



Apteco  
INSIGHT INTO ACTION

# Actionable insights, endless possibilities

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





**Understand your customers better than ever before and ensure that every piece of marketing is relevant, targeted, and personal.**

Apteco empowers marketers by giving them control over their data and campaigns. Our end-to-end capability makes it easy for you to manage your marketing from start to finish.

**Apteco can help you to:**



Quickly and easily upload your data into our secure cloud-based platform



Answer key questions about your data using powerful analytics techniques



Segment, refine and interrogate your data to build the perfect target audience



Build, monitor and optimise multi-stage, multi-channel campaign journeys



Personalise each and every customer experience to improve the relevancy of your marketing messages



Simplify your tasks and workflows and save valuable time with campaign automation



# Why choose Apteco

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 customer. 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.



## Experience

We've been helping companies put customer data at the heart of their business for over 35 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.



Build has succeeded.

Filters

- 15:47:33 Build success.
- 15:47:33 Build process finished. No more actions to run.
- 15:47:33 Exiting FastStats Designer Console

View Build Summary Deploy System

DATA SOURCES TABLE DEFINITIONS SYSTEM BUILDS

Save Tables

Table Settings

Data Source: CharityEventData

Data Definition

Variable	Variable Type
URN	Reference
Title CE	Selector

Source Data

URN	Title	First Name	Last Name	Email Address	Email Opt I
99914	Mr	Ben	Keogh	B.Keogh@funmail.co.uk	Yes
120233	Mrs	Rachel	Bean	R.Bean@funmail.co.uk	Yes
121948	Mrs	Charlotte	Chudley	C.Chudley@funmail.co.uk	No
122762	Mrs	Fiona	Shelton	F.Shelton@funmail.co.uk	Yes
122794	Mr				
254435	Mrs				
267541	Miss				
277119	Mr				
283574	M				



# Connect your data

## Move to Apteco Cloud with confidence.

Easily upload your data into Apteco Cloud – our flexible and secure cloud solution. Scalable storage and reliable performance mean you can be confident that you will always be working at maximum speed and your data is protected to the highest cloud security standards. Simple to set up and speedy to deploy – you can be up and running in minutes.

Once your Apteco system is live, you can start creating unlimited dashboards to visualise and explore your data.



# Explore and visualise

## Uncover and share actionable insights.

Apteco's interactive dashboards combine high performance and ease of use to deliver an intuitive, practical user experience. Create and share beautiful, branded dashboards, which will help to make your data more digestible, shortening the time-to-insight, so you can act fast.

Apteco has more than 30 different dashboard visualisations to choose from, including single dimension bar, line, pie, donut, area and radar charts, to more complex multi-dimensional charts, such as stacked and clustered column, bar and even Venn and Pareto solutions.



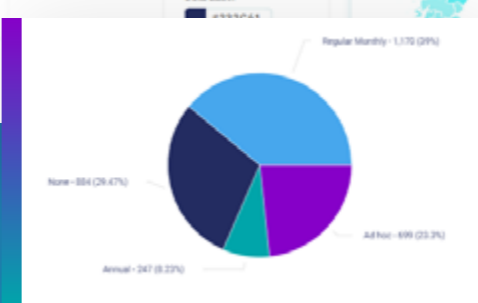
The screenshot displays the Apteco Orbit dashboard interface. The main area is titled 'Application Settings' and includes sections for 'SYSTEM THEMES' (Orbit Blue, Ultraviolet, Raspberry, Amber, Summer, Leaf), 'CUSTOM THEMES' (CharityTheme, A Pet co Branding), 'LOGO (OPTIONAL)', and 'VISUALIZATIONS' (Main Color, Data Label). A 'Dashboard Preview' section shows a 'Sample Dashboard' with various visualizations: a Donut chart, a Stacked Column 100% chart, a Column chart, a UK Map, a Pie chart, a Number Card (0.729), and a Text box. A 'Category Variables' pop-up window is visible, showing a list of categories with their respective colors and frequencies.

