

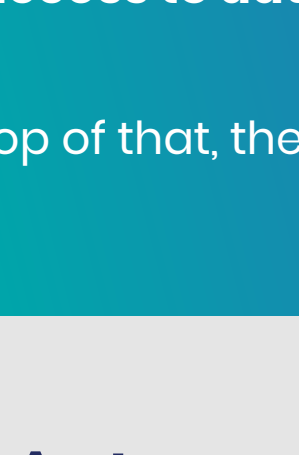


Apteco

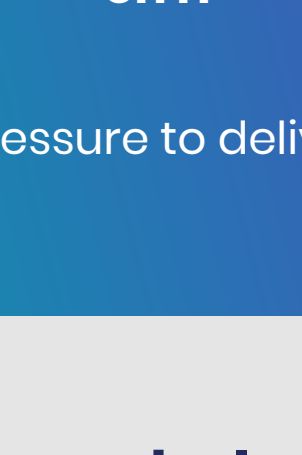
How does Apteco help you manage seamless marketing campaigns?

For most marketers, keeping control of the campaign process isn't always easy

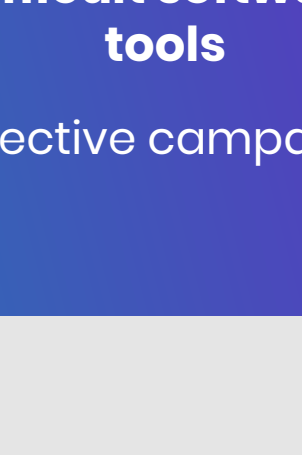
The obstacles:



Lack of direct access to data



Over-reliance on IT



Needlessly difficult software tools

On top of that, there's pressure to deliver effective campaigns.

Apteco software helps you remove these hurdles. How?

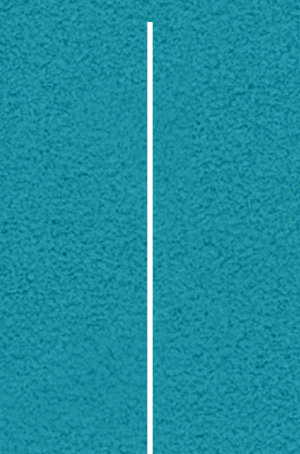
By making the end-to-end campaign process possible in one simple platform, so you can make better and faster data-driven decisions without specialist training.

4 stages of a marketing campaign

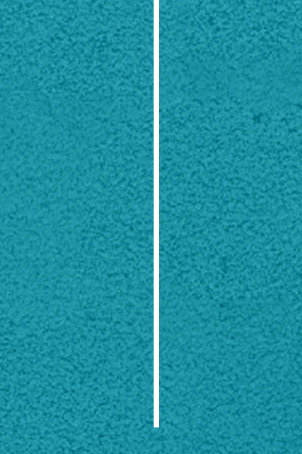
Leg 1: Connect

Consolidate data from all sources.

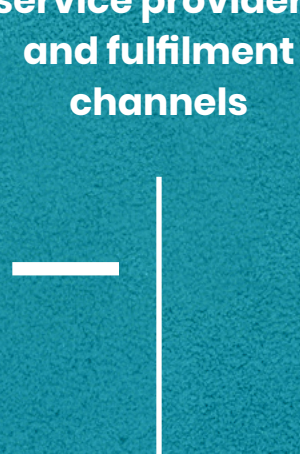
Apteco lets you:



Easily connect to data from previous interactions



Create links between different data sources



Integrate data with your organisation's preferred email service providers and fulfilment channels

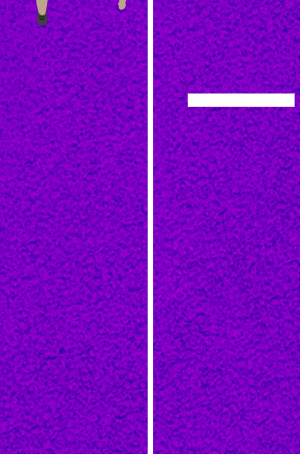
Benefit:

A complete overview of all data creates a CDP, so nothing is overlooked.

