Apteco marketing software:

Turn insight into action

All your multi-channel marketing insights from all your data sources, actionable in one easy-to-use platform.

Apteco

apteco.com

The Apteco story

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Our story began over 30 years ago, and we remain true to the same core beliefs today: creating and building industry-leading software to speedily convert customer data into actionable information.

We're committed to removing the noise of untargeted, irrelevant marketing. Instead, we believe in driving your business growth by enabling you to deliver personalised experiences to each and every consumer.

We believe in helping you to deliver marketing campaigns that produce outstanding results, by putting the right marketing messages in front of the right customer at the right time.

Our story centres around the value of loyalty, and focuses on building long-term relationships with our partners and users. This means an enthusiastic, can-do attitude. It means being completely transparent at all times and never afraid to be honest.

And that sense of loyalty runs internally too. We're incredibly proud of our stable, long-serving team who work tirelessly to ensure you succeed.

Apteco's powerful customer analytics and audience targeting software helps you convert data into actionable insights.

What we bring to the table

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Experience

We've been helping companies put customer data at the heart of their business for over 30 years.

Insight

We enable you to analyse data from multiple sources to help you master your customer base and your marketplace.

Integrity

We're passionate about always doing the right thing – with our customers, our partners, our colleagues, our technology, and your data.

Loyalty

We recognise and reward loyalty, understanding that the best results come from true partnerships.

Knowledge

We create industry-leading tools to help you spend more time focusing on what you do best.

Cutting-edge

We're committed to being at the forefront of innovative technology, solutions and great design.

Meet the Apteco team

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We're an ever-growing, expert team of enthusiastic marketing professionals, data analysts, designers, and software developers.

With an expanding network of offices in the UK, Frankfurt, Sydney, and Rotterdam, we're more than happy to share our technical expertise and unparalleled knowledge of data-driven marketing.

Marketers trust us to design and build powerful applications that give them the actionable intelligence they need to run exceptional customer-centric campaigns.

We're the first part of your journey to truly understanding your customers and prospects – and having the ability to turn that knowledge into meaningful actions.

But we don't – and can't – operate alone. We're part of a wider international community, where we constantly listen and learn from our partners and customers. We win together.
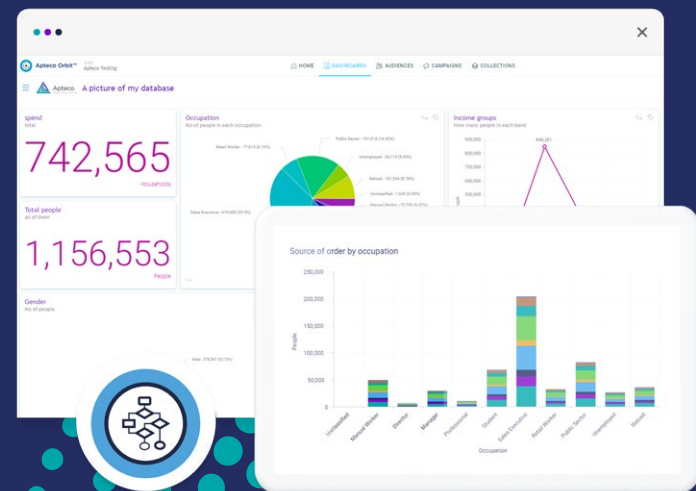
Apteco Orbit™ platform

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

Your end-to-end actionable marketing insights online platform, connecting you with your data

Discover one place to create audience lists, visualise your data, and activate and optimise high-performance marketing campaigns.

CONNECT

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 fulfilment channels.
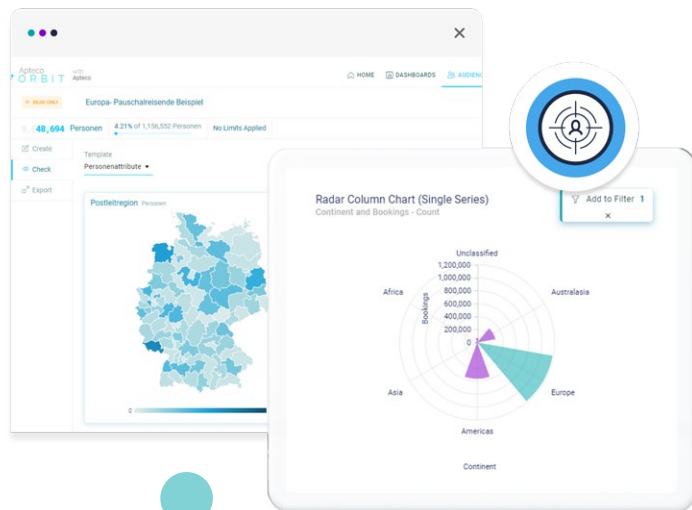
Connecting with people is easy too. Your data tells a story, and Orbit makes it easy for your entire team to work seamlessly. Dashboards can be shared and edited across your whole team, providing a unified view of campaign reports and insights with all relevant stakeholders in a simple, visual online format.

ANALYSE

Embrace Orbit's formidable analytics capabilities powered by Apteco FastStats® technology to explore your 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.

