

# Apteco Orbit™

Actionable insights, endless possibilities.

Connect people and channels, analyse data, target your audience, and manage campaigns – all on one intuitive platform.



## Benefits

- An end-to-end actionable data insights online platform
- Connect, analyse, target and campaign under a single login
- Create marketing lists for highly targeted campaigns
- Export data, or trigger a broadcast using your chosen ESP
- Better understand your audiences for more targeted and effective campaigns
- Give marketers fingertip access to their customer and prospect data
- Speedily explore large datasets utilising the formidable analytics capabilities powered by Apteco FastStats®

## Your end-to-end actionable data insights online platform

One place to create audience lists, visualise your data, and activate and optimise high-performance marketing campaigns. Our leading software platform brings analytics, visualisation and customer segmentation to your fingertips. Use all your data to generate insights and action your campaigns. Connect, analyse, target and campaign, all in one beautiful and easy-to-use workspace.

### Connect data and people

Access all your connected data sources to make smarter, data-informed decisions from a single view of your first-party data, powered by FastStats Designer™. Then integrate and connect data with your preferred ESPs and fulfillment channels. Connecting with people is easy too. Your data tells a story, and Orbit makes it easy for you to share insights and campaign reports with all relevant stakeholders in a simple, visual online format.



### Analyse data from all your sources

Embrace formidable analytics capabilities powered by Apteco FastStats® technology to explore your customer transactional and behavioural data. Create dashboards containing key insights with the ability to filter, build lists and drill down interactively from visualisations. Design beautiful, branded dashboards to share insights across your organisation. Visualisations are updated automatically to reflect the latest data refresh, so your teams can always work with up-to-date information.



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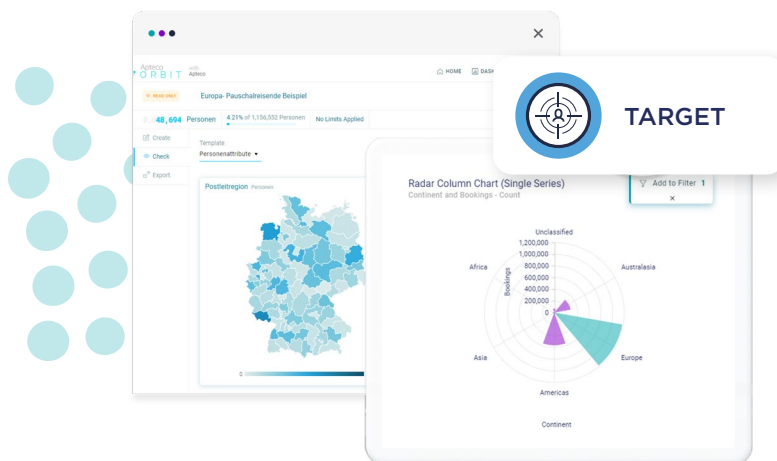
[apteco.com](https://apteco.com)

# Benefits

- Freedom to use Apteco's best-in-breed targeting insights with your own campaign management solution
- Monitor the status and progress of your campaigns 24/7 from any device
- Create beautiful, branded dashboards to visualise data and share insights across your organisation
- Easily create and activate high-performance campaigns
- One place where your data driven marketing team can work together

