

## *Venue Manager and Mapp Create Partnership to Complete Omnichannel Journey for Clients*



Venue Manager is one of the leading tech providers within the Danish events industry. It has more than 50 clients across Denmark, Germany, and the UK, including professional sports clubs, festivals, events and attractions. Venue Manager gives customers the ability to bring together and manage all its customer-facing business into one single platform, instead of having to operate across multiple. This includes ticket and season ticket sales, merchandise, access control, Point of Sale software and hardware, and mobile app as well as data collection and integration. This 360 degree system provides a smoother workflow for the organisation, as well as a better service for the end customers – keeping them in the same environment at every touchpoint, whether the business is focused on sports, events, or attractions.



**Venue Manager has selected Mapp, the international provider of insight-led customer engagement, to be its dedicated CDP partner to enhance its offering to clients within the UK and Nordics.** The synergy of both platforms

working together means that Venue Manager can now complete the omnichannel journey for its customers with the addition of automating digital touch points, such as personalised in-app, push messaging as well as email and SMS being driven from the 1st party data insights they already have.

Mapp and Venue Manager are also already celebrating their first joint client, Fårup Sommerland, one of Denmark's largest theme parks. Fårup Sommerland was already using Venue Manager's platform for all its ticketing needs including discount options. They have also assisted with ticketing solutions to meet the enhanced criteria and restrictions on venue numbers during COVID-19.

Fårup Sommerland came to Venue Manager as a trusted advisor when it was looking for a new CDP to help step up its marketing automation. With the help of Mapp, both partners have now joined the dots and completed the whole digital picture for the client.

**Peter Richardt, Business Director at Venue Manager commented:**

**“ Mapp is a hugely valuable partner for us and has really helped us widen our CDP capabilities and offering for our clients. We are very excited to already have one joint client and we expect this to be the first of many. With the Venue Manager and Mapp partnership, we are now able to view and analyse data touchpoints before, during and after every unique event, as well as being able to drive targeted communications on the right channel at the right time for our customers. With our integration we can also ensure that all points of the customer journey are tracked and can be analysed in one single place. ”**



Mapp partners gain access to the market-leading capabilities of Mapp Cloud, a scalable and modular digital marketing platform. This includes Mapp Acquire, a data management platform that manages and enriches data centrally; Mapp Intelligence, an AI-based solution for data insights and customer activation; and Mapp Engage, a cross-channel marketing solution to manage highly personalized customer journeys. For data exchange with third-party systems a wide range of common marketing applications are supported. Partners can also make use of Mapp Empower, a white-label email marketing solution.