TARGET

Better understand your audiences for more targeted and effective campaigns. Use Orbit's 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.
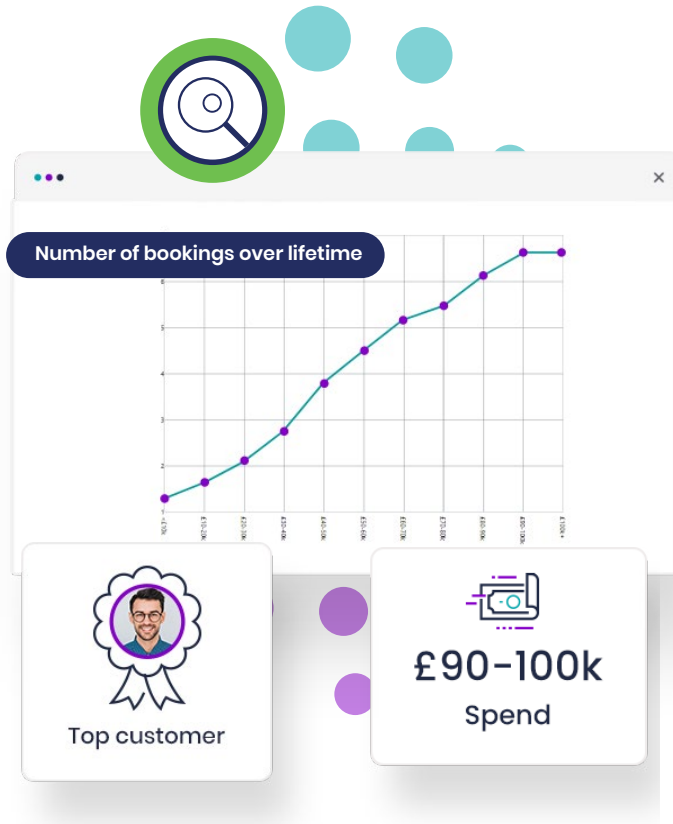
CAMPAIGN

Turn your insights into action, 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.

Apteco FastStats®

Greater functionality for more powerful customer data analytics and modelling.

Release the full value of your data

Explore your data in greater detail than ever before. Identify patterns in transactional data, perform customer profiling analysis, predictive modelling, basket analysis, create new variables and execute geographical analysis – giving you the insights to ensure that each and every customer receives the personalised experience they expect.

Number of bookings over lifetime

Top customer

£90-100k
Spend

The powerful engine that works hard to turn even the largest data sets into a source of intelligent analysis

Unify all your customer data into one single view with Apteco for actionable data exploration, visualisation and data mining.

FastStats key features

Segmentation

Everyone is different, so why send the same messages to all recipients? Apteco FastStats gives you the power to recognise common traits and create customer segments directly from charts and visualisations to improve engagement.

Data analysis

With analysis and visualisation tools you can dig deeper into your data and extract more value, while integration with Python and R gives advanced analytical users access to many more modelling techniques.

Identify new opportunities

Are there geographical regions or a segment of prospects with untapped potential? Using an intuitive "drag and drop" approach, FastStats provides a unique combination of speed and power for data exploration and understanding. Quickly spot opportunities for business growth.

Best next offer

Built-in machine learning and advanced modelling techniques combine behavioural and spend analysis to calculate the best next products to tempt customers, as well as providing cross and upselling opportunities.
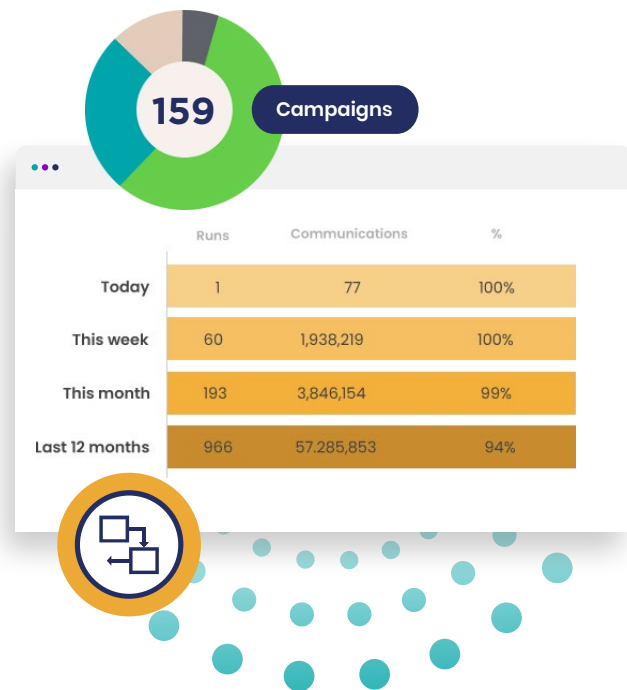
Visualisations

Data visualisations make it easy to check and understand the characteristics of your audience. Our powerful software quickly generates interactive charts, Venn diagrams, word clouds and profiles from your data.

Create audiences

Apteco FastStats gives you complete control when creating audiences for campaigns. You have the power to build the perfect target audience from transactions, engagement and customer journey stage to improve your campaign performance.

