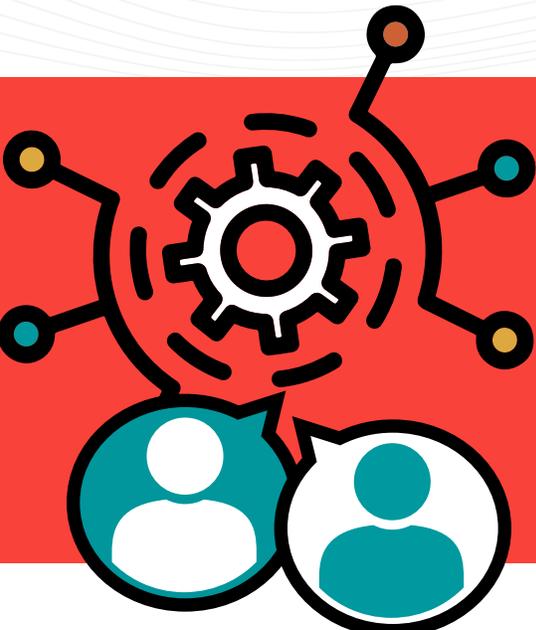


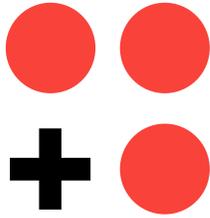


Design Toscano chooses Mapp as customer engagement partner to drive advanced personalisation and support improved CX

Design Toscano offers specialty home and garden decor, reproduction furniture and accessories, indoor and outdoor statuary, and one-of-a-kind home and garden accents. Design Toscano's attention to detail extends throughout the company, especially in the areas of excellent customer service and shipping.



Design Toscano has chosen Mapp after careful analysis and review of the leading Customer Data and Engagement Platforms including those in the Forrester and Gartner waves. Mapp was selected to replace Bronto, based on Mapp Cloud's powerful capabilities for customer acquisition and engagement, coupled with the company's 20 years of experience supporting retail success. The partnership will allow Design Toscano to align its online strategy and combine customer data from all touchpoints to develop a richer, more holistic view of its customers and easily action insight-led engagement at scale.



mapp

ACQUIRE

The Mapp Acquire module (Mapp's Data Management Platform) will allow Design Toscano to enrich their existing customer profiles with real-time browsing behaviour and stream this directly into Mapp's segmentation builder for use in their marketing campaigns. Design Toscano's customer engagement strategy will be powered by the Mapp Engage platform, relying on its advanced segmentation, easy message creation with dynamic product recommendations, and cross-channel campaign engine.

Beyond their technology, one of the key factors for selecting Mapp was the strategic account support demonstrated during the pitch process and their dedicated technical teams to ensure Design Toscano can quickly adapt to the new tools in their stack. The Account Management Team at Mapp took the time to understand Design Toscano's pain points and objectives, in order to make the best recommendations to boost engagement, revenue, and innovation across their business.

Erik Martinez Vice President of Digital Marketing commented:

“ We are delighted to partner with Mapp and the whole team is very excited to start making the most of the new capabilities that their platform gives us. On top of this, it's comforting to know that there are other features (like the Mapp Intelligence module) for us to grow into and that our decision is future proofed, meaning we can focus on a longer-term partnership.

The support we have received so far has been outstanding and we look forward to seeing this translate into online sales growth and an improved experience for our customers. **”**

