



Best Enterprise Marketing Automation Platform: Mapp wins 2021 MarTech Breakthrough Award

London/San Diego, 16 August 2021 – [Mapp](#), the international provider of insight-led customer experiences, today announced that its Mapp Cloud platform has been selected as the winner of the “Best Enterprise Marketing Automation Platform” award in the fourth annual MarTech Breakthrough Awards program conducted by [MarTech Breakthrough](#), a leading market intelligence organization that recognizes the top companies, technologies and products in the global marketing, sales and advertising technology industry today.

Mapp Cloud combines data with artificial intelligence (AI) to generate actionable insights that let brands connect with consumers along their journey. It’s an enterprise-level customer engagement platform without the enterprise-level cost.

Through the Mapp Cloud platform, a brand can realign its online strategy and combine customer data from all touchpoints to develop a richer, more holistic view of its customers, and easily actionable insight-led engagement at scale. This reduces abandonment and churn, helps brands acquire more customers, while also extracting more revenue from the existing customer base.

“Mapp Cloud’s insight-led approach is liberating digital marketers across consumer-facing industries. We’re focused on building great relationships with all of our clients to propel their businesses forward. Mapp has supported many companies in their transition to digital marketing strategies over the past year,” said **Steve Warren, CEO of Mapp**. “In particular, in the second quarter of 2021, Mapp increased new customer acquisition by 62% compared to the same period last year. Additionally, subscription revenue has grown by 16% compared to the same quarter of 2020. We are honored to be singled out by MarTech Breakthrough – particularly in a challenging year like this.”

The mission of the MarTech Breakthrough Awards is to honor excellence and recognize the innovation, hard work and success in a range of marketing, sales, and advertising technology related categories, including marketing automation, market research and customer experience, AdTech, SalesTech, marketing analytics, content and social marketing, mobile marketing and many more. This year’s program attracted more than 2,850 nominations from over 17 different countries throughout the world.

Mapp has helped more than 3,000 brands to implement winning marketing strategies.

“While there are thousands of martech solutions on the market today, marketers need to be able to focus on what makes a difference for their business instead of spending precious time and resources taming the technology behind it,” said **James Johnson, Managing Director at MarTech Breakthrough**. “Marketers need real, reliable marketing insights that enable true one-to-one personalization – and set the foundation for successful cross-channel marketing activities. Mapp delivers a ‘breakthrough’ platform to address this, and we are thrilled to congratulate Mapp for winning our ‘Best Marketing Automation Platform for Enterprises’ award.”



Mapp customers benefit from AI-supported forecasting models that enable targeted and self-optimizing cross-channel campaigns. Automated messages are sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Due to advanced one-to-one personalization, the highest levels of engagement and long-term customer loyalty can be achieved.

About MarTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products, and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, CRM, content, and social marketing, website, SEM, mobile marketing and more. For more information, visit MarTechBreakthrough.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-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 and The Entertainer.

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