



Ella's Kitchen chooses Mapp to enhance its customer engagement strategy

London, August 18, 2020 – [Mapp Digital](#), the cloud-based digital marketing platform, has been selected by the UK's leading baby food brand [Ella's Kitchen Brands Ltd](#) to help it enhance its customer engagement and ECRM strategy.

Set up in 2006 by Ella's Dad Paul Lindley, 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.

The partnership with Mapp will allow Ella's Kitchen to strengthen its popular 'Friends' programme, which provides customers with emails packed full of weaning 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 consumer comms, keeping customers engaged and supporting parents with little ones along the weaning journey and beyond.

Mapp's ability to deliver effective campaigns and customer personalisation made the platform a perfect fit for Ella's Kitchen. Moving forwards, 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.

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

Initial plans include developing not only a fully responsive but also dynamic template so the team at Ella's Kitchen can deliver more personalised content for customers. This is coupled with increasing the relevancy of the content through more tailored customer journeys all via Mapp's whiteboards in Mapp Engage. Mapp Acquire will be used to collect behavioural data so that the content served via email, push notifications, SMS and even direct mail can be tailored accordingly.

Georgie Morgan, Senior Brand Manager at Ella's Kitchen, says: "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."

Ricardas Montvila, Senior Director of Global Strategy at Mapp, adds: "We are thrilled to be working with the UK's number one baby food brand. Creating exceptional consumer-brand experiences is at the core of what we do and there is nothing more exceptional than helping to improve children's lives by developing a healthy relationship with food."

Ella's Kitchen follows in the footsteps of family brand The Entertainer, one of the UK's leading toy retailers, in enlisting Mapp's services. Other clients supported by Mapp include Homebase, Argos, Peacocks, Bathstore, and Freesat.



About Ella's Kitchen® Brand

Ella's Kitchen® Brand mission is to improve children's lives through developing healthy relationships with food. Set up in 2006 by Ella's Dad Paul Lindley, 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. By certifying as a B Corp it reinforces that the business is meeting rigorous standards of social and environmental performance, accountability and transparency. Visit www.ellaskitchen.co.uk or www.facebook.com/ellaskitchen for more.

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 personalised marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimising 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 personalisation, 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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