Our Presenters

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Julie Brown
Product Marketing Leader

Eric Teitsma
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VP, Smart Content Solutions

Janet Smith
Customer Programs Manager
For Today

• Recent Accomplishments
• Coming Soon
• Looking Ahead
• An Intro to ADAM Software
• Customer Loyalty Program
Recent Accomplishments
Aprimo Wins the 2017 MarTech Stackie Award!
Aprimo Campaign Available!

• Functionality Includes:
  – Universe
  – Segmentation
  – Contact Optimization

• Integrated with Aprimo Marketing Operations
Distributed Marketing

- Lead Scoring
- Integrations with ON24 and GoToWebinar
- New Business Intelligence Dashboards and Reports
Help Overlays

- End user educations
- New feature announcements
- Guided tours to drive adoption
Grids: Improved Sorting & Filtering

- 1 – click sort
- Filter options
Grids: Selection & Actions

- 1-click access to detail views
- Actions surfaced through selectors vs. fly-outs
Customer Innovations

- Ability to upload a new version on a review task based on having security right.
- Added enhanced view of task reviews section on the homepage.
- Extending the maximum length for the title for the following objects:
  - Tasks
  - Activity
  - Program
  - Project
  - Digital Asset
  - Attachment
API Routes

• We are continuously expanding our library of new REST APIs

• If you have a need for APIs, please contact your Customer Success Director for the latest documentation
Aprimo Academy

- Distributed Marketing Training Bundles are Active
- Campaign Bundles Active on May 26
April Release Summary

- REST API Methods
- Project Mass Cancel
- Default EA
- Status Action Improvements
- Netherlands Data Center
Coming soon
• Rename of Carry Forward
• Applies to Annotations and Tags
• Single, Multiple, or All
• Print PDF with Annotation Summary
• Annotation Summary is a numbered list with details
Spend Management Improvements

- Defaulting invoice owner to commitment owner
- Add invoice columns to activity list page
- New forecast approval option
Annotation – Side by Side

- Ability to compare two versions in one viewer
- Quickly confirm correct changes were made
- Improved user experience
Search

- Multi-Object Search
  - Tasks
  - Activities
  - Projects
  - Digital Assets
Looking ahead
Work Requests

- Intuitive, configurable wizard-based process
- One location for starting or requesting work
- Easy options to copy and re-use previous requests
- See ongoing status of previous active requests
My Aprimo

• Actionable, Central Hub
• Your “Landing Page”
• More Interactive
• Ability to Pin/Bookmark
• Initial release to include updated grid cards with improved grid functionality
Global Data Centers

• Australia
  – Q3 2017
Distributed Marketing Roadmap

- **Lead Scoring**
  - Score Additional Activities
  - Score Aging

- **Advertising Channel**
  - Bing

- **Lead Nurturing / Drip Campaigns**
  - More microsite analytics

- **Enterprise Distributed Marketing Capabilities** (Captive)
An Intro to ADAM
Digital-first marketing is driving a gap in how to manage marketing with finite operational resources.
Experience-driven marketing

- Marketing is the connecting tissue between customer & products
- Increased need to create relevant, expressive content that resonates with the consumer
- The context of the content producer has changed to include campaigns, projects, assortments, relationships, and connections
- There are now multiple suppliers of content, not all traditional
- The amount of content and channels continue to grow
- All empowered by marketing operations
Leader in DAM & PCM
Named a DAM leader twice in a row, the only vendor in both the DAM and PIM Waves by Forrester Research.

Connects & Extends
into the MarTech ecosystem with Sitecore, SAP Hybris, Lionbridge, PIMs, and more.

70+ Customers

16 Years of Experience
with over 60 employees in offices across the US and Europe.
Smart Content Hub

**Brand:**
- Multiple brands
- Brand protection & licensing
- Multicultural brands
- Agencies
- Creative operations

**Product:**
- Product launches
- Product collateral
- Portfolio management
- Product content enrichment
- Lifestyle products

**Go to market:**
- Corporate publishing
- Marketing campaigns
- Regulatory compliance
- CXM integration
- Distributed marketing

**Customer Experience**
Synchronized journey experiences

**Connected processes:** that work across functional areas

**Micro-moment-purposed content:** that recognizes and works with channel

**The right people connected:** Collaboration across channel
PublishingNow! helps creative minds organize, visualize and speed up the production process in a high demanding, ever changing, multichannel publishing world.

Bridging the gap between marketing operations and output to all available publishing channels.
PublishingNow!
Full editorial control

- Ingestion of creative briefs
- Digital floor plan
- Single source repository
- Work in progress
- Real-time stakeholder information
Aprimo Product Portfolio

**Marketing Productivity**
- Accelerate activities into market, delivering them on time and on budget, resulting in higher ROI

**Plan & Spend**
- Align activities & budgets with strategic objectives in a centralized view

**Campaign**
- Perform marketing segmentation from the cloud against your on premise and cloud based data

**Digital Asset Management**
- Manage any type of asset with smart omni-channel distribution (ADAM & PublishingNow!)

**Distributed Marketing**
- Enable your distributed partners to execute locally relevant campaigns at scale
World’s Most Powerful, Innovative, and Engaging Marketing Operations Platform

Integrated – Experience - Enterprise
Customer Loyalty Program

Building Advocacy & Engagement
Introducing

Get connected. Get rewarded.
Get the advantage with Aprimo MVP.

Aprimo MVPs are customers who share their passion and experiences with other marketing organizations and get rewarded for doing so.
The Perks

• Share your story and gain visibility among peers
• Establish yourself as an industry thought leader
• Promote your brand
• Build your professional network
• Develop a deeper relationship with Aprimo
• Earn rewards!
Customer Appreciation Points

When you share your experiences and expertise and help us spread the word about our products and services, you’ll earn Customer Appreciation Points that you can redeem for things like:

- Travel Expenses
- Conference Registration
- Charitable Contributions
- APRIMO Academy Credit
This dynamic and flexible program is your ticket to exclusive professional networking opportunities and rewards. We know you’re busy, so you can customize your level of participation. You’ll earn customer appreciation points through a variety of activities, including:

– Peer-to-peer conversations via reference calls or site visits
– Customer success stories and testimonial quotes
– Speaking engagements at leading industry events
– Press and analyst opportunities
– Reviews on industry websites
– Blog or whitepaper contributions
– Collaboration on thought-leadership webinars
Program Requirement Highlights

Ready to take the next step?

DOWNLOAD OUR APRIMO MVP PROGRAM OVERVIEW BROCHURE
VIEW OUR FREQUENTLY ASKED QUESTIONS
COMPLETE THE APRIMO MVP PROGRAM ENROLLMENT FORM
More Info

www.aprimo.com/aprimo-mvp/
Feature Flag Schedule

Feature is GA

May – August 2017

Feature Name

Feature Name

Feature Name

Feature is Permanently On/Active

February 2018

Feature Name

Feature Name

Feature Name

Feature Name
Save the Date!

Next Customer Webinar is

Tuesday, July 11
Thank You!