



## Customer Experience Meets eCommerce: Mapp and Spryker Agree on Partnership

**Berlin, 15 July 2021** – [Mapp](#), the international provider of insight-led customer experiences, and [Spryker](#), the fastest-growing e-commerce platform for global enterprises, have agreed on a partnership. Joint customers will benefit from the modular Spryker Cloud Commerce OS platform as well as latest generation e-commerce functionalities, combined with the capabilities of the Mapp Cloud digital marketing platform.

The combined offer is aimed at both medium-sized companies, marketplaces in the enterprise segment and unified commerce platforms. The partnership will be of particular interest to CMOs and digital and online managers who want to realize e-commerce and marketing on the basis of the latest technology platforms. The Spryker Cloud Commerce OS supports B2B and B2C organizations to launch successful API-based and headless e-commerce projects, while the Mapp Cloud stands for simple and effective implementation of marketing initiatives.

**Alexander Graf, Co-Founder and Co-CEO of Spryker Systems** comments: "For us, it is central to provide shop operators with the latest technologies so that they can realize unique commerce experiences. To aid this, Mapp, a market-leading provider of cross-channel personalization and automation is now part of our partner network. Our collaboration is designed to provide customers with flexible solutions in a dynamic marketplace."

**Michael Diestelberg, VP Product & Marketing at Mapp**, adds: "We are very excited about the partnership with Spryker, because here two technological pioneers are combining their know-how for the benefit of their customers. The blend between our insight-led marketing offering and the latest generation e-commerce platform provide added value for faster time-to-market and more sales. Customers benefit from an outstanding customer experience in the commerce environment."

The Mapp Cloud offers market-leading capabilities in customer intelligence, marketing analytics, data management, personalization, and cross-channel automation. Customers benefit from significantly lower costs for enterprise services, short implementation times and out-of-the-box functionalities.

Spryker is the leading transactional cloud-native platform for B2B, enterprise marketplaces, unified commerce and B2C – provided as Platform-as-a-Service. Its approach is enterprise-focused and valued by developers and business users worldwide.

### About Spryker

Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. It is the most modern platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker



customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, and expand to new markets and business models faster than ever before. Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide. Spryker is trusted by brands such as Toyota, Siemens, Hilti, and Ricoh. Spryker was named the most innovative and visionary of all new vendors in the 2020 Gartner Magic Quadrant for Digital Commerce and named a major player in B2B e-Commerce by IDC and is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. <https://spryker.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.

### **Press contacts:**

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

Mapp Digital  
Harald Oberhofer  
+49 30 755 415 120  
[harald.oberhofer@mapp.com](mailto:harald.oberhofer@mapp.com)