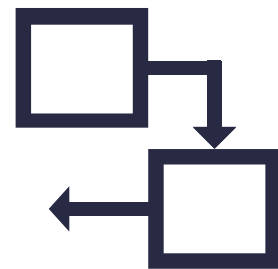# Apteco PeopleStage™

Powerful multi-channel campaign automation

Benefits

- Automate multi-channel, multi-stage, event-driven marketing communications
- Deliver highly personalised messages
- Gather response data from all channels to prompt the next interaction
- Work efficiently using standard campaign templates
- Fast to learn, easy to use and powerful drag and drop interface
- View appropriate levels of detail for your role
- Apply communication frequency, concurrency and cost constraints
- Trigger campaign steps via your chosen digital and social platforms
- Use live data resources for immediate engagement with new prospects
- Incorporate AI into content personalisation to improve campaign success
- Generate online campaign activity reports for easy access monitoring on the go

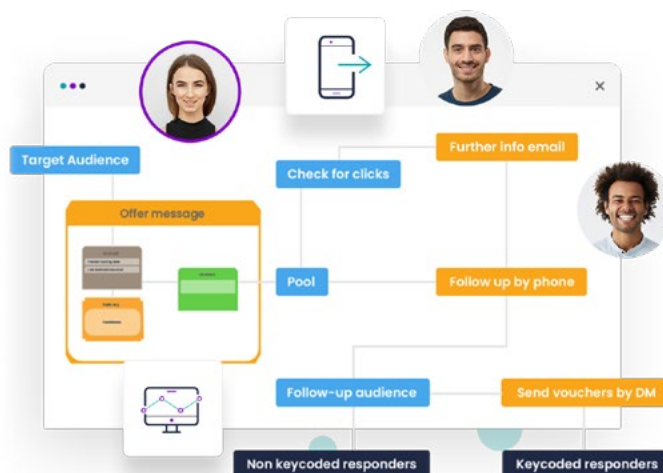## Personalised campaigns that deliver real results

With Apteco PeopleStage you can create, manage, and deliver automated, personalised marketing campaigns across your channels to ensure maximum impact. PeopleStage helps you turn insights into action, putting your data to the best possible use. You can quickly and efficiently build powerful multi-channel campaigns; campaigns that turn prospects into customers, and occasional customers into loyal advocates.

Maximise channels to get your message heard

True omni-channel campaigns can be created thanks to integrations with key marketing channel providers. Get your message heard wherever your customers are and through both the digital and traditional channels they prefer. PeopleStage can fully automate the delivery of campaigns through multiple channels and collect response data for closed loop marketing and event triggered response handling.

Automate near real-time communications

Automation allows you to handle marketing complexity with operational efficiency. Triggered messages and carefully considered workflows enable you to respond quickly to status changes and communicate with your customers at the right time and in the most appropriate way. PeopleStage uses customer and prospect data together with transaction data, live data and near real time responses from digital marketing channels. Automate your online basket abandonment campaigns so that an offer arrives in the post the following day, or use location-based marketing to initiate an instant smartphone push.

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Highly personalised continuous campaigns

With Apteco PeopleStage you can achieve high levels of personalisation every time, across every channel, with every customer, helping you to demonstrate that you understand and value each individual. The Apteco PeopleStage engine operates continuously, monitoring events to move people through the stages of your marketing processes. PeopleStage holds recipients in "pools" so that they can be used for further communications when triggered. The continuous cyclical nature of PeopleStage means that your campaigns don't necessarily need to have a start and end point.
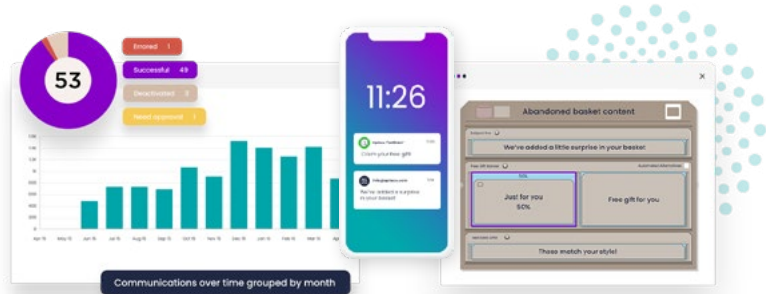
Optimise and prioritise using Apteco Intelligence (AI)

Make continual optimisation a certainty for your next campaign. The automated alternatives functionality in PeopleStage will continuously monitor, adapt and improve your marketing campaigns to boost engagement rates and drive increased sales. This integrated AI feature offers automated content alternatives to continually ensure the best response rates. PeopleStage uses A/B testing principles of old and custom prioritisation to reshape modern campaigns, that are often more specialised with a higher frequency of communications.

Drive push and pull digital strategies

Push your targeted marketing messages out to new audiences via email or display, or draw consumers to your products using social media and pay per click. With PeopleStage you can create more loyal customers and followers to drive engagement and sales. The unique design environment allows you to zoom in through multiple layers of detail, or zoom out to see how specific elements fit into the whole process. Senior executives gain instant access to high level views of process effectiveness without exposure to unnecessary detail.

Report on marketing effectiveness

Apteco PeopleStage includes delivery, communication and marketing effectiveness reports which allow you to ensure your marketing processes are operating as intended. Stakeholders can monitor campaigns on the move via the Apteco Orbit™ online platform for instant access to campaign activity reports, in real-time and from any device.

Collaborative marketing teamwork

Apteco PeopleStage is designed for collaborative marketing teamwork in which people fulfil different roles in the strategy, design and implementation phases. Analysts working on segmentation rules and predictive models can provide resources for campaign managers to use in designing marketing communication strategies.

Intuitive controls ensure that multiple users can work concurrently on campaigns by checking in amended work for testing or approval. Plan, Test and Live environments and shared templates ensure a consistent marketing approach. The fundamentals of Apteco PeopleStage ensure your campaigns are delivered smoothly.