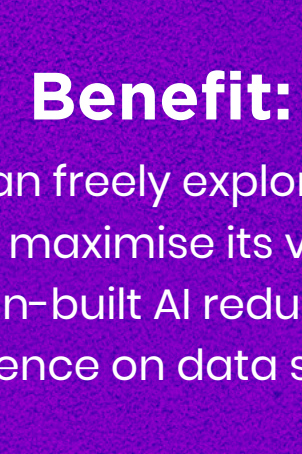
Leg 2: Analyse

Turn data into actionable insights.

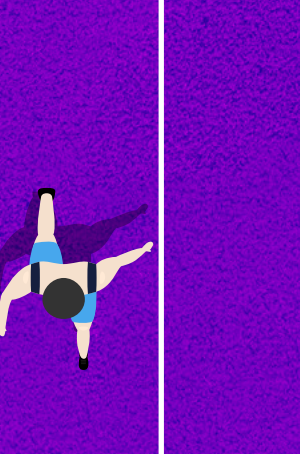
Apteco lets you:



Perform analysis using predictive analytics and behavioural modelling



Create derived variables from source data



Effortlessly get the insights you need to define your campaign strategy

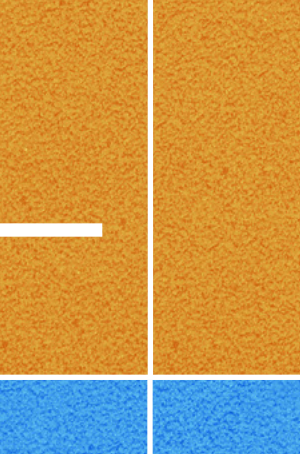
Benefit:

You can freely explore data and maximise its value. Using in-built AI reduces the dependence on data scientists.

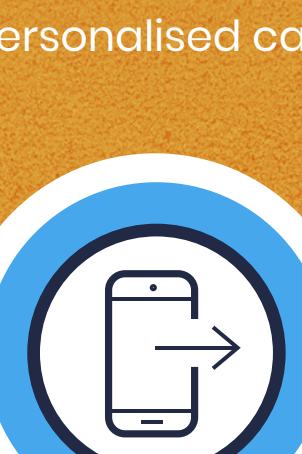
Leg 3: Target

Decide how to use your insights by choosing when, where and how to communicate.

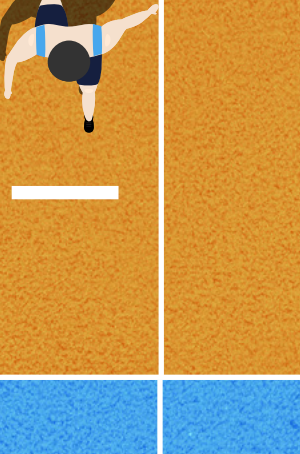
Apteco lets you:



Create audience definitions based on specific criteria



Determine when to target your audience segment



Identify the best channels for engagement

Benefit:

You understand your audiences better, which helps you launch hyper-personalised campaigns.

Leg 4: Campaign

Execute your campaign and optimise it for future success.

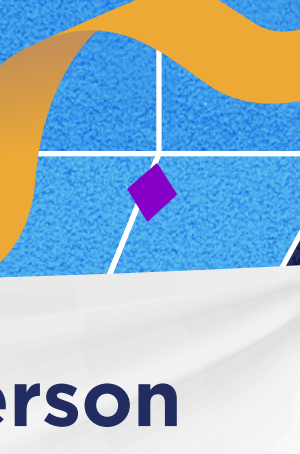
Apteco lets you:



Launch automated campaigns based on pre-defined workflows



Report on campaign success using your preferred metrics



Automatically share results with your stakeholders

Benefit:

Focus on monitoring your progress and improving performance, whilst increasing productivity, instead of performing repetitive manual tasks.

With Apteco, a single person can effortlessly complete all the legs.

Previously, this required a team effort – with specialists from each department.

Now, you can win the race on your own.

Empowering marketers to take control of their data is becoming a defining component of data democratisation.



Read our eGuide to find out why, and how data democratisation is set to determine the future of work.

content.apteco.com/data-democratisation