



Cross-Channel Marketing Orchestration Using Your Enterprise Data

Access your deep, rich marketing data wherever it is located and connect it to the marketing cloud.

For data-rich enterprises, it is not practical to load and maintain all customer data in the cloud to support marketing selects and targeting. Aprimo Campaign allows marketers secure, simple, and direct access to their own enterprise data warehouses, marketing data marts, operational data stores, or other sources that are on-premise, hosted, or in the cloud.

Aprimo Campaign is an enterprise campaign management SaaS application designed to access and select millions of customers and many millions of transactions across multiple sources wherever the data may sit.

Aprimo Campaign enables marketers to manage customer targeting into test and control cells, associate those cells with offers and creative treatments, and then orchestrate distribution across marketing channels and vendors (email, direct mail, digital, SMS, mobile, etc.).

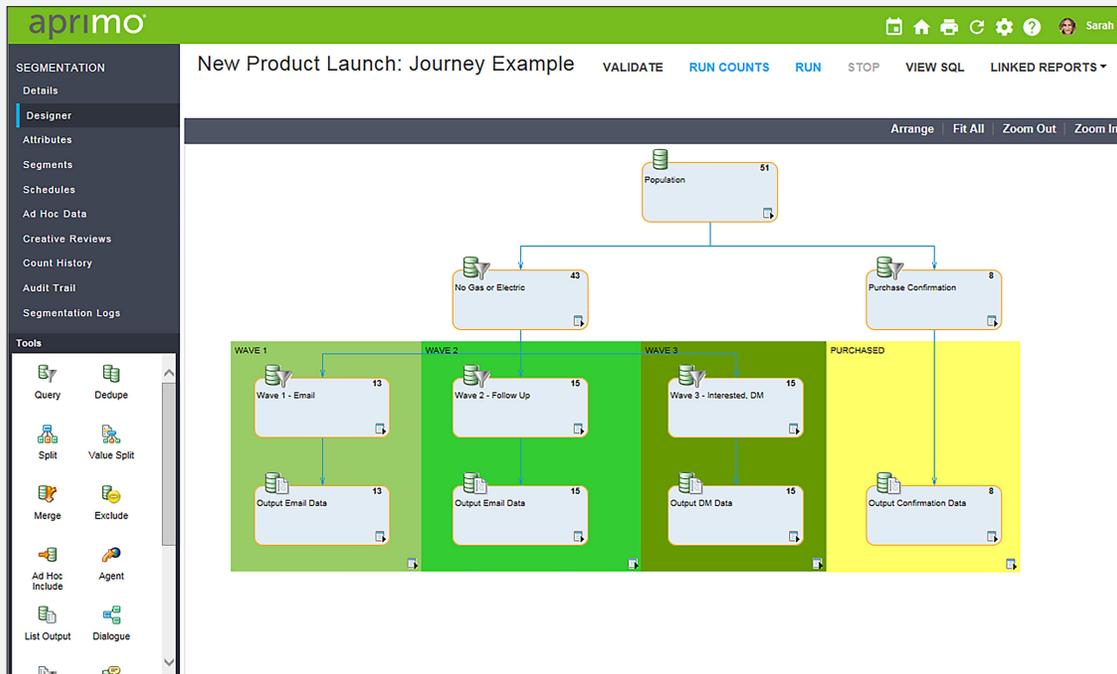
BENEFITS

Increase Your Marketing Effectiveness

- **Improve customer targeting** based on offline behavior from your rich operational and marketing data sources as well as collected online behavior.
- **Respond to each customer interaction and change in behavior** from your own data sources with targeted campaigns sent directly through the execution channel or vendor of your choice.
- **Automate the execution of campaigns and triggered marketing campaigns** based on changes in behavior over time (trends) for timely, unattended, and constant marketing revenue generations.

Improve the Speed and Efficiency of Your Campaign Planning and Execution

- **Rapidly query customer data** using a full-featured enterprise campaign management application. No SQL or coding knowledge necessary.
- **Improve marketing efficiency with automated and reusable campaigns.** Quickly cut, copy, apply, schedule, and execute entire campaigns all the way down to the individual segment or query.
- **Better manage and track campaign projects** and information with the integrated features of Aprimo: Plan & Spend, Offer Management, Marketing Productivity, Production Workflow, and Marketing Calendar.



The Segmentation Designer allows marketers to visually define and reuse automated campaigns that encapsulate their specific business rules, define segments, and release them in waves.

Capitalize on Your Investment in Customer Data

- Access your deep, customer data wherever it sits—on-premise, hosted, or in the cloud—including big data, responses, sales transaction details, events, and more with native connections to Oracle, SQL Server, and Teradata databases.
- Easily and securely view and interact with customer data using your data model “as is,” organized in logical marketing Universes that encapsulate your business rules, organizational structure, and complexity.
- Partition your organization data so each region, brand, or business unit sees only their customers and their data.

Put Your Marketing on Automatic

- Automate the execution of campaigns and triggered marketing campaigns for timely, unattended, and constant marketing revenue generation.
- Orchestrate and automate the sending of campaign targets to your favorite cloud execution channel or external system using our open connectors (SFTP, email, SMS, mobile push, direct mail, call, digital advertising, and marketing clouds).
- Cloud-deployed campaign management is available from anywhere and against any data source using encrypted, secure VPN connections with zero IT maintenance and infrastructure support needed.



