



WHITEWATER BRANDS, INC. CHOOSES MAPP AS THEIR **OMNI-CHANNEL** **PARTNER** TO ACCELERATE THEIR PORTFOLIO OF BRANDS TO THE NEXT LEVEL!

Whitewater Brands, Inc., based in Boise, Idaho, is a leading manufacturer, marketer and distributor of essential supplies and equipment to the automotive collision and mechanical repair industries. Some of their well-known brands include Auto Body Toolmart, Collision Services, as well as Sid Savage Auto Dealer Supply. Whitewater's group of companies provide administrative supplies, marketing materials, tools and specialized equipment necessary to operate a collision repair, mechanical repair or automotive dealership. Whitewater Brands also owns Sole Source which provides personalized marketing and administrative materials to the veterinary, medical, construction and trucking industries.

Auto Body
TOOLMART

Collision  **Services**

I/D/E/A

Sid Savage
AUTO DEALER SUPPLY

SOLE SOURCE

After outgrowing their previous vendor, Whitewater Brands was looking for a partner that could go beyond just email marketing and help to develop their cross-channel capabilities. Without any data analytics or customer insight tools, they were unable to build a holistic view of customers across their brand portfolio. They were also previously using third-party vendors for advanced personalisation and dynamic content, which led to unconnected and siloed systems.

By choosing Mapp as their omnichannel partner, Whitewater Brands is now able to connect the dots and unify all datasets into one central Customer Data Platform, creating a single and 360-degree customer view. By doing so, they will be able to build out more complex automated journeys across email, mobile, and social.



Whitewater Brands will be using the full Mapp Cloud offering to support their transition to cross-channel marketing, including:



Mapp Intelligence to help them gain a better understanding of customers across all brands and websites.



Mapp Engage to enable them to deploy engagement campaigns using these rich customer insights.



Ecommerce+ to provide an integrated solution for advanced personalisation, such as email recommendations and dynamic content within email, without the need for a third-party vendor.

Whitewater Brands will also be benefitting from **Mapp's dedicated Customer Success support** to ensure they are getting the most out of the platform and working towards key milestones that match up with their business objectives.

JOEL M. MARICA, CHIEF OPERATING OFFICER AT WHITEWATER BRANDS COMMENTED:

“ We chose Mapp as our omnichannel partner as we felt more than ready to take that next step up from our previous vendor. After outgrowing them, we were looking to power our engagement campaigns with rich customer insights with Mapp Intelligence. We can do all of this and more using Mapp's solutions and we are very excited for what is just the beginning of this long-term partnership.”