

## Aprimo Marketing Studio™ B2C

### Campaign Management

Master direct-to-consumer marketing campaigns

## Manage campaigns to increase customer profitability and foster long-term brand loyalty

As marketing undergoes revolutionary upheaval, Aprimo® allows marketers to turn change into a competitive advantage through modular software that drives ROI, provides a holistic view across all channels and creates engaging, ongoing audience dialogue across marketing touch points.

### ADD RELEVANCE TO EVERY CAMPAIGN

Multi-channel marketing is more than just pulling lists and sending communications to a set of prospects. To be effective in today's complex marketing world, marketers must rationalize offers, segments, and channels in a way that optimizes marketing spend.

If you can't justify your marketing spend, you risk losing budget and leverage within your organization. This means you're under more pressure than ever to deliver increased and measurable ROI.

But today's consumers are responding differently to messages—and disconnected and newly emerging data sources prevent the 360-degree customer view you need to ensure that

  
aprimo.  
Integrated Marketing Software

- > Gain complete control over the 360-degree customer view
- > Lower your total cost of ownership by connecting directly to any data source
- > Create and personalize the information you capture, store, and maintain for marketing initiatives
- > Gain centralized control of offers, and manage them outside the campaign
- > Use a truly end-to-end campaign management platform

#### KEY PROOF POINTS

- > Take the guesswork out of matching response to campaign
- > Leverage consumer insights to continuously improve marketing performance
- > Increase reusability and flexibility of campaign content
- > Centralize coordination of resources and tasks
- > Show marketing accountability

your communications will resonate with your target audience. Unless you have the flexibility to integrate the changing array of data sources into your campaigns, you'll never be sure you've delivered the right messages to the right individual at the right time.

The Campaign Management solution offered in Aprimo Marketing Studio™ puts you in the driver's seat of your organization's direct-to-consumer marketing initiatives. It helps you add relevance and impact to every communication. It minimizes or eliminates the obstacles that stand between you and marketing return on investment (MROI). As a result, you can increase customer profitability and value, and begin to build long-term brand loyalty. You'll also increase your overall efficiency—freeing up time to innovate and stay ahead of the marketing curve.

#### SEND TARGETED, MEANINGFUL MESSAGES

Campaign Management makes it easy to:

- > Gain a holistic view of ongoing marketing programs
- > Optimize offers and track their results.
- > Create relevant, focused landing pages that increase your brand appeal and maximize response rates.
- > Contact your customers in exactly the ways they want to be contacted, delivering precisely the messages that will resonate with them.

You can begin to develop an ongoing dialogue with your audience that results in more meaningful, more efficient brand engagements.

Because Campaign Management is part of a broader Aprimo® software offering, you can easily expand your marketing

automation solution to include features such as calendar, financials, and workflow—increasing your productivity and efficiency. With Aprimo, you can avoid sending meaningless, repetitive, or conflicting offers even as you reach out to a growing, changing customer base. The results? Greater customer loyalty and increased, measurable MROI.

#### KEY FEATURES OF CAMPAIGN MANAGEMENT

With Campaign Management, you can:

- > Create and manage a 360-degree customer view with direct access to actionable, accurate information.
- > Plan, execute, and measure multi-wave, cross-channel, highly-personalized marketing campaigns.
- > Centralize, manage, and track offers within and across campaigns.
- > Build richer, more meaningful brand engagements by including behavior-driven digital campaigns in the online marketing campaign mix.
- > Manage customer contact frequency while maximizing campaign ROI and long-term customer lifetime value.
- > Regain the time to innovate and reduce tactical errors by establishing corporate best practices and streamlining repeatable processes.
- > Centralize and capture all the marketing campaign details to facilitate a “look back” to go forward in fiscal year planning.

Aprimo guides you in analyzing market conditions and better understanding the shifts in how audiences interpret and respond to your marketing messages. We also give you a higher level of financial control and campaign analysis, so you can track your spend across all channels while optimizing campaigns based on proven results.

For more information,  
please visit  
[www.aprimo.com](http://www.aprimo.com)

Wherever you begin, Aprimo can help you navigate through marketing's revolutionary changes to develop an ongoing, anywhere, anytime dialogue with your audience that results in more meaningful, more efficient interactions with customers everywhere.

#### About Aprimo

Aprimo's integrated marketing software enables B2C and B2B marketers to successfully navigate the changing role of marketing by taking control of budget and spend, eliminating internal silos with streamlined workflows and executing innovative multi-channel campaigns to drive measurable ROI. Only through the use of Aprimo's modular and on demand software, Aprimo Marketing Studio B2C and Aprimo Marketing Studio B2B, can marketers truly integrate marketing organizations, manage, deliver and track the right message targeted to the right audience over the right channel and translate Marketing efforts into measurable business impact and revenue. Hundreds of thousands of Marketers trust Aprimo to revolutionize their marketing including Bank of America, Honda, King Pharmaceutical, Pearson Education Ltd, Time Warner Cable-NY and Wal-Mart.

© Aprimo, Incorporated

900 East 96th Street, Suite 400  
Indianapolis, IN 46240

317.803.4300 main  
317.803.4251 fax

[aprimo.com](http://aprimo.com)

**aprimo**  
*Integrated Marketing Software*