

# An *API-BASED SOLUTION* that *UNLEASHES* your marketing capabilities

In a world where real-time data is key, marketers need to rely on solutions that connect the dots to activate powerful automation and personalize the entire customer journey. Leverage our open marketing automation platform to easily build complex marketing scenarios, act upon contextual data, and execute more effective cross-channel campaigns.

Mapp Cloud's new automation capabilities, powered by our HTTP connector, allow external systems to be included in automation workflows. As a result, you can build powerful automations by sending HTTP requests to third-party systems and trigger a variety of events in your marketing workflow based on their responses.

**+** YOUR BUSINESS TOOL



# How can you benefit from Mapp's HTTP connector?

Marketers can use Mapp's out-of-the-box marketing automation with their existing and running marketing technology stack to tackle a multitude of challenges:



## **Automatically act upon specific events:**

Get alerted whenever an event happens in or outside of your campaigns and take action upon it. Marketers can act upon any type of "alert" with the help of the If This Then That (IFTTT) connection.



## **Integrate your own channels into your Mapp workflows:**

Leverage your own communication channels to execute transactional messages by sending jobs to integrations systems.



## **Build one-to-one personalization with real-time, user-specific information:**

Retrieve the information you need from external sources to enrich your messages and increase the performance of your marketing flow.



## **Sync your data two ways with your business tools:**

Send the information you collect with Mapp Cloud to your other business tools and fetch data from these same tools. Use this in your Mapp workflow to design highly relevant and context-aware customer experiences.

**And many more use cases that will solve your business challenges!**



**“** We want to help marketers unlock more time in their busy schedules to focus on meaningful tasks and creative projects. Mapp's automated engine saves valuable time by effectively integrating data from a multitude of third-party systems. Our goal is to establish Mapp Cloud as the central control tool for digital marketing, enabling marketers to transparently capture, increase, and continuously optimize their success. **”**

**MICHAEL DIESTELBERG** *VP Product & Marketing*, Mapp