



OPI POLISHES THEIR **BEHAVIORAL TRIGGER** **CAMPAIGN STRATEGY** WITH MAPP

OPI, one of Wella Company's iconic brands, is the world leader in the professional nail care industry. 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 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 of setting up behavioural trigger campaigns, as well as resources due to being a small team. They were looking for a third-party vendor that could support these behavioral trigger campaigns to give them the capability 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 their marketing automation platform to help support them with all of this, and more.

As a small team, who may require more guidance when it comes to setting up and managing their campaigns, Mapp is more than equipped to help. OPI will receive dedicated support from the 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. They 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! ”