Mapp Secures $13M in Growth Capital in a transaction led by O'Connor Capital Solutions to Accelerate AI-Powered Marketing Automation and Drive Expansion

London, 20 March 2025— Global Marketing Cloud provider **Mapp**, has secured $13 million in growth funding, led by the O'Connor Capital Solutions ("OCS") business within UBS Asset Management (Americas) LLC. This investment will fuel Mapp's transformation, accelerate innovation in AI powered Marketing Automation, expand its market presence, and support strategic acquisitions—including the recent addition of Dressipi, a leader in AI-driven personalisation.

With marketing automation undergoing a fundamental shift, Mapp is pioneering a future where AI takes centre stage, automating decision-making, optimising engagement, and delivering true, real-time personalisation at scale. This funding signals strong confidence in Mapp's vision and ability to lead the next evolution of marketing technology.

Fuelling the Marketing Intelligence Revolution

The investment will supercharge the development of Mapp's AI-driven platform, enabling brands to move beyond traditional marketing automation towards Marketing Intelligence—where AI continuously tests, learns, and optimises marketing strategies in real time. With the integration of Dressipi's AI product data enrichment and personalisation technology, Mapp strengthens its ability to help brands predict, personalise, and maximise engagement across every touchpoint.

"This funding marks a major milestone for Mapp and validates our vision for the future of AI-driven Marketing," said James Brooke, CEO of Mapp. *"Marketing is no longer just about automation—it's about intelligence. AI is rewriting the rules, and Mapp is leading the charge. With this latest funding round, we're in an even stronger position to drive innovation, accelerate growth, and redefine what's possible for marketers and customer experience professionals."*

Building the Future of AI-Powered Marketing

With this funding, Mapp is poised to scale its Marketing Automation platform, deepen AI capabilities, and accelerate expansion across key markets. The company will continue to invest in cutting-edge AI, automation, and data-driven marketing to empower brands to engage, convert, and grow with more intelligence and efficiency than ever before.

About Mapp

Mapp helps businesses boost customer engagement by combining AI-powered insights with cross-channel marketing automation. With over 20 years of experience and trusted by 700+ brands like PizzaExpress, Geox, Turnbull & Asser, Umbro, and Furla, Mapp empowers marketers to create personalized, data-driven campaigns across multiple

channels. Its platform makes it easy to turn insights into actions, optimizing strategies, and delivering measurable results.

Learn more at mapp.com

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