

Apteco marketing intelligence:

Let's make it personal

Powerful data-led customer analysis and actionable insights to execute and manage successful campaigns.



Apteco

[apteco.com](https://www.apteco.com)

The Apteco story

Our story began over 30 years ago, and we remain true to the same core beliefs today: creating and building industry-leading software to convert customer data into actionable information.

We're committed to removing the noise of untargeted, irrelevant marketing. Instead, we believe in driving your business growth by enabling you to deliver personalised experiences to each and every customer.

We help you to deliver marketing campaigns that produce outstanding results, by putting the right marketing messages in front of the right customer at the right time.

Our story centres around the value of loyalty, and focuses on building long-term relationships with our partners and users. This means an enthusiastic, can-do attitude. It means being completely transparent at all times and never afraid to be honest.

And that sense of loyalty runs internally too. We're incredibly proud of our stable, long-serving team who work tirelessly to ensure you succeed.

What we bring to the table



Experience

We've been helping companies put customer data at the heart of their business for over 30 years.



Insight

We enable you to analyse data from multiple sources to help you master your customer base and your marketplace.



Integrity

We're passionate about always doing the right thing – with our customers, our partners, our colleagues, our technology, and your data.



Loyalty

We recognise and reward loyalty, understanding that the best results come from true partnerships.



Knowledge

We create industry-leading tools to help you spend more time focusing on what you do best.



Cutting-edge technology

We're committed to being at the forefront of innovative solutions and great design.

Meet the Apteco team

We're an ever-growing, expert team of enthusiastic marketing professionals, data analysts, designers, and software developers.

With an expanding network of offices in the UK, Frankfurt, Sydney, and Rotterdam, we're more than happy to share our technical expertise and unparalleled knowledge of data-driven marketing.

Marketers trust us to design and build powerful applications that give them the actionable intelligence they need to run exceptional customer-centric campaigns.

We're the first part of your journey to truly understanding your customers and prospects – and having the ability to turn that knowledge into meaningful actions.

But we don't – and can't – operate alone. We're part of a wider international community, where we constantly listen and learn from our partners and customers. We win together.



The Apteco Marketing Suite™

Industry-leading software to convert customer data into actionable insight.

Refine your marketing initiatives and improve the customer experience you deliver.

Simply put, the Apteco Marketing Suite helps you quickly convert large volumes of transactional, multi-channel customer data into actionable insights. Benefit from a deeper understanding of your audience, and the ability to act quickly to turn those insights into meaningful marketing messages.



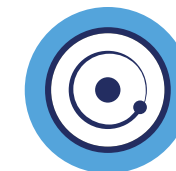
ANALYSE

Apteco FastStats® is the first part of your journey to a true understanding of your customers and prospects. Quickly mine your customer data and use analytics to fine-tune your segments.



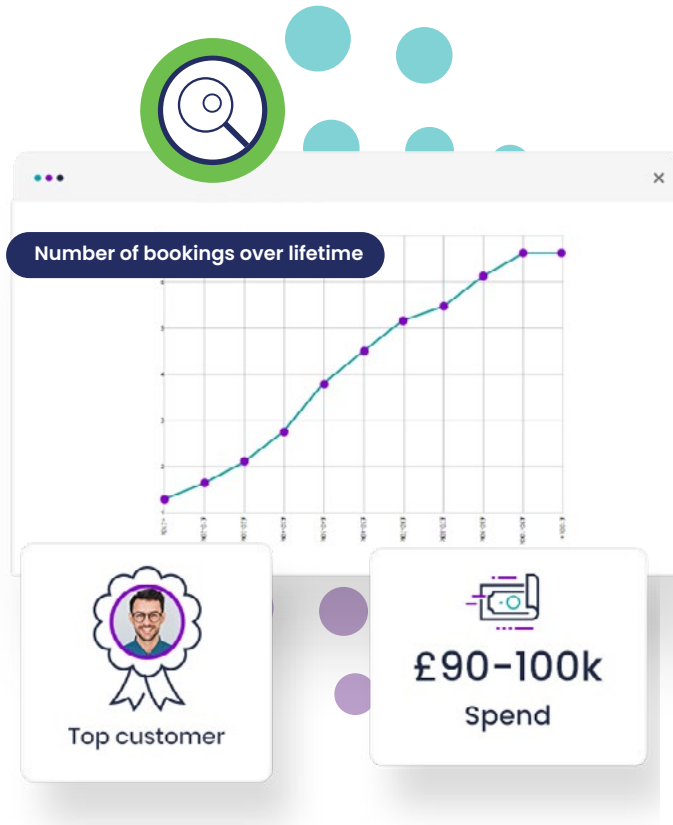
CAMPAIGN

Apteco PeopleStage™ allows you to put those insights to good use. Even complex, multi-channel campaigns are easy to create and manage.



