

New Mapp AI Chat tool simplifies data analysis for marketers

The new AI-powered feature enables marketers to interact directly with their analytics data, making it easier to identify trends, spot key issues, and receive suggestions in real-time.

London, October 15th 2024 - Global Mar-Tech leader and Marketing Cloud provider, [Mapp](#), today announces the launch of Mapp AI Chat. The innovative tool is designed to transform how marketers analyze their data and extract actionable insights to optimise marketing campaigns.

As part of the Mapp AI Assistant package, Mapp AI Chat is powered by advanced ChatGPT4o algorithms and enables marketers to 'talk with their data' — all while ensuring full data confidentiality. This simplifies the process of understanding and analyzing complex information. It also answers questions, provides explanations, offers actionable recommendations, and performs advanced data analysis in real-time.

Delivering a more intuitive experience, Mapp AI Chat has been designed to tailor data insights to the specific needs of each user. Now data scientists, eCommerce managers and marketers can break down complex analytics into clear, digestible insights. This includes executive summaries, key findings and correlations, and strategic recommendations - prompting critical follow-up questions to enable users to dive deeper into their data.

Key Benefits of Mapp AI Chat:

Simplified data interpretation: Mapp AI Chat breaks down complex digital analytics into easy-to-understand executive summaries, making it simpler for marketers to draw key trends and insights from their data.

Customer behaviour insights: dive deep into user engagement metrics to refine strategies and personalise campaigns more effectively.

Tailored recommendations: Mapp AI Chat provides personalized strategic recommendations and follow-up questions based on the user's role. It also encourages further exploration by recommending further analyses of specific data points.

Ad-Hoc Data Queries: address unexpected changes in key metrics, and fix issues promptly.

Real-time campaign optimisation: quickly analyze and adjust campaigns based on real-time insights.

Eric Lubow, Chief Technology & Product Officer of Mapp: "Making data analysis more intuitive and accessible for marketers is a priority to Mapp. Combining Large Language Models with our technology enables marketers and data analysts to interact meaningfully with complex data sets. Our AI Chat makes it simpler to extract actionable insights for better decisions that drive business success. This launch is a prime example of our broader vision of making AI-supported marketing solutions more accessible."

About Mapp

Marketing Cloud combines marketing automation and digital analytics capabilities to help businesses extract actionable customer insights from multiple digital sources. Leveraging these insights, they can execute hyper-personalized, cross-channel campaigns with precision. With over 20 years of expertise and more than 700 clients across Europe and the US, including renowned brands like Ella's Kitchen and Farrow & Ball, Mapp provides a comprehensive platform for marketers to optimize strategies and boost customer engagement. For more information, visit mapp.com

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