

Blue Cross Blue Shield of Florida to Present Aprimo Case Study at Marketing Organization Webinar

American Marketing Association Hosts Aprimo Event for Marketing Professionals

Indianapolis, IN (September 24, 2008) – Aprimo today announced that Blue Cross Blue Shield of Florida (BCBSFL) will present a case study, “Tracking and Measuring Marketing Innovation,” at its upcoming American Marketing Association webinar Tuesday, September 30 at 1 p.m. Eastern Time. Carey W. Hepler, Innovation Director for BCBSFL, will share a story of how his team used Aprimo marketing software to create a repository for tracking and reporting of their ideas and corresponding marketing projects.

“Carey is an engaging presenter and I believe participants of the webinar will be inspired by the Innovation Team case study,” said Wes Moore, Director of Product Marketing, Aprimo. Moore co-hosts the webinar and will share with attendees his insight on marketing maturity and expertise in Marketing Resource Management (MRM).

“I am very happy to talk about our team’s success with using Aprimo,” said Hepler. “We had the process on paper, but we needed it to be easily seen and Aprimo gave us that visibility, all the way to upper management.”

Aprimo is a leader among enterprise marketing management software providers and is consistently recognized by industry analysts, technology associations and marketing professionals for its services that help align each of the functions of marketing for greater marketing productivity.

To access the webinar, register at: www.aprimo.com .

About Aprimo

Aprimo is a leading provider of marketing software and services that enhance the productivity and performance of marketing organizations. Aprimo’s integrated suite of applications, Aprimo Enterprise, improves alignment across the Marketing Value Chain (the business processes that connect corporate, brand, field marketing, and external marketing suppliers and agencies) and enables the execution of multi-channel marketing campaigns. Aprimo Enterprise is based on the Enterprise Marketing Backbone, Aprimo’s innovative service oriented architecture (SOA), which eliminates marketing as an island of automation within the enterprise. Aprimo provides solutions primarily to large enterprises and medium-sized businesses worldwide, including companies in the automotive, consumer packaged goods, financial services, life sciences, retail, technology and telecommunications industries. For more information call + 1.317.803.4300 or visit www.aprimo.com.



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Media Contact:
Laura Hupp
Marketing Communications Manager
Aprimo
Laura.Hupp@aprimo.com
501-247-2335