Category	Color	Frequency
Ad hoc	#8600CB	9
Annual	#00A5AA	9
None	#232C61	9
Regular Monthly	#47A7ED	9

Summary - Donator T... (9Summary) ^

1 categories unassigned

+ Category



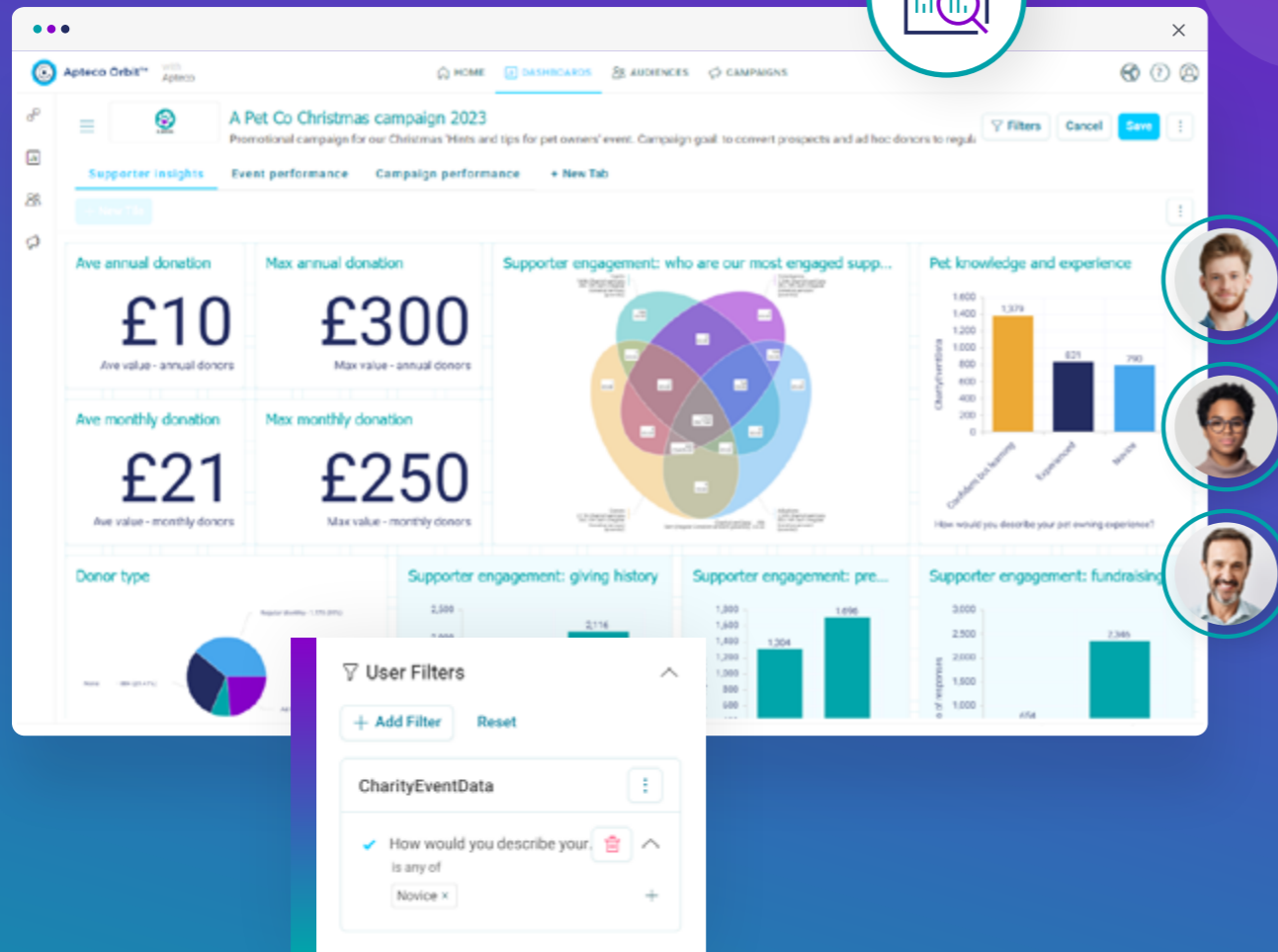


# Identify key insights

## Adopt a more customer-centric approach in your marketing strategy.

Embrace the formidable analytics capabilities of Apteco technology to help you answer key marketing questions.