SHARE

Apteco Orbit™ is an online platform that enables you to share interactive dashboards, campaign activity and data storyboards. Create audience segments from visualisations in an easy-to-use and safe environment.



Apteco FastStats®

Organise your customer data and discover insights to power high-performing campaigns.

Combine all your customer data in one central place for actionable data exploration, visualisation and data mining.

With Apteco FastStats powerful data analytics, we help you understand every customer and model the products, services and marketing campaigns that are best for them. Identify segments, make product recommendations, find trends and spot opportunities. FastStats brings your customer and prospect data to life with insights at your fingertips.

The powerful engine that works hard to turn even the largest data sets into a source of intelligent analysis

Treat everyone as a unique individual



FastStats key features



Speed of insight

Take too long to segment your audience and select the appropriate channels, and the opportunity to be relevant and on-trend may have already passed. Apteco FastStats gives you the ability to move at speed, uncover data insights at a glance, and beat your competition to the punch.



Easy to use

You don't need to be a data scientist to extract the knowledge and data insights you need to work at your best. That's why Apteco FastStats is an intuitive, easy-to-use application, with a variety of tools that are designed to be utilised by as many people as possible.



Segmentation

Everyone is different, so why send the same messages to all recipients? Apteco FastStats gives you the power to recognise common traits and carefully segment your audience to improve engagement.



Data analysis

With analysis and visualisation tools in Apteco FastStats you can dig deeper into your data and extract more value. Ensure your marketing campaigns are truly data-driven.



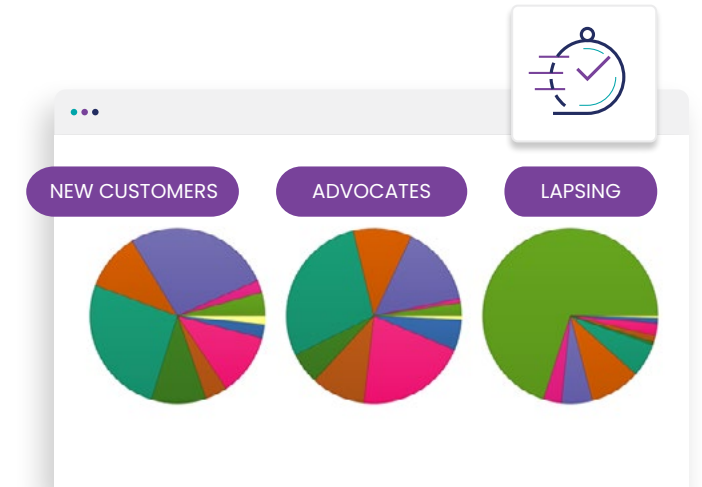
Identify new opportunities

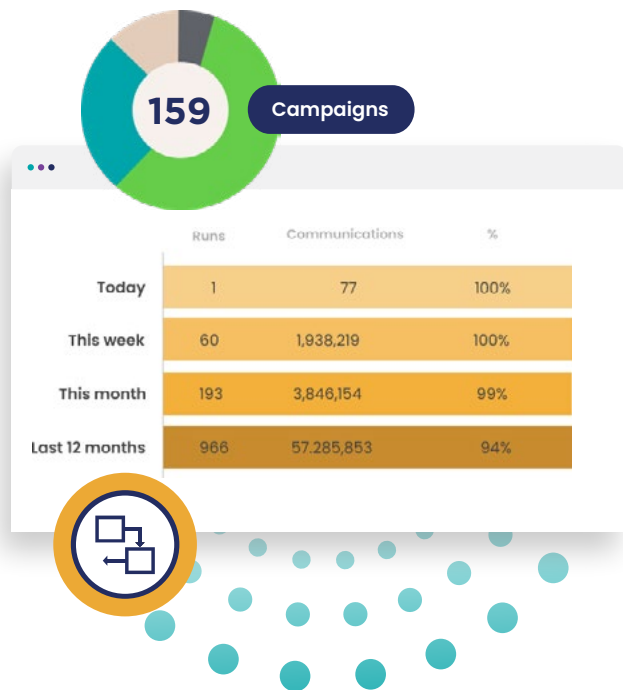
Are there geographical regions that are prime for exploration? Or a section of customers or prospects who have untapped potential? Quickly spot opportunities for business growth.



Patterns in transactional data

Use machine learning techniques built into FastStats to make powerful analysis easy. Use behavioural and spend analysis to help you calculate the best next products most likely to tempt customers.





Apteco PeopleStage™

Create, manage, and deliver automated, personalised marketing campaigns across your channels.

Ensure your campaigns have maximum impact by automating and coordinating multi-channel, multi-stage, personalised communications.

