

Everything from a Single Source: Fackelmann Selects Mapp Cloud

London/Berlin, 27 July 2021 – [Mapp](#), the international provider of insight-led customer experiences, has announced it has been appointed by the leading manufacturer of high-quality kitchen gadgets and baking tins, [Fackelmann](#), to provide its digital marketing platform Mapp Cloud. From now on, besides the AI-based customer intelligence component Mapp Intelligence also the cross-channel marketing module Mapp Engage will be used. Segments and metrics can now be seamlessly exchanged between the analytics and marketing, enabling a highly personalized, cross-channel customer approach.

Fackelmann has been catering to customers' individual household and kitchen needs with a diverse range of products for more than 100 years. The manufacturer of high-quality kitchen gadgets and bakeware has over 40 business units worldwide, more than a dozen brands and over 12,000 products. At the same time, Fackelmann has a strong focus on digitalization and sustainability.

The decision to use the Mapp Cloud was made in order to organize analysis and marketing activities into one single source. In addition, Mapp Engage impressed with its capabilities for targeted marketing to existing customers. Mapp will work with Fackelmann to expand existing customer marketing in a targeted manner and to develop it further through a strategy based on first-party data. In addition to analytics, the focus here is on the email marketing channel as well as on the behavior-based contact automation. Analysis data is linked with SAP's internal ERP system to ensure all relevant marketing channels are accurate and performance-oriented.

"We wanted to bundle our marketing activities together to make them more efficient and at the same time develop our existing customer channel in a targeted way," comments **Lutz Danhof, Head of Ecommerce at Fackelmann**. "Mapp Cloud convinced us straight away – especially because of the simple and effective solutions from a single source. We look forward to a successful partnership with Mapp."

Mapp Cloud offers comprehensive support with customer intelligence, marketing analytics, data activation, personalization, and cross-channel automation. For highly personalized activity, Mapp Cloud can be combined with a wide range of third-party systems via API. Mapp Intelligence is designed to harness the full potential of first-party data for successful existing customer marketing through targeted analytics. Mapp Engage makes it possible to target customers precisely via email, direct mail, mobile push, SMS, or the web, and features powerful marketing automation.

About Fackelmann

Fackelmann GmbH & Co. KG from Hersbruck, north-east of Nuremberg, is one of the world's leading companies for kitchen and household utensils and bakeware. Founded in 1948 by Sebastian Fackelmann, the company built on the business of his father Heinrich Fackelmann, who had been selling kitchen products as a sales representative since 1919. Today,

Fackelmann has over 40 business units worldwide and unites >20 brands and over 12,000 products under the Fackelmann Brands. With a strong focus on digitalization and sustainability, Fackelmann Brands continues to grow steadily. www.fackelmann.com

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-led 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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