Create dashboards containing crucial insights with the ability to filter and slice your data to build custom views and audience selections. Delve deeper into your data with drill-downs to uncover hidden learnings that can improve the effectiveness of your campaigns, help you discover new customers, and unlock new opportunities.



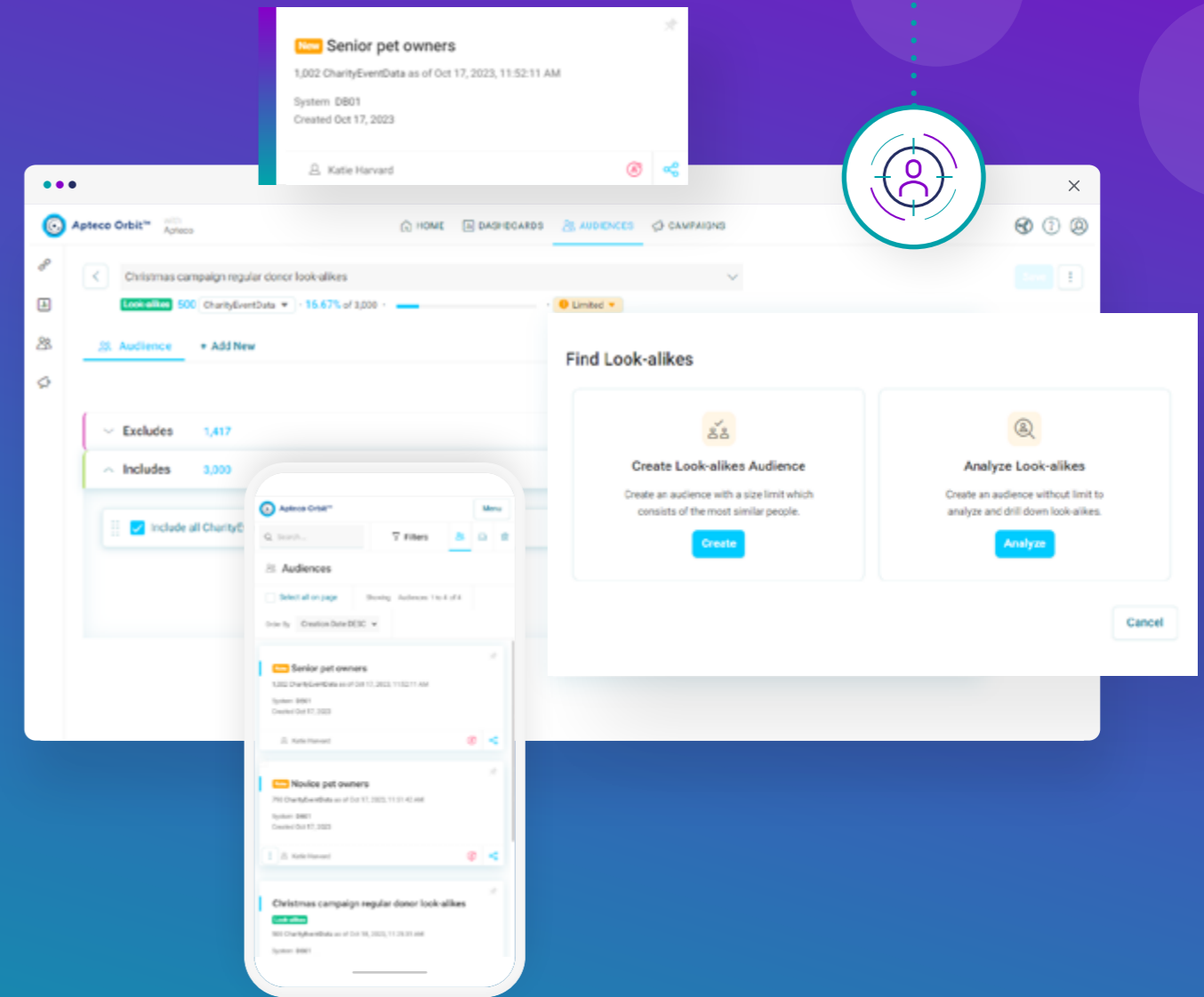


# Target your audience

**Use powerful selections to easily build and refine campaign audiences.**

When you understand your audience better, you can create more targeted and effective campaigns. Quickly and easily build your perfect target audience using logical and/or selections, then check and export your list or use it immediately to action your campaigns.

You can create audiences directly from your dashboard visualisations and then using audience workbooks, with its interactive full-page visualisations, perform more in-depth train-of-thought interrogation to further refine them. Identify people who meet your target profile and use Apteco's clever look-alike functionality to help you find more of your top prospects.







# Optimise the customer journey

## One message, multiple channels.

Make it easy for your customers to engage with you through the channel they prefer. Apteco helps marketers to communicate with customers in exactly the right way, at exactly the right time.

Design and deliver successful campaigns that take advantage of multiple touchpoints during the customer journey. Trigger your communications via email, direct mail, WhatsApp and social media, or choose to broadcast through your preferred ESP from our comprehensive list of integrations.



# Build emails

## Build and send responsive personalised emails.

With Apteco email you won't even need to leave the Apteco platform to design your emails. Our built-in email builder provides a secure and reliable email delivery platform, where you can create and deliver beautiful responsive emails using flexible drag-and-drop functionality.