Apteco PeopleStage™

More campaigning power when you need it. Create, manage, and automate multi-channel, multi-stage, event-driven personalised campaigns.

Give your campaigns the best chance of success. Put insights into action through your existing martech stack of ESP and fulfilment channels, using live data to engage and optimise at every step.

With Apteco PeopleStage you can quickly and efficiently build powerful campaigns and orchestrate journeys across all your channels; campaigns that turn prospects into customers, and occasional customers into loyal advocates.

Powerful, automated campaigns that deliver real results

Enjoy marketing complexity and operational efficiency, with the ability to orchestrate customer journeys and quickly respond to status changes.

PeopleStage key features

Near real-time

Seize the initiative when customers initiate triggers. After all, the right communication at the right time is the golden rule of data-driven marketing. Automate your online abandonment campaigns so that a coupon arrives in the post the following day, or use location-based marketing to initiate an instant smartphone push.

Apteco intelligence (AI)

Make ongoing, incremental improvements a certainty for your campaigns. Continuously monitor, adapt and develop marketing communications with integrated AI features offering automated content alternatives to ensure the best response rates.

Automated campaigns and journeys

Automation allows you to enjoy marketing complexity with operational efficiency. Triggered messages and carefully considered workflows enable you to orchestrate customer journeys and quickly respond to status changes, enabling you to communicate with your customers at the right time and in the most appropriate way.

Build campaigns quickly

Repetitive but necessary work slowing you down? Create handy templates, allowing you and your team to repurpose previous campaigns and increase the speed of your activities.

Maximise channels

Design and build true omni-channel campaigns thanks to integrations with your key marketing channels. Make your message heard wherever your customers are.

Highly personalised

With Apteco PeopleStage you can achieve high levels of personalisation every time, across every channel, and with every customer.

We help you to improve the performance of your campaigns by enabling you to demonstrate that you understand and value each customer.

Multi-channel data integrations for greater efficiency and accuracy

Apteco software integrates with a wide range of downstream fulfilment channels, martech and business applications, with everything managed and all responses collated in one seamless platform.

Choose the implementation solution that works best for you

Not everyone works the same way. So take advantage of Apteco software's flexible cloud, on-premise and shared hosting options and find the one that fits your specific requirements.

Apteco Cloud

Apteco software is available via a flexible, cloud-hosted managed solution with all software updates applied for you and your data protected to cloud security standards. Apteco Cloud delivers a comprehensive hosting service that can be set-up and ready to use within one working day, boosts performance and offers expert Apteco technical support.

On-premise

If you have your own IT support department and data centre capacity, an onsite software implementation may be the correct choice. Many of our partners will be happy to provide the first line of support required to configure and maintain an on-premise Apteco marketing software solution.

Hosted

If you're looking to limit cost and resources, a service hosted by one of our trusted partners may offer a better alternative. Apteco software can be hosted on a dedicated or shared server to offer a cost-effective solution.

Move to the cloud with confidence

There are many complex factors involved in hosting and managing marketing technology. Apteco Cloud removes the effort by delivering a flexible and secure fully-managed hosting solution for our partners and clients. With all software updates applied and data protected to cloud security standards, you benefit from speedy deployment of Apteco systems and reduced internal resource issues. Scalable storage and reliable performance means you can be confident that your Apteco Orbit and FastStats marketing data insight systems are always working at maximum speed.

Protect your data with cloud security standards

Apteco Cloud provides automated daily, weekly and monthly back-ups ensuring rapid disaster recovery. With trusted security through AWS, regular Apteco Cloud security audits and penetration tests carried out by Netcraft, you can be confident that your data is always protected. And with Global data centres available, your data jurisdiction requirements are also covered.

What our customers say

"With Apteco we found a solution to our mission. Apteco software helped us to achieve our goal of having a targeted dialogue with our customers, which is based on efficient communications, automation and personalisation."

LifeFit Group

"Apteco has enabled us to use insight to predict what our supporters want, creating personalised campaigns that have driven levels of engagement we have not achieved before, elevating our supporter experience, and ultimately inspiring more people to join us in our #FightForYourWorld."

WWF

Join the international Apteco community

Tools, training, and accreditations for our partners and customers.

We're part of a much wider network

Although our software is designed and developed in-house, we don't – and can't – work alone. Our trusted partners deliver support, installation, hosting, consultancy, and training services to our clients around the world.

Apteco approved partners

Looking to gain precious customer insights and improve the performance of your marketing campaigns by working with a specialist partner? Or interested in partnering with Apteco to extend the services and products you offer your customers? Get in touch and we can help.

Accreditations

We also offer partners a selection of technical accreditation options to clearly demonstrate their expertise with Apteco software.

Support and consultancy

We offer our partners a comprehensive support programme and access to our experienced consultancy team to help maximise sales and deliver expert customer service.

Training

We offer user training to help customers and partners become experts in Apteco software – and special courses to turn our partners into accredited trainers too.

Annual user conference

Featuring seminars, awards, product updates, and special guests, our annual get together is the biggest day in the social calendar.

Contact our local offices

Feel free to contact your local Apteco office with any questions or queries.

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