

# Apteco PeopleStage™

## Powerful Multi-Channel Campaign Automation

### Benefits

- › Automate multi-channel, multi-stage, event-driven marketing communications
- › Deliver highly personalised messages
- › Gather response data from all channels to prompt the next interaction
- › Work efficiently using standard campaign templates
- › Generate reports to show key measures, such as ROI, cost per response, uplift, opens, clicks, bounces, likes and comments
- › Fast to learn, easy to use and powerful drag and drop interface
- › View appropriate levels of detail for your role
- › Apply communication frequency, concurrency and cost constraints
- › Trigger campaign steps via your chosen digital and social platforms, including Facebook, Twitter, Google and many email service providers
- › Use live data resources for immediate engagement with new prospects
- › Incorporate AI into content personalisation to improve campaign success

### Visualise, implement & refine your marketing processes

With the visual and interactive interface of Apteco PeopleStage you can create, manage and deliver continuous automated multi-channel, multi-wave campaigns with full personalisation.



Apteco PeopleStage bridges your siloed transaction data into personalised, relevant and timely communications through digital and traditional channels and incorporates AI to automate the continual improvement of campaigns. Working alongside the Apteco FastStats analytics tools users are able to utilise powerful segmentations, analysis and predictive models to inform communication strategies.

### Manage multi-channel campaigns and social media

Today's digital world requires a multi-channel approach that includes email, SMS, social media, mobile push, customer reviews, online advertising, CRM solutions and web content management, as well as traditional channels such as contact centres and direct mail. You can trigger campaign steps using your existing digital and social platforms, including Facebook, Twitter, Google and many email service providers.



PeopleStage can fully automate the delivery of campaigns through these channels and collect response data for closed loop marketing and near-real time event triggered response handling.

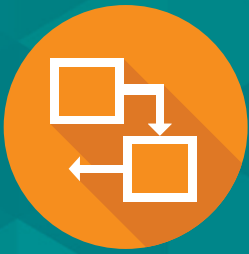
### Automate timely, event-driven communications

PeopleStage uses customer and prospect data together with transaction data, live data and near real time responses from digital marketing channels to control the flow of individuals through marketing process diagrams. These marketing processes can be structured into Areas, Campaigns and Messages, each of which may be subject to constraints by budget, volume, channel and concurrency.



### Create continuous and cyclical campaigns

The Apteco PeopleStage engine operates continuously, monitoring events to move people through the stages of your marketing processes. PeopleStage holds recipients in "pools" so that they can be used for further communications when triggered. The continuous cyclical nature of PeopleStage means that your campaigns don't necessary need to have a start and end point. PeopleStage can continually communicate to people as they meet the required criteria and move them onto the next stage when appropriate.



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### Features

- › Visually define and action your marketing communications
- › Check-out campaigns to avoid others editing at the same time
- › Manage campaigns using the Plan, Test and Live environments
- › Supports continuous cyclical campaigns
- › Integrates with FastStats modelling and analytics modules
- › Includes templates for standard marketing processes
- › Powered by a high scale continuous operation work flow engine
- › Incorporate seeds to ensure successful execution of campaigns

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### Automate alternative content choices using AI

Apteco PeopleStage is able to monitor the performance of communications and make adjustments accordingly to improve campaign performance. This integrated feature, offering automated content alternatives to continually ensure the best response rates, can be seen as a form of “Artificial Intelligence”. PeopleStage uses A/B testing principles of old to reshape modern campaigns that are often more specialised with a higher frequency of communications. AI principles are also used for campaign optimisation.

### Zoom through layers of detail

The unique design environment allows you to zoom in through multiple layers of detail, or zoom out to see how specific elements fit into the whole process. Senior executives gain instant access to high level views of process effectiveness without exposure to unnecessary detail.



### Report on marketing effectiveness

Apteco PeopleStage includes delivery, communication and marketing effectiveness reports which allow you to ensure your marketing processes are operating as intended.

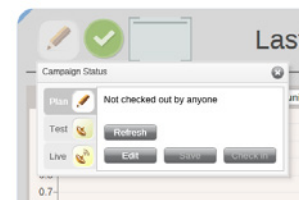
The Marketing Effectiveness report uses response attribution results to calculate marketing measurement ratios such as Response Rate, Return on Investment, Cost per Responder and Cost per Response against a control group.



### Work collaboratively as a marketing team

Apteco PeopleStage is designed for collaborative marketing teamwork in which people fulfil different roles in the strategy, design and implementation phases. Analysts working on segmentation rules and predictive models can provide resources for campaign managers to use in designing marketing communication strategies.

Intuitive controls ensure that multiple users can work concurrently on campaigns by checking in amended work for testing or approval. Plan, Test and Live environments and shared templates ensure a consistent marketing approach.



The fundamentals of Apteco PeopleStage ensure your campaigns are delivered smoothly.