Mapp's digital marketing platform helps more than 3,000 companies break away from the pack by uncovering missed opportunities, including Xerox, PepsiCo, LG, Qantas, Flixbus, MyToys, ING, Infinity and Lloyds Banking Group.

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