



Apteco
INSIGHT INTO ACTION

Apteco for charities and non-profits

Put your supporters at the heart of your fundraising and use your data to make your marketing activities more effective.





NSPCC

**TEENAGE
CANCER
TRUST**



For over **35 years**, Apteco has helped charities cultivate and maintain lasting relationships with their donors and supporters.

Explore these success stories from our charity-sector customers to see why non-profits trust Apteco to improve their marketing outcomes – leading to higher ROI, improved retention, reduced churn, and lower costs.

NSPCC and Euler

One in five children in the UK has suffered abuse. The NSPCC offer free and confidential services like Childline, Helpline and their Speak out Stay safe programme in schools. They also campaign to ensure the government is doing more to protect children. At the NSPCC, they believe that every childhood is worth fighting for.

Objective: Automate and personalise flagship fundraising event communication

Solution

- Tailored, automated engagement path
- Transactional level journeys based on specific actions
- Integrated conversion journey with Meta
- Complex personalisation based on volunteer behaviour

Outcomes

- Increased volunteer participation by 3.4%
- Higher email open rates than previous year by 4%
- Higher email CTR than previous year by 6%
- Low email unsubscribe rate of 0.1%
- Higher volunteer satisfaction and retention

NSPCC

Euler.



“Through Apteco, we can streamline supporter relationship management, supporting millions in fundraising while minimising resource use through sophisticated automation.”

[READ THE FULL CUSTOMER STORY](#)

Teenage Cancer Trust and Wood for Trees

Teenage Cancer Trust funds specialist nurses and hospital units within the NHS to deliver top-quality clinical care. It also works to ensure that cancer doesn't prevent young people from living their lives, both during treatment and afterwards. It is the only UK charity dedicated to this important cause.

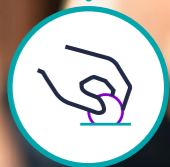
Objective: Improve stewardship process

Solution

- Single supporter view
- Shift to automated data collection
- Tailored stewardship journey
- Personalised comms with dynamic content
- Workflow transparency

Outcomes

- ROI uplift
- Supporter-centric approach
- Internal savings in time and effort



“Apteco helped establish a supporter-focused approach to the charity’s stewardship, creating meaningful experiences for fundraisers by personalising their journeys and addressing their specific needs.”

[READ THE FULL CUSTOMER STORY](#)

WWF UK and Euler

As the world's leading conservation organisation, WWF operates in nearly 100 countries, partnering with people from around the world at every level to develop and deliver innovative solutions that protect communities, wildlife, and the places in which they live.

Objective: Maximise supporter engagement

Solution

- Holistic supporter view
- Analytics – Segmentation (polls and quiz-based)
- Predictive – secondary adoption
- Time-sensitive personalised comms with dynamic content

Outcomes

- 35% increase in renewals
- 15% reduction in churn
- Internal savings in time and effort



Euler.



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

[READ THE FULL CUSTOMER STORY](#)

Why choose Apteco

Apteco adds efficiency and accuracy to your donor campaigns.

From planning and campaign building to automated execution, Apteco lets you do more with limited resources and stretch your marketing budget further.



Centralise donor data for actionable insights and efficient campaign management



Design, automate and send responsive, highly personalised emails



Segment donors based on demographic factors such as age, supported projects or lifetime value (LTV)



Streamline end-to-end campaign planning, execution, and prioritisation



Pinpoint and engage potential donors effectively using our look-alike functionality



Increase accuracy and efficiency by automating manual tasks



Save money by targeting only the most responsive potential donors



Focus on personal relationship building by letting our software do the rest



Apteco Limited, UK head office

Tink-a-Tank House, 21 Jury Street, Warwick, CV34 4EH, UK

Contact us

Tel: +44 (0)1926 407 565

Email: info@apteco.com

apteco.com