



Prénatal chooses Mapp to monitor, personalise and optimise its multi-channel customer journey

The Mapp Cloud suite will support the company in managing and profiling customers and orchestrating marketing automation campaigns on all digital channels

London, Milan, 23 March 2021 - [Prénatal](#), the leading international specialist in products for new mothers, babies and children, has chosen [Mapp](#) as its supplier to monitor, personalise and maximise its marketing in order to improve the relationship with its customers on all touchpoints.

The decision to use Mapp Cloud, a digital marketing suite that combines real-time customer insights and multi-channel marketing automation, was as a result of the platform's ease of use and its completeness in terms of functionality. This is especially relevant for activating automatic, personalised marketing campaigns on multiple channels, thanks to customer insights generated by analysis of Prénatal's own data, without depending on other suppliers. The use of first-party data will make it easy to recreate the unique customer view, i.e. the integration, visualisation and ability to use all data and events relating to customers' browsing behaviour and preferences to personalise their contact and purchase experience. The much deeper and more accurate profiling of anonymous and known users consequently leads to more contextual and relevant communication along the entire sales funnel.

A big part of Prénatal's decision to hire Mapp is the key role played by its customer support team, both in terms of solving problems and advising on best practice for implementing and executing an effective digital marketing strategy. This expertise is seen as an important corporate asset that Mapp transfers to Prénatal, enabling the client to behave autonomously when carrying out their work. Given the possibility of being more autonomous in the management of campaigns, the wide range of services offered and the high level of user-friendliness of the suite, Prénatal decided to replace its previous supplier.

"Centralisation of data and a single view of the customer are our priorities for improving day-to-day marketing activities. We chose Mapp Cloud because it allows us to achieve our customer engagement and revenue goals quickly and easily, optimising the way we communicate with our customers on different digital touchpoints and thus strengthening their bond with our brand," **commented Marco Massara, Chief Digital Officer & CRM of Prénatal Retail Group.**

"We are proud to count Prénatal among our customers and look forward to repaying the trust in Mapp's technology and our team of experts. Projects to optimise the entire omnichannel



customer journey are the basis for establishing a 1:1 relationship with each customer, and we are on hand to provide all the support necessary to make this happen quickly and efficiently.”
Maurizio Alberti, VP Global Sales at Mapp, concluded.

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 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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