

Mapp Digital Makes U.S. Debut at &Then Conference in Los Angeles

One of world's largest independent digital marketing technology companies presents 'Mapp the Customer Experience' session on navigating clients to optimized marketing outcomes

LOS ANGELES, October 11, 2016 – Mapp Digital, LLC (www.mapp.com), one of the largest independent digital marketing technology companies in the world, makes its U.S. debut at the &Then Conference in Los Angeles next week from October 16 – 18. 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. Mapp is a Silver Sponsor of the &Then Conference and is exhibiting in the Hub at booth T-8.

“We are looking forward to joining marketing’s leading innovators and engaging with savvy marketers at the &Then Conference to share our vision on how customer engagement is changing and how Mapp is ready to take a leadership position,” said Mike Biwer, Mapp’s CEO. “The timing of this event and the venue are perfect for us to both launch our new brand formally and demonstrate our commitment to solving the most pressing digital marketing challenges. The combination of our technology and customer-centric marketing experts delivers measured value that is second to none.”

Mapp Hosts 'Mapp the Customer Experience' Session, Releases Introductory Video

Mapp’s GM/VP of Marketing, Sean Shoffstall will host a special session at &Then entitled “Mapp the Customer Experience” that will address digital marketing’s latest and greatest trend – the philosophy of Quantifiable Creativity – including how it works and why it is so important to today’s marketers. The presentation will explore the premise that while many marketers feel compelled to add more elements to achieve the next click, impression, download and successful conversion —more email, more communication, more everything—might it be more powerful to the bottom line to do less?

Attendees will hear the unexpected results two top brands achieved through cross-channel attribution technology and creative strategies, and will walk away with actionable and easy to implement steps to creating a meaningful and engaging digital journey for their customers.

The presentation will take place on the Hub Stage in the Experience Zone on Monday, October 17, from 2:40-3:10pm.

In addition, Mapp will debut a video, featuring Mapp CEO Mike Biwer, which provides an overview of the new company, its expanded capabilities and global reach and its vision for the future of digital marketing. It will also be on continuous view at the Mapp booth.

New Brand Set to Deliver Award Winning Customer Centric Services

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. Mapp 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’s mission is to help marketers reach their goals by providing the most design-driven technology, supported by its global team of in-house experts. The company is currently working on the unification of its technology into a comprehensive customer engagement platform that will help B2B and B2C clients get to know their customers better over time, from 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.

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 &THEN, The DMA Annual Event

&THEN, the reinvented DMA annual event, is the largest global event that unites the marketing community – the people who think, plan and do what it takes to succeed. &THEN takes place in Los Angeles, CA at the L.A. Live complex from October 16-18, 2016.

About DMA

Founded in 1917, DMA (www.thedma.org) is the community that champions deeper consumer engagement and business value through the innovative and responsible use of data-driven marketing. DMA's membership is made up of today's leading tech and data innovators, brand marketers, agencies, service providers and media companies. By representing the entire marketing ecosystem – from demand side to supply side – DMA is uniquely positioned to bring win/win solutions to the market and ensure that innovative and disruptive marketing technology and techniques can be quickly applied for ROI.

DMA advances the data-driven marketing industry and serves its members through four principal pillars of leadership: advocating for marketers' ability to responsibly gather and refine detailed data; innovating to bring solutions forward for marketers' most vexing challenges; educating today's marketers to grow and lead marketing organizations in the ever-increasing omnichannel world; and connecting industry participants to stay current, learn best practices and gain access to emerging solutions through [&THEN](#) – the largest global event for data-driven marketing – and DMA's portfolio of other live events.

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.

#
