



Venue Manager and Mapp Create Partnership to Complete Omnichannel Journey for Clients

London, April 20, 2021 – [Venue Manager](#), a leading tech provider within the Danish events industry, has selected [Mapp](#), the international provider of insight-led customer engagement, to be its dedicated CDP partner to enhance its offering to clients within the UK and Nordics. The synergy of both platforms working together means that Venue Manager can now complete the omnichannel journey for its customers with the addition of automating digital touch points, such as personalised in-app, push messaging as well as email and SMS being driven from the 1st party data insights they already have.

Mapp and Venue Manager are also already celebrating their first joint client, [Fårup Sommerland](#), one of Denmark's largest theme parks. Fårup Sommerland was already using Venue Manager's platform for all its ticketing needs including discount options. They have also assisted with ticketing solutions to meet the enhanced criteria and restrictions on venue numbers during COVID-19.

Fårup Sommerland came to Venue Manager as a trusted advisor when it was looking for a new CDP to help step up its marketing automation. With the help of Mapp, both partners have now joined the dots and completed the whole digital picture for the client.

Peter Richardt, Business Director at Venue Manager commented: "Mapp is a hugely valuable partner for us and has really helped us widen our CDP capabilities and offering for our clients. We are very excited to already have one joint client and we expect this to be the first of many. With the Venue Manager and Mapp partnership, we are now able to view and analyse data touchpoints before, during and after every unique event, as well as being able to drive targeted communications on the right channel at the right time for our customers. With our integration we can also ensure that all points of the customer journey are tracked and can be analysed in one single place. "

Michelle Ellicott-Taylor, Partner Director, UK&I, Nordics at Mapp commented: "Mapp are really pleased to announce the exciting partnership with Venue Manager. Through this partnership, and with the combination of the data and technology available with the Venue Manager platform together with Mapp Cloud, we can complete the full overview of the Customer Journey, to provide really granular customer insights from a 1st party data led perspective. This information is not only gathered but can be actioned in real-time to support a seamless journey for customers booking tickets, attending events, and receiving targeted, personalised communications following these events. We can't wait to get started with the Venue Manager team and work together to optimise the Digital Journey for our first joint client and look forward to many more similar collaborations."

Mapp partners gain access to the market-leading capabilities of Mapp Cloud, a scalable and modular digital marketing platform. This includes Mapp Acquire, a data management platform that manages and enriches data centrally; Mapp Intelligence, an AI-based solution for data insights and customer activation; and Mapp Engage, a cross-channel marketing solution to



manage highly personalized customer journeys. For data exchange with third-party systems a wide range of common marketing applications are supported. Partners can also make use of Mapp Empower, a white-label email marketing solution.

About Venue Manager

[Venue Manager](#) is one of the leading tech providers within the Danish events industry. It has more than 50 clients across Denmark, Germany, and the UK, including professional sports clubs, festivals, events and attractions. Venue Manager gives customers the ability to bring together and manage all its customer-facing business into one single platform, instead of having to operate across multiple. This includes ticket and season ticket sales, merchandise, access control, Point of Sale software and hardware, and mobile app as well as data collection and integration. This 360 degree system provides a smoother workflow for the organisation, as well as a better service for the end customers – keeping them in the same environment at every touchpoint, whether the business is focused on sports, events, or attractions.

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.

Press contact:

PR Agency: The PR Network
Jonathan Lenz
+44 (0)77953 74423
jonathan.lenz@thepr.network
www.thepr.network

Mapp Digital
Harald Oberhofer
+49 30 755 415 120
harald.oberhofer@mapp.com
www.mapp.com