



Lily & Me Choose Mapp Cloud to Hyper-Personalize their Communications and Made-to-Measure Marketing Strategy

Gloucester/London, 13 December 2021 – [Lily & Me](#) chose [Mapp](#), the international provider of insight-led customer experiences, for a highly personalized and targeted marketing strategy.

Lily & Me is a print led lifestyle brand offering beautiful, easy wearing clothing and accessories. They are a family-owned business based in Gloucestershire, focused on quality and attention to detail. All their prints and garments are designed in-house and manufactured in their own factory in Kathmandu, Nepal, where they have full control over our working conditions and employment practices.

Being a family business, Lily & Me have a shared goal and common values. They strongly believe that family comes first, and this extends beyond their immediate family to encompass their customers and all their employees both in the UK and Nepal. Their aim is to produce clothes in a more responsible way that is kindest to the environment and supports all their workers through the process.

Mapp and its Forrester recognized insight-led customer experience platform, Mapp Cloud, was chosen after Lily & Me outgrew their previous solution and was looking for a new partner to support them with their future objectives. They will be benefiting from using the full Mapp Cloud stack, as well as the real-time personalization platform, Ecommerce Plus, to hyper-personalize their communications.

Lily & Me are already a well-established and well-loved ecommerce brand in their local area, as well as having a very loyal customer base. They wanted to extend that loyalty further afield, while still maintain their ethical and sustainable production methods. With direct comms being a lucrative revenue channel, Mapp will be looking to drive further incremental ROI. Mapp will be building on this already amazing model, and further enhancing Lily & Me's capabilities including:

- Introducing email recommendations, targeted category, and post-purchase triggers
- Enabling on-site behavior analytics and targeted follow-ups
- Increasing their web presence in order to also increase acquisition
- Enriching profiles and journeys in order to learn more about their customers, as well as potential customers, in real-time

Ben Haywood, Director at Lily & Me comments: "We were very impressed with the Mapp Cloud capabilities, and we can't wait to take our personalization and communications to the next level. With eCRM at the core of everything that we do, we know that Mapp really understands the importance of this and will support us every step of the way to achieve our ambitious growth goals. This is just the start of the journey for Lily & Me and Mapp, and we can't wait to see where this partnership takes our unique brand."

With Mapp, DTC brands benefit from selling direct-to-consumer in many different ways. A vendor like Lily & Me retains complete control over their brand, product presentation and



quality, packaging, and the accompanying service and marketing activities. Mapp provides a Marketing Stack for compelling customer experiences from first contact to delivery, based on insight-led marketing strategies.

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.

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