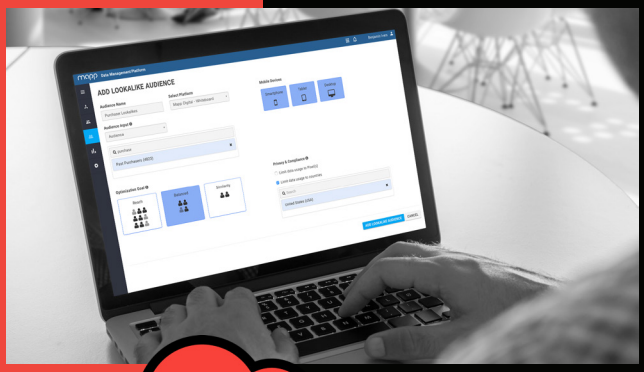
GROW YOUR PROSPECT DATABASE

AND KEEP CUSTOMERS ENGAGED WITH mapp

Mapp helps companies plan effective prospecting strategies to acquire 1st party data and attract new customers.

What can Mapp Do?

- Attract and acquire 1st party data
- Leverage a cost-per-lead model
- Collect valuable profiling information
- Grow your opted-in prospect list



Why do it?

- Increase sales by growing your marketing prospect pool
- Replace natural data churn and 1st party data loss while remaining GDPR compliant
- Deliver immediate and long-term ROI with increased customer lifetime value
- Build brand affinity through data segmentation and personalization
- Take advantage of our low cost and low risk lead generation program

How does Mapp do it?

6 STEPS TO SUCCESSFULLY GROW YOUR CUSTOMER DATABASE

1. Identify and target relevant users across digital channels
2. Drive traffic to branded landing pages to encourage sign up
3. Send a welcome email using Mapp Engage (optional)
4. Segment user data to send personalized follow-up emails
5. Continue nurturing users to drive them further along the sales funnel with Mapp Engage (optional)
6. Encourage repeat purchases and increase customer lifetime value for your brand

Getting Started

Your next marketing campaign needs a compliant, segmented, and quality prospect list. Mapp will help you acquire high-value customers and create a powerful, personalized campaign that builds brand affinity and delivers real results.

TO LEARN MORE ABOUT OUR CUSTOMER ACQUISITION SOLUTIONS, EMAIL PATRICK.GUIDI@MAPP.COM