

## The Digital Public Library helps create unique experiences for 5.5 million users

London, 31 August 2021 – [Mapp](#), the international provider of insight-led customer experiences, and [Combine Digital](#) were chosen as partners to help The Digital Public Library. While Combine Digital collects anonymous visitor data from the association's websites, Mapp enriches it with user analytics. It was vital that the data being collected from their website and app was transformed into actionable insights to allow them to push their online strategy, as well as improve the user experience.

It was essential for The Digital Public Library to find a technology partner that would help them:

- Better understand the many different user needs
- Improve the user experience of their web sites
- Increase the availability of resources across all Danish public libraries
- Provide relevant information to the right person, at the right time

Another key requirement of The Digital Public Library for the solution was that all collected data was accurate and valid. This was motivated not only by the desire for accuracy for internal use, but also to allow fulfillment of the obligation to report to Statistics Denmark, the daily dissemination for benchmarking purposes across libraries. Furthermore, The Digital Public Library wanted to select a high-quality platform that could meet their needs for a wide range of actions and could easily be expanded with data-driven possibilities and automated engagement to become a modern digital library and innovate for the future.

Finally, The Digital Public Library was looking for a 100% GDPR-compliant solution with data stored in the EU, where they retained full control of their own data.

### The Solutions

In 2018, The Digital Public Library chose to implement Mapp Intelligence, after consultations with Combine Digital, to measure user behavior, and to improve the user experience for their 5.5 million users. Since then, both partners have been working very closely and in conjunction with The Digital Public Library to ensure a seamless experience for the association and their end users.

The solution from both partners included: Integration and module based custom tracking added to 100 different websites, and action tracking to enhance insights into website and app user behavior

Sofie Richardy, Consultant, and Tue Gaston, Specialist commented: "After working with Combine Digital for many years, we were delighted when they introduced us to Mapp. The combination of Mapp Intelligence and Combine Digital has provided The Digital Public Library with a professional and honest service that is consistently adding value to our proposition. We now get a very wide array of functionality and a prime service from two key partners."

### **About The Digital Public Library**

The Digital Public Library (formerly The Danish Digital Library) is an association that operates and manages the digital services for their library members and the public. The association includes all the country's municipalities, as well as Greenland, The Faroe Islands, and South Schleswig. It is the association's responsibility to develop and maintain a platform for websites through which public libraries can make their online materials and physical catalogues available to the public, along with all other relevant library services and information.

### **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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