

Whitewater Brands chooses Mapp as their omni-channel partner to accelerate their portfolio of brands to the next level

San Diego, 1 July 2021 – [Whitewater Brands](#) chose [Mapp](#), the international provider of insight-led customer experience, for its omni-channel activities. The company is a leading manufacturer, marketer and distributor of essential supplies and equipment to the automotive collision and mechanical repair industries. Some of their well-known brands include Auto Body Toolmart, Collision Services, as well as Sid Savage Auto Dealer Supply.

After outgrowing their previous vendor, Whitewater Brands was looking for a partner that could go beyond just email marketing and help to develop their cross-channel capabilities. Without any data analytics or customer insight tools, they were unable to build a holistic view of customers across their brand portfolio. They were also previously using third-party vendors for advanced personalization and dynamic content, which led to unconnected and siloed systems.

By choosing Mapp as their omnichannel partner, Whitewater Brands is now able to connect the dots and unify all datasets into one central Customer Data Platform, creating a single and 360-degree customer view. By doing so, they will be able build out more complex automated journeys across email, mobile, and social.

Whitewater Brands will be using several Mapp solutions to support their transition to cross-channel marketing, including:

- Mapp Intelligence to help them gain a better understanding of customers across all brands and websites.
- Mapp Engage to enable them to deploy engagement campaigns using these rich customer insights.
- eCommerce+ to provide an integrated solution for advanced personalization, such as email recommendations and dynamic content within email, without the need for a third-party vendor.

Whitewater Brands will also be benefitting from Mapp's personalized Customer Success support to ensure they are getting the most out of the platform and working towards key milestones that match up with their business objectives.

Joel M. Marica, Chief Operating Officer at Whitewater Brands commented: "We chose Mapp as our omnichannel partner as we felt more than ready to take that next step up from our previous vendor. After outgrowing them, we were looking to power our engagement campaigns with rich customer insights with Mapp Intelligence. We can do all of this and more using Mapp's solutions and we are very excited for what is just the beginning of this long-term partnership."

About Mapp

Marketers and data specialists should always be able to focus on their core business instead of spending their time taming the technology behind it. With the insight-based customer experience platform Mapp Cloud, marketing decision-makers have more time for the essentials and can place their brand messages in the best possible way. Through customer intelligence and marketing analytics, companies easily and effectively gain cross-channel customer insights from data, which in turn enable highly personalized marketing activities. Mapp's customers benefit from customized and self-optimizing cross-channel campaigns based on AI-powered predictive models. Automated messages can thus be sent in the ideal marketing channel, at the optimal time and with the right contact frequency. Thanks to powerful one-to-one personalization, maximum engagement as well as long-term customer retention are achieved.

Mapp operates offices in seven countries. Mapp's digital marketing platform helps over 3,000 businesses stand out from the crowd. Mapp's clients include Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint, Vivienne Westwood, and The Entertainer.

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