

FORRESTER TOTAL ECONOMIC IMPACT STUDY ON MAPP CLOUD



We commissioned Forrester to conduct a TEI study on Mapp Cloud. After four in-depth client interviews, reviewing Mapp collaterals & pricing documents, and interviewing senior Mapp stakeholders, they used this information to create a composite organization. Here's how it demonstrated the true value of Mapp Cloud.

540% ROI

25% Messaging engagement increase

MEET THE MAPP CUSTOMER



- Headquartered in Europe with physical & digital storefronts
- **2.5M** customers receive marketing messages
- **10%** baseline engagement rate

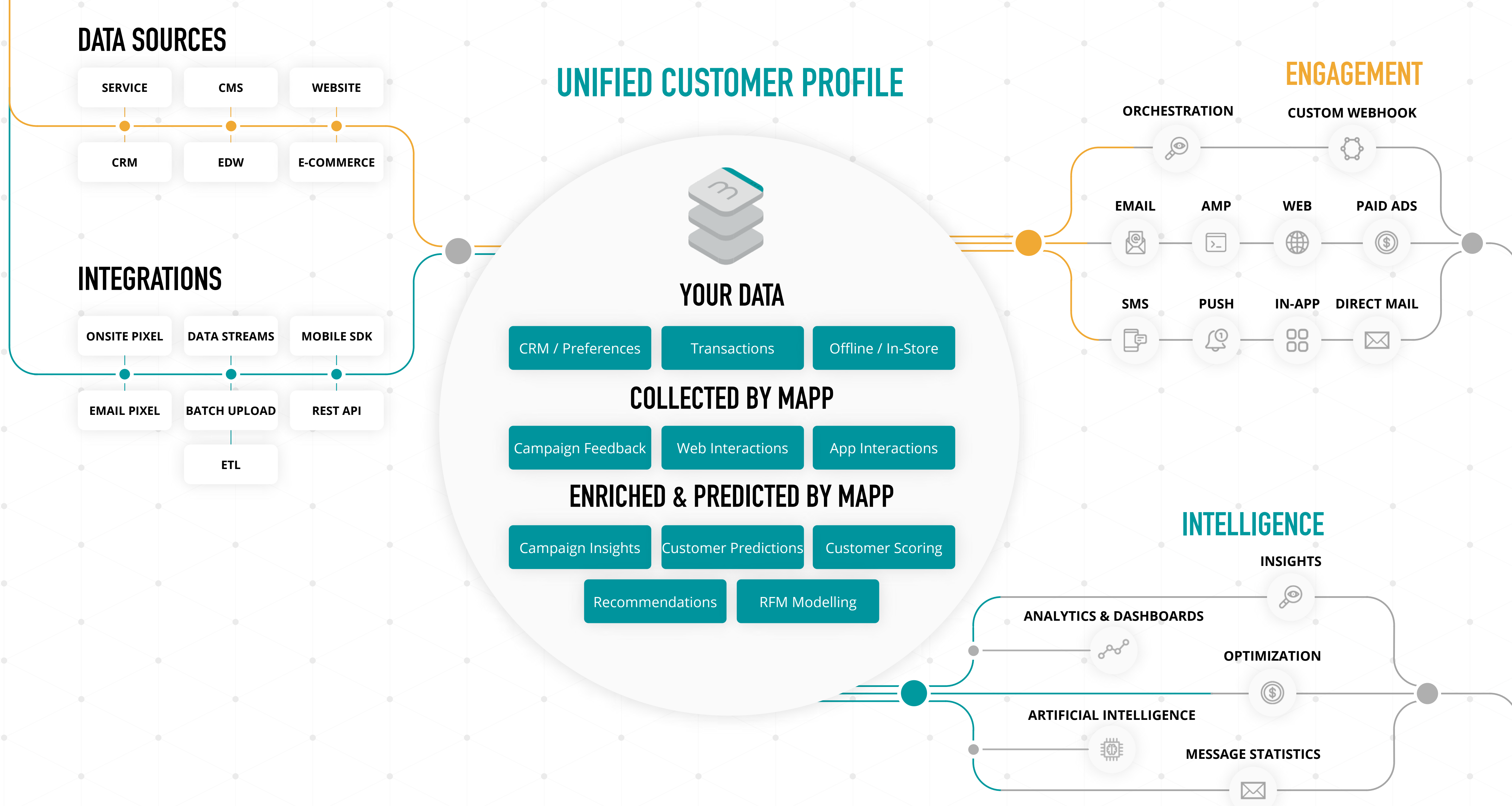
PRIOR TO JOINING, THE BRAND OFTEN EXPERIENCED THE FOLLOWING STRUGGLES

- Used a digital marketing solution with limited automation capabilities that couldn't support multiple channels for outreach
- End-to-end customer journey orchestration was not in place
- Minimal customer understanding beyond transactions and demographics



BUT THINGS CHANGED WHEN THEY CHOSE MAPP CLOUD

In just under a month, a small IT and marketing team integrated Mapp into their wider marketing ecosystem.



THREE YEARS LATER, HERE'S WHAT A TYPICAL MAPP CLOUD CUSTOMER SEES

540% ROI

Omnichannel director
CPG (apparel)

With Mapp, we have all of the customer data and marketing capabilities we need within a single platform. This is very helpful to my team and time isn't wasted.

Paid and organic performance marketing executive, retail

We started to tailor offers or communications to people who lapsed, and we also moved people into a loyalty customer segment. We kept people engaged so that instead of converting twice a year, they made as many as four purchases.

Forrester, Mapp Cloud Total Economic Impact Study 2022

With Mapp Cloud supporting multiple channels and analysis of data, organizations experienced unique cost savings when decommissioning legacy solutions.

QUANTITATIVE BENEFITS

- Increased reach of messaging to over **500K** more customers
- Improved messaging engagement by **25%**
- Raised conversions on marketing messaging by **20%**
- Greater basket sizes of **10%**
- Marketer productivity increased **25%**

QUALITATIVE BENEFITS

- Usage of Intelligence data across marketing efforts
- Diversification of campaigns
- Growing maturity of marketing team
- Technology spending efficiencies

READ ALL ABOUT MAPP CLOUD'S TOTAL ECONOMIC IMPACT