



## Kenscio Digital Marketing Achieves Certified Partnership Status with Mapp

London/Bengaluru, 30 November 2021 - [Mapp](#), the international provider of insight-led customer experiences, has today announced that [Kenscio Digital Marketing](#) has become a Consulting Certified Partner. The certification, which follows over ten years of collaboration between the two companies, enables Kenscio to benefit from additional partner support as well as being able to seamlessly access Mapp's product and marketing expertise.

Kenscio Digital Marketing is a leading global technology-driven digital marketing products and services company. Widely known for its expertise in digital marketing, after over a decade in business, Kenscio has developed several business applications and processes that enable it to support marketing professionals in executing high-yield marketing campaigns.

The certification will ensure that Kenscio's customers will benefit from Mapp's market leading Martech solutions and Mapp's customers will benefit from Kenscio's digital marketing expertise. The certification enhances both Kenscio and Mapp's in-depth knowledge of their respective offerings, amplifying the value that all customers and future customers will benefit from. Both Kenscio and Mapp believe in customer-centric, yet data-driven marketing, which means both company's customers will benefit from numerous synergies.

Over the past 10 years, Mapp and Kenscio have partnered on over 200 active accounts, across multiple industry segments like automotive, eCommerce, Media & Entertainment, Insurance to name a few in India, Middle East & Asia Pacific region.

**Arnaud Kongly, Principal Account Director at Mapp**, comments: "We are delighted that Kenscio Digital Marketing has become a Mapp Consulting Certified Partner. Kenscio has already been a trusted partner for 10 years and the caliber of work we have delivered for our customers has been second to none. We look forward to delivering even more class-leading work for our customers moving forwards."

**Manjunatha K G, Founder & CEO at Kenscio** adds: "We really appreciate Mapp as a competent and reliable partner in the area of insight-led customer experiences. After a decade of partnering with Mapp to deliver customer-centric, data-driven marketing solutions we are looking forward to taking our partnership to the next level with our Consulting Certified Partner status."

### About Kenscio Digital Marketing

Kenscio is a leading technology-driven digital marketing agency with its corporate office in Bengaluru and sales offices in Mumbai and Gurugram. Driven by customer success, Kenscio is an ISO/IEC 27001/2013 certified and European GDPR process compliant digital marketing technology & services company. Established in 2009 as an Email Service Provider, Kenscio has since evolved through multiple success stories and is now a full-fledged 360-degree digital marketing services & products company.

[www.kenscio.com](http://www.kenscio.com)



### **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-based 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. More info [here](#).

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, Francesca's, Lloyds Banking Group, MyToys, Pepsico, Quint, Vivienne Westwood, and The Entertainer.

### **Press contacts:**

#### **PR Agency: The PR Network**

Jonathan Lenz

+44 (0)77953 74423

jonathan.lenz@thepr.network

www.thepr.network

### **Mapp**

Hayley Strang

+44 7811 444477

hayley.strang@mapp.com

www.mapp.com