# THE NEXT GENERATION OF EMAIL

POWERED BY AMP

SAY HELLO TO THE NEW EMAIL GENERATION! Powered by AMP (Accelerated Mobile Pages), you can now create modern, interactive, and highly engaging emails. Marketers can integrate surveys, forms, and carousels to allow customers to interact directly within the email – instead of sending them to an external landing page or website. It's time to join the email experience of the 21st century.

AMP is now available as a preview in Mapp Engage. This feature allows marketers to compose, preview, and send AMP HTML emails within/from the Mapp Engage user interface. In order to fully explore the available AMP features, please share your use cases with our team.

mapp
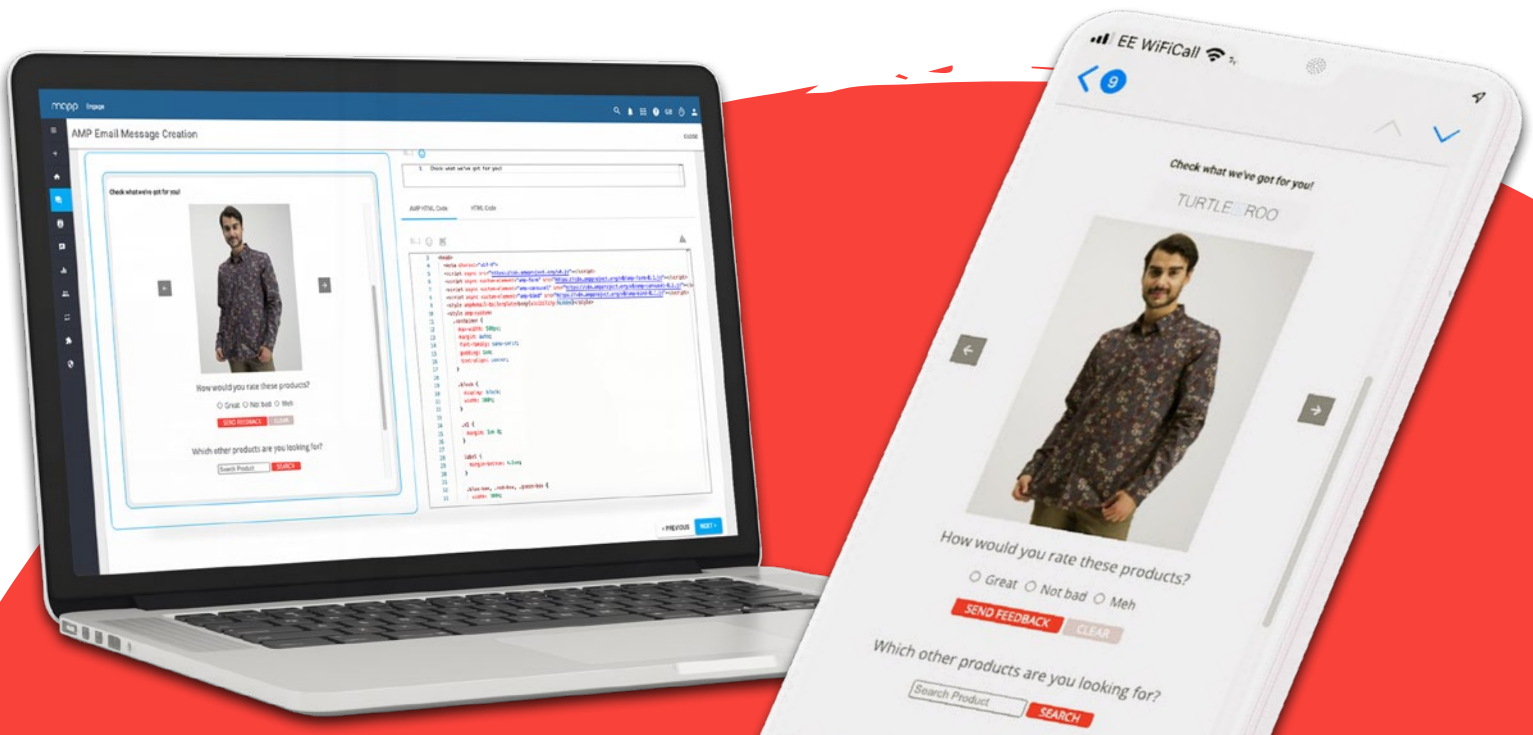
WHY USE AMP-POWERED EMAILS?

Dynamic and engaging emails improve the customer's experience and reduce friction with your brand.

AMP-powered emails load 4x faster than regular emails.

Customers can perform actions directly within the email to buy a product, register for an event, submit a form, or fill out a survey.

Conversion rates increase 5x with this new generation of dynamic content.

HOW CAN YOU IMPLEMENT THIS FEATURE?

Trigger automation workflows based on user behavior from interactive emails (e.g. survey response received, product added to wish list).

Use events from interactive emails as attributes to create segmented audiences.

Let users set their communication preferences directly from within an email.

Allow customers to add products to their wish list or basket without having to visit your website or app.

View campaign performance for AMP messages to determine effectiveness.

mapp