Apteco email is perfect for all levels of email creators. You can start from scratch, upload your own layouts, or select from a variety of pre-designed templates. Before you press send, you can use our preview and test capability to ensure that your emails render perfectly across various devices and browser types.

The screenshot displays the Apteco Orbit Email Builder interface. At the top, there are three email templates: 'Your new pet checklist', 'Donation Acknowledgement', and 'Donation Warm Up'. The main interface is titled 'Email Builder' and shows a 'Variable preview' window with a text input field for 'First Name' and a 'Send a test email' button. The main preview area displays a mobile-optimized email template for 'a pet co' with the subject 'Your new pet checklist'. The email content includes a header with the logo, a main heading 'Your new pet checklist', a sub-heading 'Hints and tips for new pet owners', and a body section titled 'We know it can be stressful when you have a new pet in your home' with a personalized greeting 'Hi [data.firstname:First Name]'. The interface also shows a top navigation bar with 'HOME', 'DASH-BOARDS', 'AUDIENCES', and 'CAMPAIGNS', and a '79 Email Credits' indicator.

Novice pet owners 'hints and tips' - Summer 2024

Overview Monitoring Journey

Audience Split  
Existing prospect and reseller audience split  
3 splits defined

Novice pet owners - dogs only

Novice pet owner - cats only

Time delay  
**7 day delay**

**Add Journey Step**

Channel

- Email
- File
- FTP
- Push Notification
- Meta Ads
- WhatsApp Message

Controls

- Interaction Split
- Audience Split
- Time Delay

**Edit Schedule**

Publish

Now  Specific Date

Date: 12/04/2023 Time: 10:30

Timezone: (UTC) Coordinated Universal Time

Repeat

Every: 1 Week

Repeats On: Mo Tu **We** Th Fr Sa Su

End:  Never  At Date

Date: 12/05/2023

Delete Schedule Cancel Apply



# Create single and multi-stage journeys

**Campaign automation is no longer a nice-to-have, it's become a must-have for any successful brand.**

With Apteco's journey builder you can orchestrate single and multi-stage automated campaigns and bring your campaign together – add your email message, audience, personalisation and schedule – then send!

