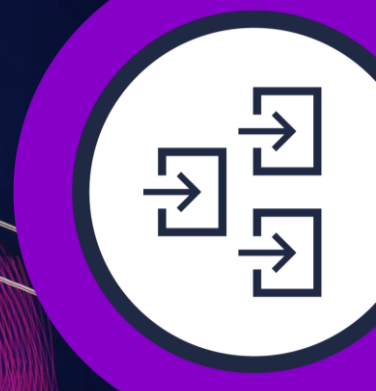


Apteco Customer Data Platform (CDP)

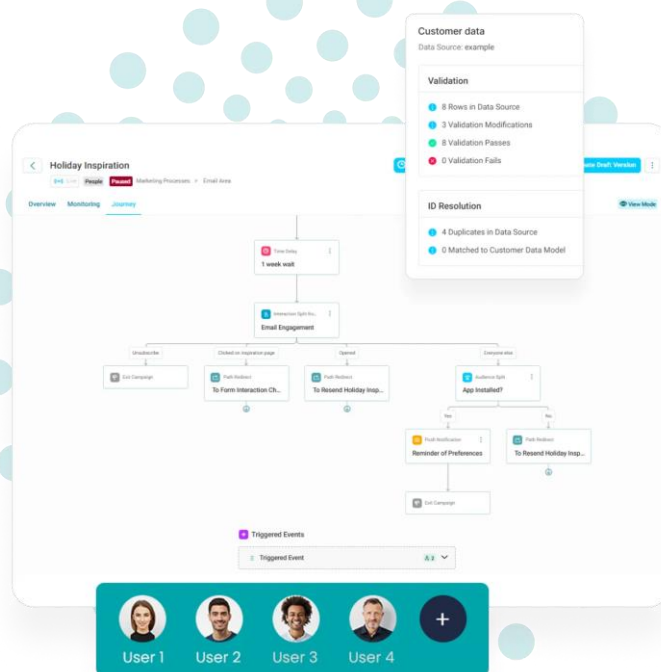


Benefits

- Ensure that your data is accurate, compliant, and ready to drive meaningful customer interactions
- Empower marketers and data analysts with industry-leading software and powerful visualisations
- Uncover and share actionable insights with interactive marketing dashboards
- Shorten time-to-insight so you and your team can act fast
- Create targeted audience segments directly from visualisations
- Activate your data to send personalised multi-channel customer experiences and campaigns

Unify your customer data to drive data analysis and activate campaigns

Perfect if you're just getting started and have data in lots of separate systems, the Apteco CDP offers a seamless integration experience. Hosted alongside your Apteco marketing platform, our persistent data store ensures that your data is always accessible and secure. Whether you're looking to enhance your access to customer data or streamline your data processes, the Apteco CDP is the ideal choice for marketing teams who are ready to activate their data and personalise multi-channel customer experiences.



Personalised customer experiences

The Apteco CDP connects your first party, proprietary customer, and prospect data, flowing in from many disparate data sources. These can include your CRM, transactional history, loyalty systems, campaign responses, engagement data, and much more. It then unifies that data into a single source of truth, giving you that all-important single customer view.

But the power is truly released when you can visualise all your data in Apteco Orbit, our end-to-end actionable data insights marketing platform. Here you can ensure that every customer journey is unique and relevant to each individual. With Apteco you can leverage the power of hyper-personalisation to influence purchasing decisions, increase engagement, and drive more sales.



Features

- Connect and unify your first party, proprietary customer, and prospect data
- Scalable storage and reliable performance keep you working at maximum speed
- The Apteco Cloud reduces the need for in-house IT hosting skills and technical support
- Link data tables and specify join relationships to transform your data into a structure optimised for marketing purposes
- Flexible implementation and hosting options: Apteco Cloud, partner hosted or on-premise



Apteco

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Connect your data and move to the Apteco Cloud with confidence

There are many complex factors involved in hosting and managing marketing technology, but we've got you covered. The Apteco CDP and Apteco Cloud make everything easier by delivering a flexible and secure managed solution that reduces the need for in-house IT hosting skills and technical support. With all software updates applied and data protected to cloud security standards, you benefit from speedy deployment of your Apteco marketing platform and reduced internal resource requirements.



Unified customer profiles



Automated identity resolution



Data activation



First-party data integration



Scalable performance



Compliance and security

Already have a data warehouse, CDP or single customer view?

Apteco is also ideal for those with an established data infrastructure. Our data design tools connect to your business data resources to create databases optimised for high-performance marketing data analysis. Use delta updates for big data and choose to deploy your solution to the Apteco Cloud, host with an Apteco-approved partner, or on-premise. Let's make your data work for you!