With Apteco PeopleStage we help you turn insights into action, putting your data to the best possible use. You can quickly and efficiently build powerful campaigns across all your channels; campaigns that turn prospects into customers, and occasional customers into loyal advocates.

Powerful, automated campaigns that deliver real results

Increase the value of each customer

PeopleStage key features



Drive push and pull digital strategies

Push your targeted marketing messages out to new audiences via email or display, or draw consumers to your products using social media and pay per click. Create more loyal customers and followers to drive engagement and sales.



Automated campaigns

Automation allows you to handle marketing complexity with operational efficiency. Triggered messages and carefully considered workflows enable you to respond quickly to status changes and communicate with your customers at the right time and in the most appropriate way.



Near real-time

Seize the initiative when customers initiate triggers. Automate your online basket abandonment campaigns so that a coupon arrives in the post the following day, or use location-based marketing to initiate an instant smartphone push.



Automated alternatives

Make continual optimisation a certainty for your next campaign. Continuously adapt and improve your marketing campaigns to boost engagement rates and drive increased sales.



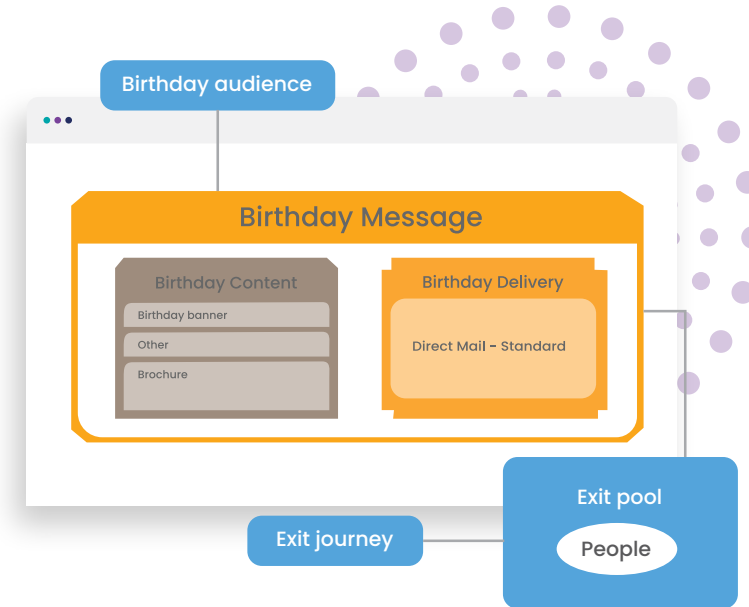
Maximise channels

True omni-channel campaigns can be created thanks to integrations with key marketing channel providers. Get your message heard wherever your customers are and through the channels they prefer.



Highly personalised

With Apteco PeopleStage you can achieve high levels of personalisation every time, across every channel, with every customer, helping you to demonstrate that you understand and value each customer.





Apteco Orbit™ online platform

**Online access to your data,
insights, and campaigns for
everyone who needs it.**

Don't keep your data insights and campaign successes to yourself. The Apteco Orbit platform allows all stakeholders to get the information that's most important to them.

With Apteco Orbit we make it easy for you to share the insights and campaign reports created using the Apteco Marketing Suite with all relevant stakeholders. Your data tells a story, and Orbit allows you to share and interact with that narrative in a simple, visual online format.

Essential information in a user-friendly online format

Share the stories hidden in your data

Share your insights



Tell your data stories

Make data insights, reports and interactive dashboards available to stakeholders throughout your organisation and beyond. With the Orbit online platform built in resharing model, you can share the insights created by marketing and analyst professionals and make them accessible to anyone, wherever and whenever they are needed.



Minimal training required

Orbit doesn't just make it easy to share insights. It's also easy to access them, with a smooth and responsive user experience across a range of devices and screen sizes. Whether you want to review charts on an iPad, Venn diagrams on an Android phone or statistics and cubes on a laptop, Orbit will provide the appropriate layout and interface.



Collections

Storyboards created in FastStats are displayed in Orbit as 'collections', which can be sequenced and annotated to create engaging reports.



Create audiences

Create, check and upload segments for your campaigns, in an easy-to-use and safe environment. Easily select segments directly from visualisations.