Your email campaigns can be scheduled to run as a single instance or on a recurring schedule – on a daily, weekly, monthly, or yearly basis, at a specific date, time, and time zone – to streamline your marketing and eliminate manual, time-consuming tasks.



# Personalise customer experiences

**Ensure that every customer journey is unique and relevant to each individual customer.**

Customers expect a personalised experience when interacting with any organisation, and often react strongly when brands don't deliver. Apteco can help you to leverage the power of personalisation to influence purchasing decisions, increase engagement and drive more sales.

Add personalisation fields such as voucher or mailing codes, job or campaign numbers and codes or flags to every record in your data output. You can also add variables from your database that are unique to each customer record, such as customer segment, model score, date of birth, last product purchased, date of last purchase or drive time.

The screenshot displays the Apteco Orbit Email Builder interface. At the top, there's a navigation bar with 'Asteco Orbit' and 'Apteco' logos, and tabs for 'AUDIENCES' and 'CAMPAIGNS'. A '79 Email Credits' indicator is visible. The main workspace shows an email template with a subject line starting with a personalization tag: '[[data.firstname]]', 'Tha...'. Below the subject line, there's a 'Published' status and 'HTML'/'Text' toggle. A left-hand 'Elements' panel contains icons for Text, Button, Image, Video, Divider, and Spacer. A 'Conditional display' dialog is open, asking 'When should this section be displayed?' with options for 'Always' and 'Only if'. The 'Only if' option is selected, and the condition is set to 'PrimaryPet equals Dog'. A 'Personalisation' dialog is also open, showing a list of fields to personalize: 'First Name' (with a 'First Name' variable selected) and 'Primary Pet' (with 'Primary Pet' selected and 'Description' as the field type). A customer profile card for 'James Dog owner' is overlaid on the bottom left of the interface. A circular icon with a magnifying glass over a group of people is positioned in the top right corner of the interface.



# Track, monitor and report

**Monitor your campaign performance to act fast and deliver more positive outcomes.**

Once your campaign is running, you'll want to start monitoring its performance to ensure you are reaching your goals.

Track and monitor up-to-the-minute insights as they come in, including open and click-through rates, costs and channels. Then use that engagement data to build dashboards for reporting – highlighting your campaign successes and identifying learnings, so that you can optimise and refine your campaigns even further.

