

Aprimo Selected By The Motley Fool for B2C Campaign Management

TOP FINANCIAL SERVICES PROVIDER CUTS COSTS AND FREES UP VALUABLE MARKETING RESOURCES THROUGH GAINED EFFICIENCIES

INDIANAPOLIS, IN (October 1, 2008) -- Aprimo, Inc., a global provider of software for Enterprise Marketing Management (EMM), today announced that The Motley Fool, Inc. has implemented Aprimo's Enterprise Campaign Management to reduce the cost to acquire and grow its subscriber relationships.

"The Motley Fool is a growing, dynamic company that focuses on leveraging the power of the internet to deliver financial information to its customers," said Aprimo CEO, Bill Godfrey, "As a new user of Aprimo's Enterprise Campaign Management, The Motley Fool has seen gains in productivity and improved collaboration between its strategic and database marketing functions."

"We are very pleased with our initial experience with Aprimo," said Greg Martz, Director of Marketing Operations at The Motley Fool, "The Aprimo platform provides us with the unified infrastructure we require to efficiently scale our marketing operations and consolidate the numerous, disconnected systems that currently support marketing. We have begun to integrate Aprimo with other internal applications and look forward to taking full advantage of the system's capabilities."

The Motley Fool runs numerous email campaigns each week to strengthen existing subscriber relationships and acquire new relationships. The Aprimo Enterprise Campaign Management system supports the planning and targeting of email campaign activity, reconciles campaigns to provide consumers with optimal, non-conflicting offers, and supports the tracking and measurement of campaign performance. Future phases will support triggered, multi-step campaigns and will sunset a variety of legacy operational systems.

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.



Accelerating Marketing Productivity™

Media Contact:
Laura Hupp
Marketing Communications Manager
aprimo
Laura.Hupp@aprimo.com
501-247-233