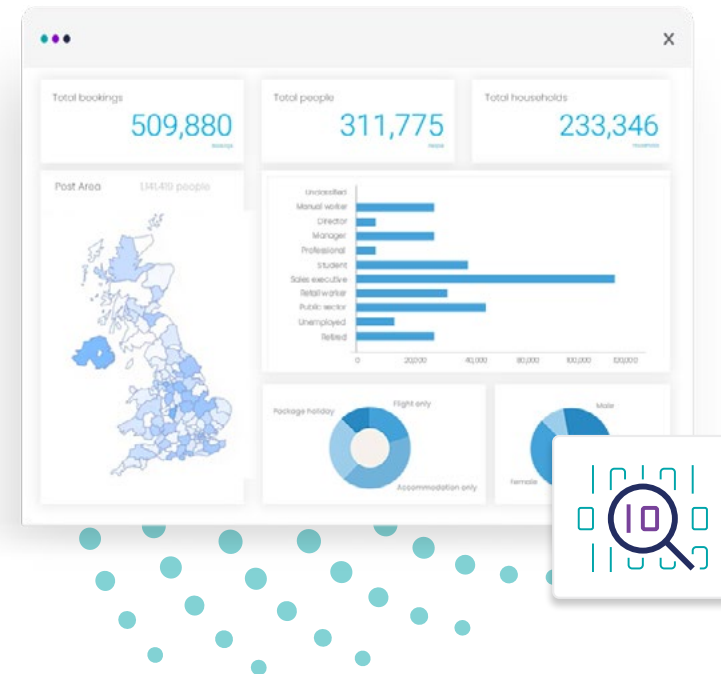
Interactive dashboards

Give your colleagues dashboards containing summary information and key insights with the ability to provide filters and drill through interactivity. Orbit provides powerful capabilities for a diverse range of users and roles.



Monitor campaigns

Get instant access to campaign activity reports from your Apteco PeopleStage campaigns, in real-time and from any device.



Seamless data integrations

Effortlessly transfer data and results to and from all your business applications and channels.



Email integrations



Social media integrations



SMS and mobile push integrations



Website and app integrations



CRM integrations



Contact centre integrations



Customer review integrations



Direct mail integrations

Apteco Marketing Suite integrations

The Apteco Marketing Suite integrates with a range of applications and channels, with everything managed and your multi-channel responses collated in one convenient place.

acoustic

adestra

Bronto

android

COMMUNICATOR

Deutsche Post

dotdigital

facebook

Firebase

Google

Instagram

iOS

LinkedIn

mapp

Microsoft Dynamics 365

optilyz

SAILTHRU

salesforce sales cloud

salesforce marketing cloud

SFTP

SPARKPOST

Trustpilot

twitter

Flexible pricing bundles to suit your needs



ANALYSE BUNDLES

Starting at
£418/month

Apteco FastStats®

See more details
on apteco.com

Selector bundle

Audience selections made easy in a browser.
Create, refine and share campaign audiences.

- ✓ 2 users
- ✓ Online access (via Apteco Orbit™)

Analyser bundle

Powerful analytics and visualisation tools to help
understand your customers and their behaviour.

- ✓ 2 users
- ✓ Includes all Selector bundle features

Predictor bundle

Uncover deep insights into the customer journey
and discover new marketing opportunities.

- ✓ 2 users
- ✓ Includes all Selector & Analyser bundle features



CAMPAIGN BUNDLES

Starting at
£710/month

Apteco PeopleStage™

See more details
on apteco.com

Broadcaster bundle

Simple quick-fire campaigning. Execute single step
campaigns and analyse responses.

- ✓ Includes Selector

Campaigner bundle

Enhance customer engagement with event
triggered and highly bespoke multi-step journeys.

- ✓ Includes all Broadcaster bundle features

Orchestrator bundle

Enterprise level, high powered and optimised
campaigns to drive ROI across more channels.

- ✓ Includes all Broadcaster & Campaigner bundle features

What our customers say



"Providing the SCV to analysts and marketers at Greggs through the powerful and intuitive front end delivered by Apteco FastStats, has, for the first time, allowed the team to gain a true understanding of their customers' behaviours and motivations."

Greggs



"The Apteco Marketing Suite™ is not only a critical part of our insight analysis, but a driving force behind personalised communications, supporting the Club's goal to be "The People's Club" for generations now."

Everton F.C.

Join the international Apteco community

Tools, training, and accreditations for our partners and customers.



Part of a wider network

Although our software is designed and developed in-house, we don't – and can't – work alone. Our trusted partners deliver support, installation, consultancy, and training services to our clients around the world.



Apteco partners

Apteco approved partners are an exclusive group of marketing service providers and communications specialists who demonstrate not only expertise with the Apteco Marketing Suite, but who show an unwavering commitment to high levels of customer service and satisfaction.



Accreditations

We offer partners technical accreditation options to demonstrate their expertise with the Apteco Marketing Suite.



Support

We offer our partners a comprehensive support program to help develop their client relationships and deliver expert customer service.



Annual user conference

Featuring seminars, awards, product updates, and special guests, our annual get together is the biggest day in the social calendar.



Training

We offer user training to help customers and partners become experts in the Apteco Marketing Suite – and special courses to turn our partners into accredited trainers too.



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