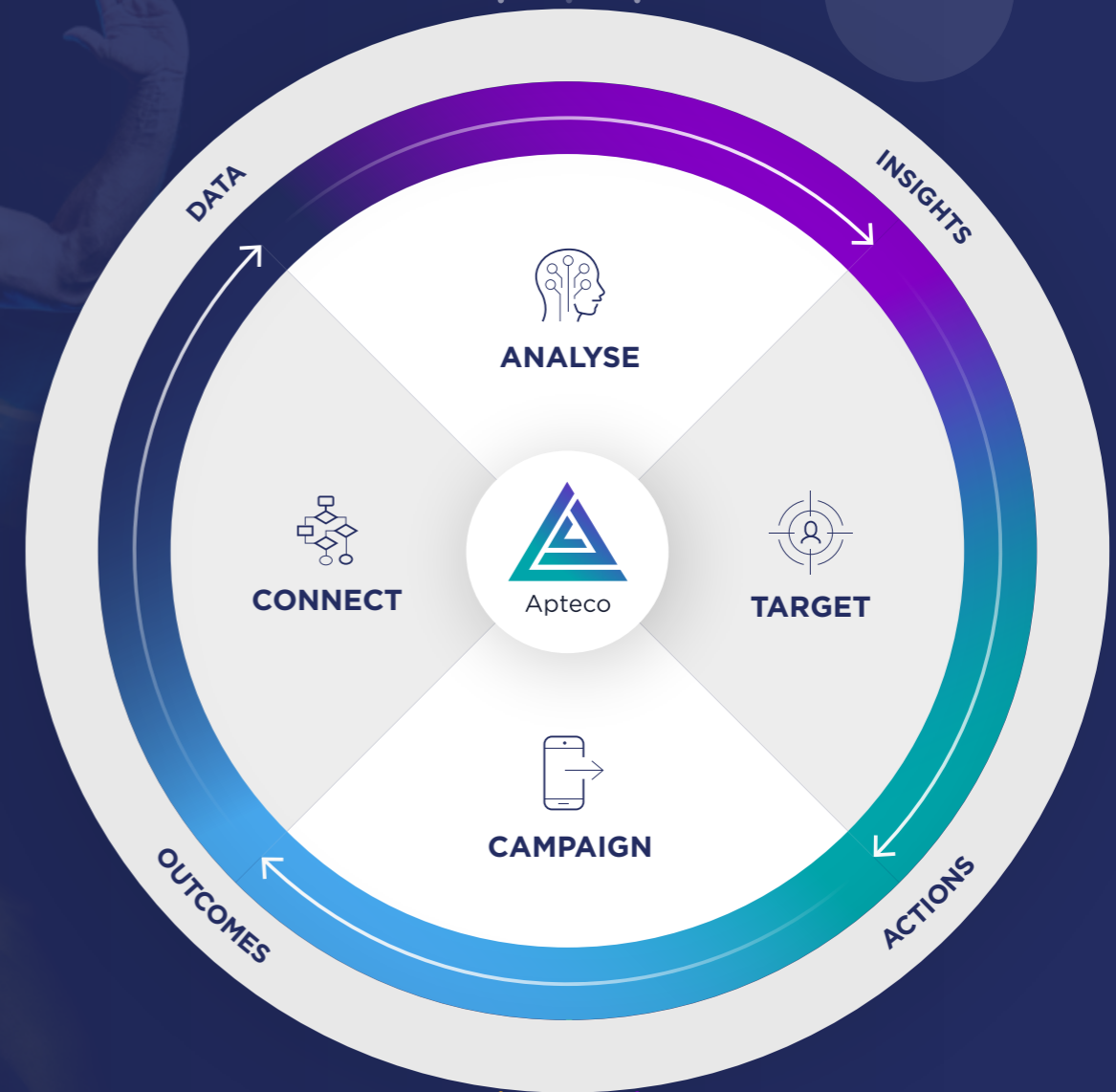
Understand what drives consumer actions, and measure ROI and engagement, so you can make informed decisions and make changes to your marketing where needed.



# The Apteco solution

Apteco provides marketers with an industry leading end-to-end marketing solution. Our fully integrated software connects your data and channels and combines lightning-fast technology with an intuitive user interface so that you can analyse your data, target your audience, and manage your campaigns – all on one intuitive platform.

**This is how we help marketers turn insight into action.**





**“For the first time, we can be confident that we truly have a supporter-focused view ensuring the right product, channel, timing, content, and action is correct for every supporter.”**

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Cats Protection



**“Possibly the greatest benefit is access to real-time data allowing us to respond to stakeholder data requests immediately and think more strategically about future campaigns.”**

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Health Education England



**“Apteco software has transformed the way WWF is able to communicate with its supporter base.”**

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WWF UK



**“Apteco helped us to achieve our goal of having a targeted dialogue with our customers, which is based on efficient communications, automation and personalisation.”**

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LifeFit Group



**“We can target every communication using the most appropriate – and cost effective – channel mix, optimised for each individual customer. Each communication can be targeted with pinpoint accuracy.”**

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Protyre

The background features a deep blue and purple space scene. On the left, a large planet with prominent rings, resembling Saturn, is shown in profile. A smaller planet, likely Earth, is visible in the distance. The right side of the image is decorated with several semi-transparent, overlapping circles of varying shades of blue and purple. The overall aesthetic is futuristic and high-tech.

# Learn more about Apteco

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Discover how you can supercharge your campaigns and turn your insights into action with Apteco. Visit our website to find out more, watch our product videos or sign up for a free trial and experience the power of Apteco for yourself.

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





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