



## **Benchmarks of Internet Use 2020: Mapp customer Witt Group ranks first in the trade and fashion categories**

**Berlin/London, August 12, 2020** – [Mapp Digital](#), the international provider of insight-led customer engagement, is pleased to announce that its customer Witt Group ([www.witt-gruppe.eu](http://www.witt-gruppe.eu)) has been recognized in the 'Benchmark of Internet Use 2020' report, published by German consultancy absolut Dr. Schwarz Consulting.

Witt Group, a retail textile specialist that owns eight brands across eleven countries, holds the top positions in the retail and fashion categories of the report.

With a rating of 99.8, Witt ranks second out of the 5,036 leading companies in German, Austria and Switzerland which were analyzed in the absolut study. This ranking assesses the best digital practices from businesses across nine key sectors, in order to serve as a reference for other businesses.

The index uses 18 criteria to measure how effectively companies operate online. These include marketing, customer experience, lead generation, and website and domain security.

An important finding of the absolut study is the growing importance of lead generation and the increase in newsletter marketing by many companies. Using the marketing and automation solutions offered by Mapp, Witt Group has been able to quickly and easily create, send, optimize and analyze its email campaigns.

Mapp supports its customers in the quick and easy creation, automated dispatch, reporting and continuous optimization of personalized email campaigns. Thanks to this targeted approach to customer communication, Witt Group has achieved a 69% increase in sales via its email marketing. The absolut report also highlights the advanced security settings that have been implemented by Witt and Mapp.

The Benchmarks of Internet Use 2020 study can be downloaded here (in German language): <https://www.absolut.de/studien/benchmarks-der-internetnutzung>

### **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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