

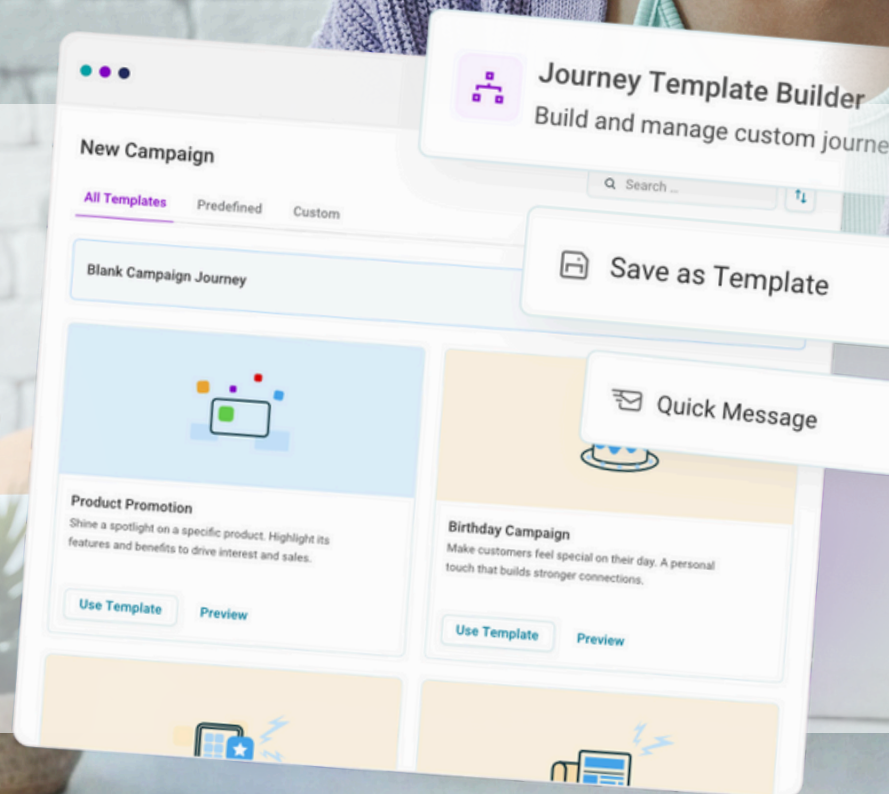


## JOURNEY TEMPLATE BUILDER

# Your shortcut to smarter campaigns

## Jumpstart your campaigns

Journey templates save time, simplify complex campaigns, and provide ready-to-use, customisable journeys with previews, descriptions, and helpful links – perfect for getting started quickly and confidently.



### Get started quickly

Whether you're launching your first campaign or managing multiple complex journeys, templates are your shortcut to smarter, faster, and more effective marketing.

### Customisation & flexibility

Use predefined templates, or create and save your own templates for recurring campaigns, ensuring consistency across teams and campaigns.

### Time-saving & easy to use

Customise templates to match your audience and goals. Jump straight into building your journey without mapping every step from scratch.



Fully customisable



Reduce set up time



Easy to use



## JOURNEY TEMPLATE BUILDER

### Start with a template

Stop worrying about “where to start” and focus on crafting meaningful experiences. Journey templates give you a ready-to-use foundation so you can launch faster, save time, and focus on what matters.

### Be more productive

Building complex customer journeys can be overwhelming – but it doesn’t have to be. Apteco’s journey templates make complex campaigns approachable and reduce setup time, and let you focus on strategy, creativity, and results.



#### **Abandoned basket**

Re-engage shoppers



#### **App rewards**

Incentivise and retain mobile users



#### **Birthdays & anniversaries**

Deliver personalised, timely messages



#### **Events & newsletters**

Promote events or keep subscribers updated



#### **Product launches**

Generate buzz and track engagement from day one



#### **Re-engagement & renewals**

Bring back inactive customers and ensure loyalty



#### **Social campaigns**

Connect with audiences across channels



#### **Welcome & thank you**

Make a strong first impression or express gratitude



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