



WHY Ella's Kitchen CHOSE MAPP

Set up in 2006 by Ella's father, the company prioritises health and nutritional value, but never at the expense of taste or convenience. Ella's Kitchen® Brand strives to be good in every sense, offering healthy, handy, and fun food that doesn't cost the earth. In 2016, Ella's Kitchen® Brand certified as a B Corporation, a global movement of pioneering companies that are using their businesses as a force for good. The company needed a partner that could help enhance their customer engagement and electronic customer relationship management (eCRM) strategy.



Mapp's ability to deliver effective campaigns and customer personalisation made the platform a perfect fit for Ella's Kitchen. Moving forward, these programmes will be supported and guided by Mapp's fully-fledged account management and customer success team – based on Ella's Kitchen strategic objectives.

THE SOLUTION WITH MAPP CLOUD



The partnership with Mapp will allow Ella's Kitchen to strengthen its popular Friends programme, which provides customers with emails full of tips, recipes, product news, coupons, a free weaning guide, and more. This is part of the company's aim to stay innovative and provide best-in-class customer communications, keeping customers engaged and supporting parents with little ones along the weaning journey – and beyond.



With support from Mapp's teams, Ella's Kitchen plans to increase the efficiency of existing and future campaigns, focusing on the consumer-brand experience, by increasing personalisation and engagement.



Initial plans include developing a fully responsive and dynamic template, so the team at Ella's Kitchen can deliver more personalised content to their customers. This is coupled with increasing the relevancy of the content through more tailored customer journeys, all via Mapp Cloud's automation whiteboards. Mapp's platform will also be used to collect behavioural data so that the content served via email, push notifications, SMS and even direct mail can be personalised accordingly.

WHAT ELLA'S KITCHEN HAS TO SAY:

“ After going to market and looking at several vendors, we felt Mapp offered the best solution for our needs and could provide the level of support we were looking for in a partner. We were really impressed with their platform and they went above and beyond to demonstrate its value to us throughout the process. I am confident we have made a great choice selecting Mapp. ”



GEORGIE MORGAN *Senior Brand Manager* at Ella's Kitchen