Mapp Digital Debuts as One of the World's Largest Independent Digital Marketing Technology Companies

Company of marketers focused on helping clients navigate to optimized marketing outcomes

SAN DIEGO and COLOGNE, Germany, Sept. 14, 2016 /PRNewswire/ -- Mapp Digital, LLC (www.mapp.com), the new name for one of the largest independent digital marketing technology companies in the world, debuts today. Built by marketers for marketers, the digital marketing giant was created by the combination of BlueHornet Networks and the digital marketing-related applications business purchased from Teradata Corporation in July.

Announcement of the company's new brand and market strategy were unveiled at Dmexco 2016, in Cologne, Hall 8, booth C049/DO48.

Mapp's award winning customer-centric services allow marketers to optimize messaging across email, social, mobile push and web marketing while leveraging its underlying data management platform.

The company's global headquarters is in San Diego with European operations based in Munich and additional R&D and sales/customer support centers in Paris; London; Manila, Philippines; Milan; Madrid; Amsterdam; Eindhoven, Netherlands; Copenhagen, Denmark; Tel Aviv, Israel; Krakow, Poland; San Francisco and Raleigh, N.C. The company supports more than 3,000 customers and some of the top brands in the world across a broad range of industries, including Puma, PepsiCo, KFC, PacSun, Thomas Cook, Deutsche Telekom, Bon Prix, Cnet, Xerox, TUIfly, Lloyds Banking Group, TSB Bank, and Deutsche Bank.

"Mapp is about helping marketers define a meaningful and quantifiable destination and a clear path to get there. We want to help our customers reach their goals by providing the most design-driven technology, built for marketers, and supported by our global team of passionate, in-house experts," said Michael Biwer, CEO, Mapp Digital.

"We're already working on plans to unify our technology into a comprehensive customer engagement platform that will enable our B2B and B2C clients to get to know their customers better over time, from their first contact to loyalty program participation. Mapp is also pushing forward in developing new marketing functionality that marketers demand – such as predictive analytics and strategic reporting.

While Mapp will bring the most sophisticated and specially engineered technology to customers, a major part of its mission is to simplify complexity. An example of this approach was put into practice earlier this year by BlueHornet with its NexGen Commerce Segments functionality, which re-imagined segmentation with a powerfully intuitive experience designed for the way marketers want to work. Phase two of this successful program will be introduced by Mapp in December.

"Mapp is dedicated to delivering the latest purpose-driven technology via user interfaces that make the hard things simple," said Thomas Goldstein, SVP of strategy. "Our success hinges on making it possible for our customers to not get stuck in the weeds and focus on what really matters."

Other members of Mapp's senior leadership team are: Claire Long, CFO; Steve Warren, chief revenue officer; Ulf Poelke, SVP product; Tim Lograsso, CTO; Rolf Anweiler, SVP, marketing; Thomas Goldstein, SVP strategy and operations; Chris Frasier, SVP Client Success; Mark Ash, SVP interactive; and Claudia Uchima, SVP HR.

About Mapp Digital

Mapp Digital, LLC, is one of the largest independent digital marketing technology companies in the world. Built by marketers for marketers, Mapp provides a comprehensive family of software and customer-centric services including a sophisticated data management platform; tools that optimize email, mobile, app, social and web marketing; and campaign management and strategy consulting. The company is headquartered in San Diego, with European Operations in Munich, and R&D and sales/customer support centers in Paris; London; Manila, Philippines; Milan; Madrid; Amsterdam; Eindhoven, Netherlands; Copenhagen, Denmark; Tel Aviv, Israel; Krakow, Poland; San Francisco and Raleigh, N.C. Mapp has more than 3,000 customers including Puma, PepsiCo, KFC, PacSun, Thomas Cook, Deutsche Telekom, Bon Prix, Cnet, Xerox, TUIfly, Lloyds Banking Group, TSB Bank, and Deutsche Bank.

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