

Aprimo Marketing Studio™ B2C

Email Marketing

Execute and automate customer-centric marketing campaigns

Use digital dialogues for richer brand engagements that build customer loyalty

As marketing undergoes revolutionary upheaval, Aprimo® allows marketers to turn change into a competitive advantage through modular software that drives ROI, provides a centralized marketing view across all channels, and creates engaging, ongoing consumer dialogues across the array of marketing touch points.

MANAGE HIGH-TOUCH DIALOGUES

Conventional methods and media channels have shifted. Traditional marketing strategies are in flux. It's a challenging time to be a B2C marketer. In this age of rapid change, the most reliable way to produce near-term incremental revenue and long-term customer value is to engage with customers and prospects online through timely, relevant marketing communications and offers.

But creating highly personalized digital marketing content can be a challenge. Involving multiple departments lengthens campaign cycle times and often hinders personalization. And, ad hoc, one-off processes invite errors and data latency.

Executing successful interactive campaigns requires you to do more than just segment your lists and send targeted emails. It's about presenting the right mix of messages at the right time—all rolled into a plan that truly drives measurable ROI. In today's


Integrated Marketing Software

- > Create highly personalized, dynamically-rendered e-content
- > Enhance performance by measuring results of A/B and subject line tests within minutes
- > Stay one step ahead of ISPs to get your messages delivered
- > Receive prompt notification of expired digital assets
- > Introduce customers to local agents or retail locations

KEY PROOF POINTS

- > Start and maintain behavior-driven dialogues
- > Assign new-to-files efficiently, and update assignments for moved customers
- > Analyze results with reports generated in Aprimo
- > Export information into an already-licensed BI tool or statistical software
- > Automate email address cleansing

For more information, please visit www.aprimo.com

communication-saturated market, you need to break through the noise and clutter with relevant, personalized content that your customers want.

That's where the Email Marketing solution offered in Aprimo Marketing Studio™ can help. With Email Marketing, you can combine online and offline information to develop a cross-channel customer contact strategy with a mix of batch campaigns and interactive dialogues. First, use Aprimo Marketing Studio to design your campaign content like emails, microsites and inbound forms. Then, use it to send your messages. Aprimo will capture the response behavior and update it to the consumer repository, triggering subsequent communications to continue the dialogue.

MASTER EMAIL DELIVERABILITY

Aprimo's Email Deliverability, a component of Email Marketing, eliminates the uncertainty of online message delivery. You create. Aprimo delivers. Use a mix of tools, technologies, and services to navigate through and remove potential email delivery obstacles to maximize reach and keep your list clean. With Aprimo's Email Marketing, you won't ponder: Did they, or didn't they? You'll know.

Key Features of Email Marketing With Email Marketing, you can:

- > Mix outbound, batch communications with real-time, behavior-driven continuous digital conversations
- > Develop highly personalized digital communication vehicles - emails, microsites, inbound forms - with dynamic content (e.g., images, offer) sourced from a brand asset library to increase campaign response and conversion rates
- > Shorten campaign cycle times, reduce errors and insure brand compliance with templates and reusable campaign content
- > Maximize email delivery and protect your online brand reputation and ensure legal compliance to maximize customer reach

- > Use segmentations to eliminate data barriers and gain access marketing-friendly, ever-expanding 360-degree customer view
- > Centralize promotion and response history and generate graphically rich reports that meet the informational needs of your organization.

If you're focused on 1:1 marketing in the B2C realm, use Aprimo's Email Marketing to plan, create, execute, and measure customer-centric marketing campaigns that increase productivity and performance. And, when you do, you can innovate your marketing to foster a learning culture for the marketing team and to push the direct-to-consumer envelope for better business performance. It's a win-win.

Join the marketing revolution, and replace obsolete practices and programs with new ones that capitalize on today's ongoing shifts, trends, and changes. You'll stay one step ahead of the marketing curve. You'll have the competitive advantage.

ABOUT APRIMO

Aprimo's integrated marketing software enables B2C and B2B marketers to navigate successfully 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 measureable 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.