FEATURES

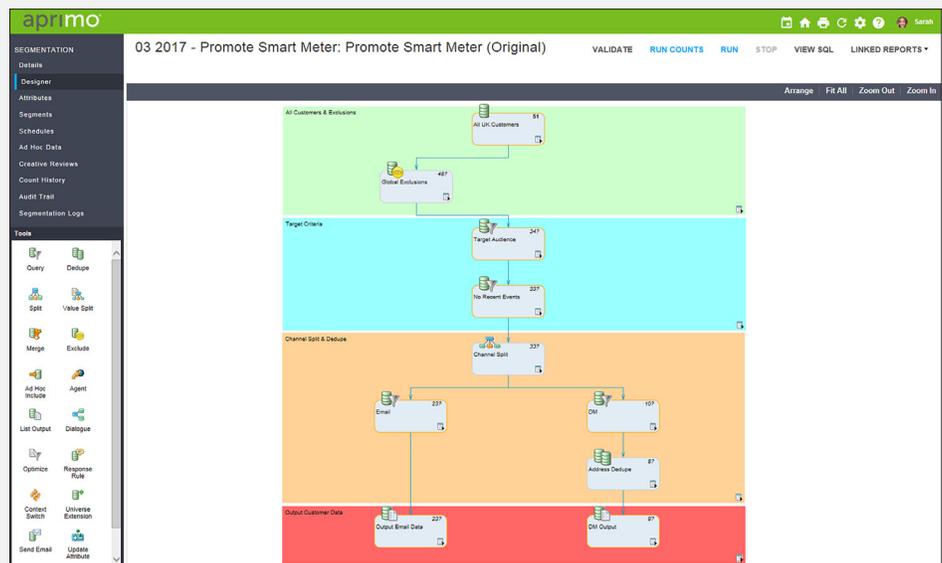
Targeting and Segmentation

- Reduce the time spent on list selection, target development, and overall marketing processes by having direct access to your data.
- Easily create and manage complex, multichannel campaigns with Campaign's intuitive and flexible Segmentation Designer.
- Use specialized tools for marketing-specific functionality, including random and sorted cell test splits, dedupes (householding, firmholding, email address deduping), file or database table outputs, and context switching from customer target levels. You can also select data across databases (cross-table joins).
- Rapidly develop and deploy campaigns by cutting, copying, and pasting entire segmentations, branches, or individual segments.

Marketing Data and Infrastructure

- Maintain marketing data security and customer data privacy by keeping it in house. With Campaign, you can query and filter this data in place; you only send the selection results and personalization data needed for the marketing channel to the cloud.
- Enjoy the quick provisioning, lack of IT overhead, and no-headache administration of campaign management deployed from the cloud using our dynamic scaling and security features.
- Multichannel orchestration coupled with connectors as part of the Aprimo Integration Framework allows you to select your preferred, best-in-class marketing technology or execution channel provider for email, SMS, direct mail, and mobile push campaigns.

The Segmentation Designer provides all previous segment counts before final counts and output for multi-channel campaigns for both direct mail and email channels.





Offers

- Campaign integrates with Aprimo Plan & Spend's Offer Management functionality to manage the review, approval, expiration, and organization of offers, creative treatments, and incentives in a central library.
- Assign offers and treatments to cells in a Cell Matrix (test matrix), which integrates directly with Campaign and returns "live" counts for planning and forecasting.
- Offer Management can perform initial return on investment (ROI) forecasts based on counts, estimated response, and the average estimated revenue per offer accepted.
- Aprimo Campaign's Communication Log feature allows you to track the campaign, cell, and offer assignments to each customer to support tracking and marketing effectiveness reports.

Operational Reporting and Response Tracking

- Track and report on comprehensive Campaign information, such as marketing ownership, campaign tracking codes, products, channels, associated strategies, and other information.
- Pull detailed Campaign Segmentation reports and history with counts (waterfall reports, cell count last and historical, audit log, and executed SQL logs).
- Capture and log tracked or inferred responses for specific campaigns using custom response rules.
- Provide users with customized dashboards and reports that integrate with your business intelligence applications.

Contact Optimization

- Manage your contact management strategy across multiple, concurrent campaigns and deliver the highest priority, highest return, or best communications and offers to individual customers based on their campaign overlap, behavior, scores, targeted offers, channel preferences, and timeframes.
- Centralize data governance and enforce standard corporate suppressions and channel-based communication limits across individual customers and marketing campaigns.
- Comprehensive reporting with drop reason across campaign segmentation lists to support corporate reporting and final arbitrage of offers and campaigns.

Why Aprimo Campaign?

- Being SaaS-based eliminates the cost and headaches of investing in and maintaining extensive IT hardware and infrastructure to support campaign management.
- Web-based administration tools, automatic updates, and the Microsoft Azure platform combined provide a reliable, secure, and easy-to-maintain campaign management solution.
- Maps to your marketing data model and sources wherever they are located instead of forcing your data into a canned model or moving all of it to the cloud.
- Integrates with Aprimo to add Plan & Spend, Marketing Productivity, and Distributed Marketing functionality as well as integrated with the cloud via connectors as part of our open Integration Framework.

For more information, visit www.aprimo.com/platform/campaign.

Or—better yet—schedule a demo by filling out our form: www.aprimo.com/demo.

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



Aprimo is a category-leading marketing operations platform that frees marketers to focus on smart marketing by automating the five essentials: plan, spend, create, distribute, and perform. Aprimo's comprehensive suite improves time-to-market and maximizes a company's marketing investment to drive revenue. Aprimo is headquartered in Chicago, with global R&D and customer support in Indianapolis, and international operations based in London.