

Mapp and Shopgate Announce Partnership to Connect Brick-and-Mortar and Digital Commerce

London/Berlin, 17 August 2021 – [Mapp](#), the international provider of insight-led customer experiences, and [Shopgate](#), mobile commerce pioneer and leading retail solutions provider, today announced they have entered into a partnership. The partnership offers retailers a combination of brick-and-mortar and digital eCommerce solutions, with access to the full capabilities of the Mapp Cloud digital marketing platform and includes Shopgate's ready-to-use omnichannel suite, retail.red.

Stationary retail has become faster-paced, but also more complex since the pandemic. This has prompted many retailers to accelerate their digital business models and realign their digital marketing. A large proportion of retailers have embarked on an omnichannel journey in recent years, resulting in additional online sales. According to a recent [GfK study](#), European omnichannel retailers grew by 60% in 2020/2021, whereas pure online retailers grew by only 36%. Therefore, intelligent stationary solutions are essential to both support digital processes and enable links with online activities. Such hybrid solutions enable brick-and-mortar retailers to link offline and online, be visible in the relevant online channels and increase the number of visitors to their shops. Both Mapp and Shopgate enable the fast implementation of such solutions.

The partnership between Mapp and Shopgate enables easier and more effective analysis of the integration between stationary and digital marketing activities. The aim is for regular customers to take full advantage of current marketing opportunities in mobile commerce, linking on and offline strategies – and to use digital marketing specifically for more stationary business. The partnership facilitates the joint use of both platforms for retailers because marketing content created with Mapp can be placed across channels with Shopgate's shopping apps.

Ralf Haberich, CEO of Shopgate comments: "Shopgate supports stationary retailers in digitalizing their processes and making them online-ready. With Mapp, we are now working with a market-leading player. We can, therefore, offer our omnichannel solutions from a single source with powerful analysis and marketing applications. Our collaboration is designed to help customers benefit from flexible solutions for accelerated growth."

Michael Diestelberg, VP Product & Marketing at Mapp, adds: "Mapp and Shopgate complement each other perfectly. Shopgate meets the highest standards when it comes to supporting retailers in digitizing their processes and linking offline and online channels. We, in turn, contribute our analytical capabilities to the partnership for a precise targeting and optimization of marketing activities. At the same time, we offer cross-channel marketing solutions with a clear eCommerce focus."



About Shopgate

Shopgate GmbH is a leading SaaS provider of commerce solutions used worldwide. Founded in 2009 and headquartered in Butzbach (Hesse) and Austin (Texas, USA), the company offers innovative applications for the digitalization of stationary retailers. The company has a powerful partner network and more than 500 customers in Europe and the USA. www.shopgate.com

About retail.red

retail.red is Shopgate's ready-to-use omnichannel suite. The intelligent and intuitive solution offers stationary retailers everything they need to digitize their processes. It enables local shops to become visible online, to unite the stationary and digital presence and thus to bring more visitors into the shops. Deployable within one week, the Omnichannel Suite also enables stationary retailers without an online shop to be digitally present. This makes retail.red the answer to the change in stationary retail, which is becoming increasingly faster and more complex. <https://retail.red>

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.

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