

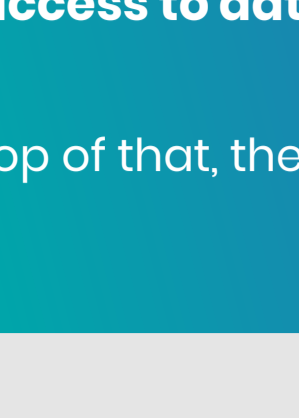


Apteco

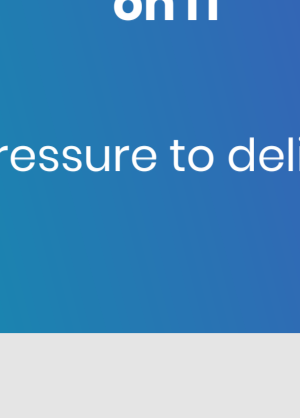
# How does Apteco help you manage seamless marketing campaigns?

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

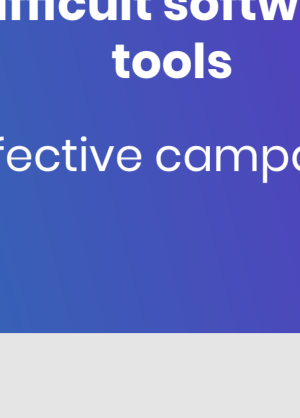
## The obstacles:



**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.

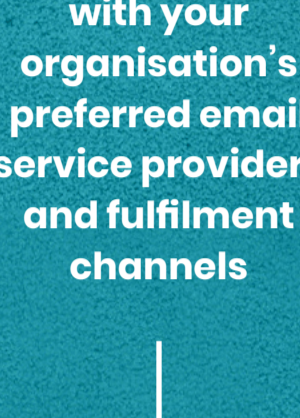
**Apteco lets you:**



**Easily connect to data from previous interactions**



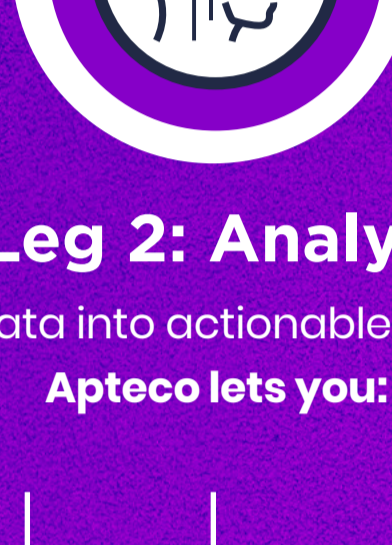
**Create links between different data sources**



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

#### Benefit:

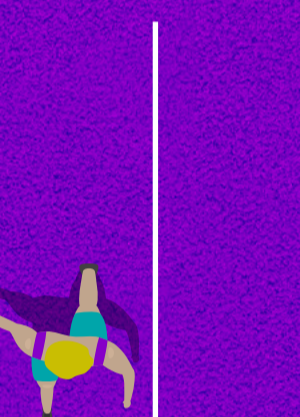
A complete overview of all data creates a CDP, so nothing is overlooked.



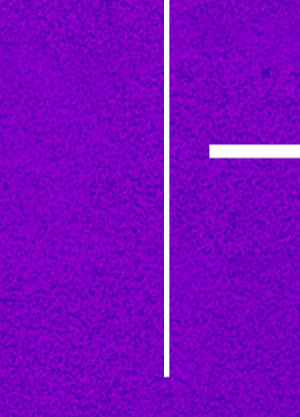
#### Leg 2: Analyse

Turn data into actionable insights.

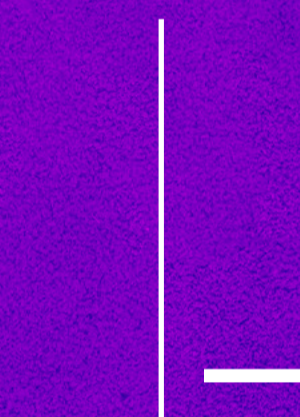
**Apteco lets you:**



**Perform analysis using predictive analytics and behavioural modelling**



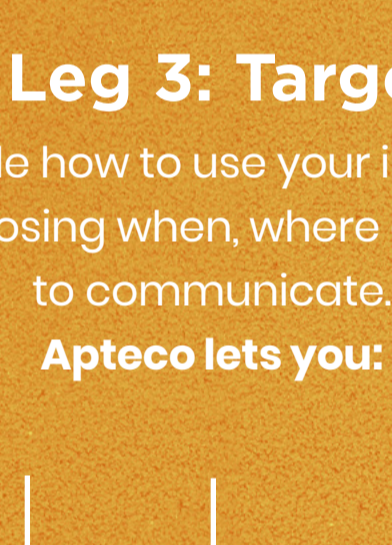
**Create derived variables from source data**



**Effortlessly get the insights you need to define your campaign strategy**

#### Benefit:

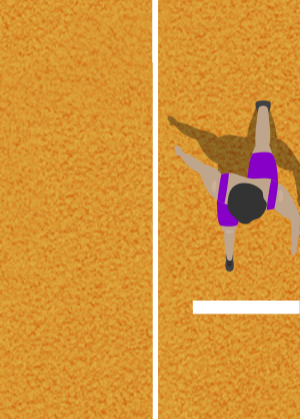
You can freely explore data and maximise its value. Using in-built AI reduces the dependence on data scientists.



#### Leg 3: Target

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

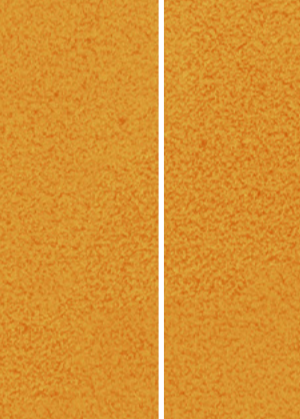
**Apteco lets you:**



**Create audience definitions based on specific criteria**



**Determine when to target your audience segment**



**Identify the best channels for engagement**

#### Benefit:

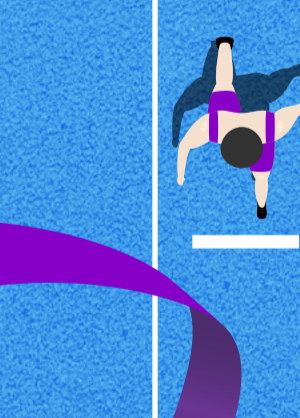
You understand your audiences better, which helps you launch hyper-personalised campaigns.



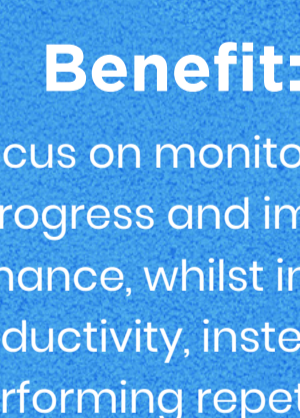
#### Leg 4: Campaign

Execute your campaign and optimise it for future success.

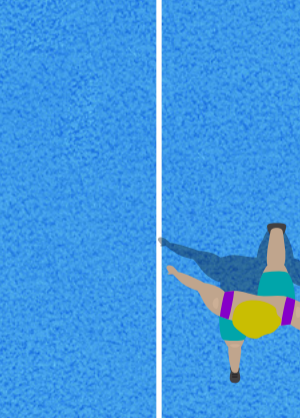
**Apteco lets you:**



**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.

[apteco.com.au/empower-everyone](https://apteco.com.au/empower-everyone)