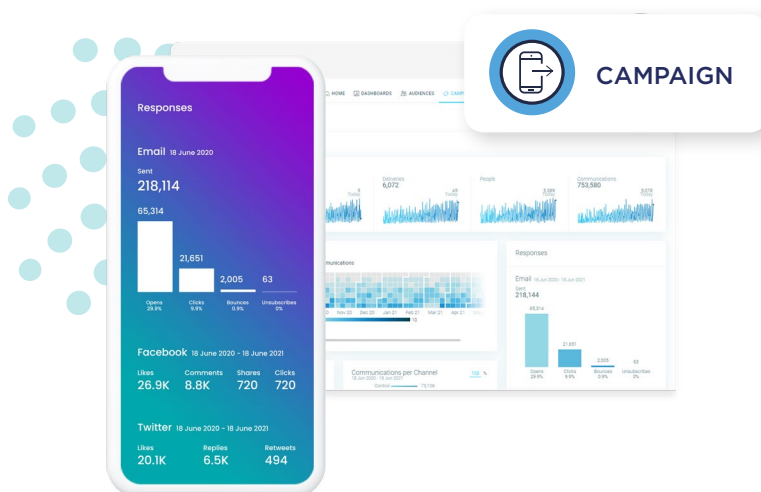
## Build targeted audience lists

Better understand your audiences for more targeted and effective campaigns. Use data exploration and visualisation tools to convert large volumes of transactional, multi-channel data to identify your ideal audience, and create targeted customer segments. Quickly create and check a target audience list for your campaign, and then export, or trigger a broadcast, using your chosen ESP. Empower your marketing teams to build audience definitions for themselves, directly from visualisations, at the moment of need.



## Campaign management made easy

Turn your insights into action and quickly create simple campaigns – all within one platform. Send and monitor your campaigns with instant, real-time access to activity reports from Apteco PeopleStage™. Upload data and automate campaigns using your existing martech stack and ESPs or our campaign management tools. Monitor the status and progress of your campaigns within the Orbit platform from any connected device, 24/7, so you can always use live insights to act fast.



# Features

- Access all data sources from one online platform
- Connect to your ESP and fulfilment channels
- Share work with non-FastStats users for free
- Choose from 30 different interactive tiles to visualise your data
- Select elements of visualisations to create targeted data selection rules

## Free access for the whole business

Don't keep your data insights and campaign successes to yourself. The Apteco Orbit platform allows all stakeholders to get the information that's most important to them. Your data tells a story, and Orbit allows marketing, analyst and campaign professionals to share that narrative in a simple, visual online format.

Accessible from anywhere and from any device – desktop, tablet or smartphone, Apteco Orbit has been designed to provide a secure platform, safeguarding your organisation's insights by making them accessible to everyone who needs them, but nobody else. The built-in resharing model allows customer dashboards, target audiences, analytics storyboards and campaign activity reports to be shared for free. Non-licensed users will receive a share notification email and can register themselves with a free Apteco Orbit account and continue to reshare with their colleagues.

## Marketing dashboards

Use the interactive marketing dashboards functionality to explore your customer data to gain insight and build segments for targeting.

- Make your data easily digestible, helping you to uncover actionable insights
- Choose from 30 different interactive and customisable tiles to visualise your data, including basic text and number cards, column, bar, pie, donut, line, area, radar, funnel, clustered and combo charts, a range of maps and Pareto solutions
- Create targeted data segments directly from visualisations to transform your dashboarding insights into campaign actions
- Style your dashboards to match your company brand and add logos
- Give your colleagues dashboards containing summary information and key insights with the ability to provide filters, build lists and drill through interactively
- Offer a diverse range of users and roles the ability to act quickly to turn customer insights into meaningful marketing messages



# Features

- Activate, monitor and manage campaigns from any connected device
- Visualisations update automatically to reflect the latest data refresh
- Create workspaces and link resources together to organise your work
- Fully compatible with Apteco software and the powerful FastStats big data engine

## Create audience segments

Build and refine audience segments for your campaigns in an easy-to-use and safe environment. With the ability to quickly select segments directly from visualisations, Apteco Orbit offers a simplified approach to building audience definitions and is aimed at marketing users.

- Charts and data grids are created automatically from your data and allow you to check and understand the characteristics of your audience
- Confidently preview data for use in your marketing campaigns
- Keep track of your progress by creating a 'brief' which can be viewed within Apteco Orbit while you work
- Use exclude and include rules to refine your audience
- Export your targeted audience list, or trigger a broadcast using your chosen ESP



## Collections – share the stories hidden in your data

Storyboards created in FastStats are displayed in Orbit as 'collections', which can be sequenced and annotated to create engaging reports.

- Share stunning analytical insights and data visualisations speedily and securely with colleagues
- Access your collections from anywhere via any modern browser or device

## Monitor campaigns

Apteco Orbit gives you instant access to easily monitor and share campaign activity, results and costs from your Apteco PeopleStage campaigns in real-time and from any device.

- Campaign activity reports are automatically updated and can be accessed anywhere using your desktop, tablet or smartphone
- Identify potential conflicts using the calendar view
- Review responses to compare the performance of your marketing channels



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