

Aprimo Marketing Studio™ B2C

Lead Management

Give consumers access to your brand where they live and shop

Link your customers and prospects to a local brand presence

As marketing undergoes revolutionary upheaval, Aprimo® enables marketers to turn change into a competitive advantage through modular software that streamlines marketing processes, provides greater control of marketing spend in alignment with business objectives, and drives increases in measureable marketing ROI.

YOUR BRAND IS LOCAL TO CONSUMERS

Depending on the industry, B2C marketers often sell their products and services through a local distribution channel that may be an individual or a store or branch office. And, in many cases, their marketing efforts have to preserve an existing local brand relationship for existing customers and to create a new one for prospects. Today's B2C marketers use marketing

technology that their B2B counterparts have long used to assign leads to Sales for follow-up.

You strive to build strong, trusted brands in the marketplace, and your reward is high customer loyalty and repeat business. B2C marketers know that much of the consumers' actual brand experience and engagement stems from its local presence. That's why many use Lead Management,


Integrated Marketing Software

- > Put a local face on your brand
- > Increase communication relevancy by including local brand information
- > Let your local colleagues show they know the consumer with access to a profile
- > Centralize local brand assignment rules and modify if and when needed
- > Track and measure consumer contact history and associated response behavior

KEY PROOF POINTS

- > Assign customers and prospects to local brand entities
- > Improve communication relevancy with your customers
- > Increase collaboration between brand and local-level colleagues
- > Adapt your assignment, scoring, and measurement approaches for optimal outcomes
- > Use behavior-triggered campaigns to stay engaged and nurture brand loyalty
- > Accelerate and increase incremental revenue by integrating local-brand engagements in nationally branded marketing campaigns

one of the solutions in Aprimo Marketing Studio™. With Lead Management, marketers establish and sustain the local link between brand and the consumer. And, when consumers move, they stay locally connected by reassigning them to another brand entity that is closer to their new home.

CENTRALIZE THE CONSUMER PROFILE AND DECENTRALIZE ACCESS

With the emergence of online, direct-to-consumer selling and proliferation of self-service websites, B2C marketers need to gather both off- and on-line brand interactions to maintain an accurate profile of its customers and prospects. You may use the centralized customer view to produce personalized, relevant marketing communications and offers. And, you can use the breadth of promotion history and behavior information to score customer value and prospect quality. But, can your local brand colleagues use the information at the critical moment of truth—i.e., during an individual's next engagement? They need to show they know the customer or prospect and execute the right level of investment for an optimized outcome.

Lead Management lets you give your local colleagues access to select information about the individuals in their consumer population so they can make the most out of their next encounter with each individual. And, make it easy for them to assess customer or prospect value by ranking or scoring their consumers.

MEASURE AND MEASURE AGAIN

Consumers increasingly control their relationship with the brand, while B2C marketers struggle to communicate with maximum message relevancy and

brand consistency. Many B2C companies have multiple consumer engagement levels, but only those using Lead Management capabilities are equipped to deliver against their brand promise to deliver measurable revenue growth and customer loyalty while building long-term brand equity. Marketers measure the business impact of their efforts and show sustainable ROI metrics with Lead Management, part of the Aprimo's Marketing Studio solution.

KEY FEATURES OF LEAD MANAGEMENT

With Lead Management, you can:

- > Create and execute national marketing campaigns with localized branding that increases response and conversion rates
- > Create a single consumer view, including off- and on-line behavior information, and use it to optimize the next brand interaction
- > Automate prospect assignment to local brand entities for follow-up to accelerate purchase conversions and drive up revenue
- > Test and measure various local brand assignment approaches to isolate the one(s) that deliver maximum benefit to your brand and the consumer
- > Measure marketing effectiveness and share ROI metrics across the organization
- > Adapt to marketing changes, as you modify local brand assignment rules, consumer scoring routines, and measurable content

For more information,
please visit
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 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.

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