

# Real-time campaigning in Apteco



## Benefits

- By reacting promptly to specific actions or behaviours, campaigns are more likely to capture the customer's attention and interest, enhancing customer engagement
- Boost sales and revenue by ensuring your prospects receive communications at the right point in their purchasing journey
- Increase conversion rates with more personalised and timely messages that address the immediate needs or interests of the customer
- Ensures that customers receive a mix of planned content and personalised, timely messages, enhancing the overall experience

## Complete control over your campaigns

Every marketer understands the importance of automating campaigns to respond swiftly and effectively to a recipient's actions. Apteco provides two solutions to activate your campaigns in real time, keeping your brand top of mind.

### These options cover all levels of campaigning and response gathering, as follows:



#### Live data

Enabling a prompt response to an action – an unrestricted flow of data allowing a campaign to be activated within one minute



#### Real-time

Highly reactive, creating personalised messaging in response to an action (using Kafka). Real-time delivers an immediate response to an action

## Live data campaigning: up-to-the minute activation

Marketers use live data campaigning when they need to trigger a reaction quickly (within one minute). The reaction does not need to be immediate, for example in the onboarding process. You could welcome new customers with a series of personalised onboarding emails that guide them on how to use a product or service, or in loyalty programmes where you are sending updates about points, rewards, or exclusive offers as customers reach new levels.

### How does it work?

Apteco achieves this by holding this information in a live data database connected to but separate from the current FastStats data set. The data structure matches FastStats so that when an event happens – for example when a contact updates their personal information – new and updated data can be held and used to populate a campaign, which then runs to acknowledge the change. This process will complete within one minute.

Live data campaigning can also be used in conjunction with real-time. It's important to remember that any information required for the communication must be in the live data database.



Apteco

# Benefits

- Automated campaigns ensure that there is a consistent flow of communication with the audience, maintaining brand presence
- Triggers automate responses to specific customer actions, reducing the need for manual intervention and ensuring timely communication
- Once set up, trigger-based campaigns can scale effortlessly to handle growing customer bases without additional effort

FastStats® is a UK Registered Trademark of Apteco Ltd. FastStats technology is protected by US patent 7,200,607.

Other trademarks are property of their respective owners.

©Apteco 2025 all rights reserved.

[info@apteco.com](mailto:info@apteco.com)

+44 (0)1926 407565



Apteco

It remains separate from the FastStats database and will not be available to select through FastStats or Orbit until the next daily build. Live data campaigning can be configured by an administrator and Apteco's support team can help if needed. Live data can now be utilised in campaigns created in the Orbit journey builder. Once a live data database, or live audience, has been created, it is available to be included in a campaign, so any data added to that table can trigger a response.

## Real-time campaigning: trigger immediate reactions in seconds

Real-time campaigning should be used when the customer experience demands an immediate reaction (in a few seconds) due to the nature of their interaction. For example, to prompt an action if a customer visits a product page on your website but doesn't make a purchase, an email can be triggered immediately to remind them of the product or offer a discount.



## How does it work?

Apteco integrates with Apache Kafka, which specialises in handling real-time data streams. A new pull marketing store will be configured within Apteco to handle data required for extra content or personalisation.

Kafka uses message streams to pick up the interaction from the source – for example, a website login – and passes that into a trigger campaign. Any relevant personalised data is added from the pull marketing store and the campaign is moved through the chosen channel and straight out to the target recipient – all completed in a matter of seconds.

This process does not touch the core analytics database in Apteco, so the information is not available for selections. Any data changes, plus campaign history, are added with the standard daily data refresh.