



# O·P·I

# mapp

## OPI Polishes Its Behavioral Trigger Campaign Strategy with Mapp

London, 26 August 2021 – [OPI](#), one of [Wella Company's](#) iconic brands, is the world leader in the professional nail care industry, chose [Mapp](#), the international provider of insight-led customer experiences, and its marketing automation platform for behavioral trigger campaigns.

OPI is available in over 100 countries and offers a full line of professional items, including nail treatments, finishing products, lotions, manicure/pedicure products, files, tools, and acrylics. They are committed to providing high-quality products and services with a focus on industry safety and innovation. The brand also places a strong emphasis on corporate social responsibility by raising funds and awareness for numerous charities through retail partnerships and grassroots philanthropic initiatives.

After previously working with another enterprise-level marketing automation vendor, OPI was struggling with the barriers associated with setting up behavioral trigger campaigns. It was also finding resourcing an issue as the Marketing Team only had a small team. The company was looking for a third-party vendor that could support behavioral trigger campaigns to enable them to send messages in real-time to their known, as well as unknown, customers. These real-time messages would be based on web behavior to drive both engagement and conversions.

OPI selected Mapp as its marketing automation platform to provide support with all of this, and more. With a small team, which may require more guidance when it comes to setting up and managing its campaigns, it needed to work with experts who are equipped to help. OPI will receive dedicated support from Mapp's Customer Success Team to ensure campaigns are fully optimized, as well as proactive new ideas from the Mapp Team to help them maximize revenue and generate higher return on investment.

OPI has chosen several of Mapp's solutions to help them achieve their goals. It will be using a combination of Mapp Engage and Ecommerce+, which means that they can use one integrated solution to set up web triggers based on customer web behavior and send real-time email messages. They will be able to support both the consumer and trade sides of the OPI business from one account, making the whole process easy and seamless.

**Holly Willis, Ecommerce Manager at Wella** commented: "The whole team at OPI is very excited for our new partnership with Mapp. We can't wait to start driving revenue from behavioral trigger campaigns as we know how successful these campaigns can be when the customers have already shown purchase intent. And with the help of the experts at Mapp, we will now be able to initiate real-time messages to convert them and drive more revenue!"

### 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



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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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