

## **DMEXCO: Mapp Presents New Cross-Channel Marketing & Marketing Automation Capabilities**

### **Insight-led marketing in practice: Master class with PepsiCo**

**San Diego, 24 August 2021** – [Mapp](#), the international provider of insight-led customer experiences, today announced it will have an extensive digital presence at [DMEXCO @home](#) on 7/8 September 2021.

As a highlight, the MarTech company will present its Mapp Cloud Summer Update for the first time. With a wide range of innovations, it will be possible to realize insight-led marketing meeting highest standards. Exciting new features are expected in the areas of cross-channel marketing and marketing automation workflows as well as product recommendations and in campaign monitoring, plus much more.

Another DMEXCO highlight is the "The Forrester Wave™: Cross-Channel Campaign Management (Independent Platforms), Q3 2021" report. Mapp was recently named a Strong Performer by Forrester analysts for its cross-channel campaign management. This enabled the MarTech company to achieve five out of five stars in 13 categories. The top rating was awarded for descriptive analytics and digital intelligence, reports and dashboards, AI-driven planning and orchestration of cross-channel campaigns, and marketing performance management, among others.

**Steve Warren, CEO of Mapp**, comments: "We are very excited to participate in DMEXCO @home under the theme #SettingNewPriorities. We are happy to present all facets of our insight-led cross-channel marketing offering, particularly as this has just been validated by Forrester. We are also very pleased to be able to present the Mapp Cloud Summer Update to our customers and interested parties for the first time. With our appearance, we are not only addressing marketers and agencies, but are also offering added value in terms of content as well as inspiration for better marketing."

In addition to the product update and the top rating as a cross-channel campaign management provider, the master class offered by Mapp customer [PepsiCo](#) will be an important part of the conference. Against the backdrop of digital transformation and dedicated online business models, the company will demonstrate how insight-led marketing works in practice and is implemented effectively.

### **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 experience 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 to trigger highly personalized marketing activities. Mapp's customers benefit from AI-supported forecasting models that enable targeted and self-optimizing cross-channel

campaigns. Automated messages are sent via the most suitable channel, at the right time, with the optimal contact frequency. With this advanced one-to-one personalization, the highest levels of engagement and long-term customer loyalty can be achieved.

Mapp has global offices in seven countries and helps more than 3,000 companies uncover missed opportunities through an insight-led approach to marketing, including Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, PepsiCo, Quint, Vivienne Westwood, and The Entertainer.

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