

Find the perfect solution for your client's specific needs

It takes a wide range of skills to plan, activate, and manage high-performing marketing campaigns. With so many moving parts, each team member has different objectives, challenges and needs that need to be met.

Marketing analytics and campaign automation software offer a variety of benefits to meet the different objectives of each team member, supporting them to convert customer data into actionable insights that produce positive marketing outcomes.

In this guide we have identified five key roles in the marketing process. We explore their responsibilities and challenges and offer a solution to meet each of their unique requirements, to ensure that you are talking to the right people within the organisation, with knowledge and relevance.



The connector and designer



Typical job titles

- Marketing / system engineer
- Database manager
- IT manager
- Data warehouse specialist
- Solutions architect
- BI specialist
- Data engineer
- Web developer
- API specialist / developer

Responsible for

- Connecting apps and tools by APIs
- Ensuring functionality of martech landscape
- Enabling channel connections and data flows
- Quality of information

- Usability and accessibility of data
- Security of vital business data assets
- Identifying different data sources and building integrations

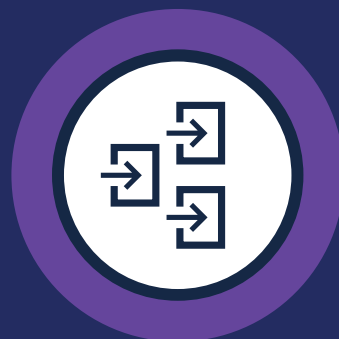
Struggle with

- Systems not communicating with each other
- Incorrect / incomplete support documentation from solution providers
- Big hurdles, such as data quality and dependencies to overcome before initial start is possible
- Providing appropriate data accessibility to others within the organisation
- Slow build times
- Timely availability of data (real-time, near real-time)
- Security / network restrictions

Suggested solution

Designer: FastStats Designer™ gives you the freedom to design your data view and populate a new marketing database with the minimum of fuss and effort. Take the pain out of database building and connecting multiple data sources.

[LEARN MORE](#)



Supporting solutions include:



Apteco
Orbit™



Apteco
FastStats®



Apteco
PeopleStage™

The orchestrator



Typical job titles

- Campaign executive
- Marketing operations
- CRM / campaign specialist
- Customer communications

Responsible for

- Planning campaigns
- Set-up of workflows / customer journeys
- Engineering CX
- Implementing contact, prioritisation and personalisation rules
- Creating content variations
- Managing and analysing responses
- Managing permissions
- Monitoring and reporting of KPIs
- Coordinating with agencies

Struggle with

- Diversity of available channels
- Diversity of different data sources (existing customers, transactions, prospects, webdata) and systems
- Schedule management
- Attribution of campaign success for reporting
- Contact rules and constraints
- Short notice campaign activity
- No single customer view
- Creating a compelling and seamless omni-channel strategy

Suggested solution

PeopleStage: With Apteco PeopleStage™ you can quickly and efficiently build powerful campaigns and orchestrate journeys across all your channels. Create, manage, and automate multi-channel, multi-stage, event-driven marketing communications and personalised campaigns.

[LEARN MORE](#)



Supporting solutions include:



Apteco Orbit™



Apteco FastStats®

The marketer



Typical job titles

- Marketing executive
- Digital marketing specialist
- Online marketing executive / specialist
- Content creator / specialist
- Event coordinator

Responsible for

- Content management
- Email marketing
- SEO / PPC
- Social media
- Conceptualising campaigns
- Tracking and reporting of results
- Delivering customer experience and engagement
- Delivering against various KPIs

Struggle with

- Dependency on other departments for access to data
- Need to react quickly to internal and external campaign requirements
- Pressure to achieve campaign targets
- No single customer view
- Personalising the customer experience
- Creating relevant, engaging messaging
- Delivering campaigns within short timelines
- Switching between multiple tools to do job with maximum effectiveness

Suggested solution

Orbit: Apteco Orbit™ is your end-to-end actionable data insights online platform. Offering one place to create audience lists, visualise your data, and activate and optimise high-performance marketing campaigns.

[LEARN MORE](#)



Supporting solutions include:



Apteco FastStats®



Apteco PeopleStage™

The manager



Typical job titles

- Head of marketing / CRM / digital marketing
- Marketing / CRM / digital marketing manager
- Chief marketing officer
- Sales / product manager
- Account director

Responsible for

- Delivering on goals
- Ensuring resource availability
- Developing overarching marketing strategy
- Data-driven decision making
- Stakeholder communications
- Approvals

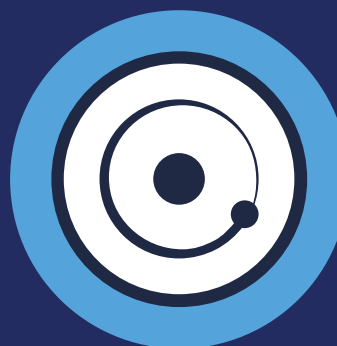
Struggle with

- Limited resources
- Wide variety of reporting tools
- Wide variety of available results data from all marketing activities
- Selecting the right KPIs
- Very limited time to get into detail
- Attribution of conversions
- Linking martech investments to business success

Suggested solution

Orbit: With Apteco Orbit™ you can create and share dashboards containing key insights with the ability to provide filters and drill down interactively from visualisations. Design beautiful, branded dashboards to share insights across your organisation.

[LEARN MORE](#)



Supporting solutions include:



Apteco FastStats®

The analyst



Typical job titles

- Marketing data analyst
- Data insight specialist
- Data selections analyst
- Business analyst
- Data scientist
- Database marketer

Responsible for

- Ad-hoc analyses of customer data
- Creating targeted datasets and counts
- Producing data resources such as pivot tables, cross tabulations and charts
- Data exports
- Building predictive models
- Customer modelling
- Customer journey analytics

Struggle with

- Joining large datasets of different tables
- Multiple data sources
- Data quality and (timely) availability
- Time-consuming programming of virtual variables
- Automated load and transfer of data
- Aggregations (filtering and cubes)
- Hard to create desired visualisations
- Communicating important insights around the business
- Making insights actionable and available to marketing teams

Suggested solution

FastStats: Apteco FastStats® provides in-depth data analysis of your first-party data. Explore millions of data records in seconds, to help you understand patterns using interactive visualisations, customer profiling analysis and predictive modelling, plus tools for data aggregation and basket analysis. Use your favourite analytical techniques to make smarter targeting decisions, and take advantage of built-in machine learning to increase cross and upsell opportunities.

[LEARN MORE](#)



Supporting solutions include:



Apteco Orbit™



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**Become an Apteco partner
and help your clients to
understand their customers
better than ever before.**

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