



German Stevie Award: Real Time Marketing Alerts Wins Gold Award

- **Top award for intelligent detection of data and campaign anomalies in real time**
- **Automated monitoring and management of website performance metrics and campaign KPIs using artificial intelligence**

London, 17 March 2021 – [Mapp](#), the international provider of insight-led customer engagement, has been awarded a Gold Stevie Award® in Germany. The judging panel gave Mapp the award in recognition of its innovative intelligent detection of data anomalies for websites ("Smart Alerts") as well as campaign anomalies ("Smart Notifications"). Both functionalities are an integral part of the company's customer intelligence solution, Mapp Intelligence which sits at the core of the modular marketing platform Mapp Cloud. The award is in the category "Business Technology Solution - Business or Competitor Analysis Solutions". The award ceremony will take place virtually on 20 May 2021.

Both alerts work automatically based on the available data. The Smart Alerts are AI-supported notifications for the early detection of data anomalies for predefined website KPIs. Users are proactively alerted to anomalies – and can thus investigate their cause in a targeted manner and make optimizations. As soon as metrics develop outside a defined range, the alerts inform about this positive or negative development. At the same time, concrete recommendations for further action are given. They liberate marketers from manually monitoring websites and enable them to easily and quickly identify and remediate performance deficits, disruptions and bugs.

At the same time, marketers benefit from predefined Smart Alerts. This allows central metrics such as visitors, visits, page impressions per visit, order quantities, order values, conversion rates and bounce rates to be managed. In addition, values can be recorded along various dimensions such as geolocation, traffic sources and device classes. Based on predefined rules, users can also configure individual notifications that show absolute or percentage changes or size comparisons.

Smart Notifications follow a similar principle. The real-time notifications provide automated information about campaign performance in the form of concrete insights and easy-to-implement recommendations. In this way, users are automatically informed about campaign KPIs such as bounce rates, conversion rates or turnover per conversion in order to optimize them in a targeted manner. If a predefined user segment performs above or below average, an automated notification is triggered. Different target groups can also be compared – and successful measures can be transferred to other target groups and campaigns.

With Smart Notifications, alerts are possible based on vectors such as time (day of the week, hour), geography (country, region, city) and technology (operating system, device class,



browser). The alerts are able to detect time, regional or technical differences between user segments, target groups and campaigns.

Michael Diestelberg, VP Product & Marketing at Mapp comments: "We are very pleased and proud to accept the gold award for our innovation. The award proves that we are continuously developing our digital marketing platform and adding real value to the market. Our thanks go to the judging panel, but also to our developer team, without whom it would not be possible to regularly enrich our platform with new possibilities."

The Stevie Awards® were launched in 2002 and are among the most prestigious business awards in the world. The German Stevie Awards®, which specialize in the German-speaking European business landscape, are being presented for the seventh time. A jury of executives and experts honors those companies, public and private organizations, but also individuals who can demonstrate outstanding achievements and enrich their industry through innovative approaches: www.stevieawards.com/gsa/

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 personalized marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimizing 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 personalization, the highest levels of engagement and long-term customer loyalty are achieved.

Mapp has global offices in seven countries. Mapp's digital marketing platform helps more than 3,000 companies break away from the pack by uncovering missed opportunities, including Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer.

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