

Aprimo Enhances Campaign Management With Strategic Data From Third-Party Databases

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Marketers can now create turn-key segmentations for better decisions and improved targeting

(www.aprimo.com)

LONDON, UK, 22 February 2012: Aprimo®, a global leader in cloud-based integrated marketing software, today announced a powerful new Campaign Management feature for Aprimo® Relationship Manager. The new Extended Data Source (xDS) allows users to pull information from other databases into a Teradata Database, and then easily integrate it into their marketing campaigns. Using a simple drag-and-drop interface, marketers can now instantly utilise data from service desks, inbound and outbound call centres and other transactional systems that use third-party databases. xDS extends the information that can be leveraged to power campaigns, providing turn-key segmentation, and enabling better marketing decisions.

“Aprimo is committed to continuing to enhance our Campaign Management solutions and xDS is another step on the journey to help our customers leverage strategic data to create effective integrated marketing campaigns,” said Gonzalo Hidalgo, Aprimo’s Vice President of Product Strategy. “Let’s say marketing wants to include information from the call centre in event-based upsell campaigns. In the past they would have had to work through IT to obtain this data and integrate it. With xDS, they can now import, access and analyse the data and decide how to segment the campaign at the click of a button, saving time and ultimately making the campaign more nimble and successful.”

A key advantage of xDS is that it empowers marketers to integrate multiple data streams into their campaigns without having to call on IT each time—enabling turn-key segmentation by incorporating all the information stored in the database into campaigns without any additional configurations. Once a customer has used the pre-packaged system to create an xDS asset, he or she can add to, copy, modify or reuse that data in any number of future campaigns. xDS allows marketers to use leverage the horsepower of Teradata to drive decision management for their campaigns—across all their data sets.

The xDS enhancement will be unveiled at next week’s Aprimo’s 2012 Marketing Summit (#AMS12), in Las Vegas, where customers will have the opportunity to learn more about Campaign Management and other Aprimo Integrated Marketing Management solutions.

About Aprimo:

Aprimo, a Teradata company, is a leading global provider of marketing software and services that enhance the productivity and performance of marketing organisations. Through the use of Aprimo’s integrated marketing software, Aprimo Marketing Studio® for B2C, Aprimo Marketing Studio® for B2B, and Aprimo® Relationship Manager, marketers can integrate their organisations, get control of budget and spend, eliminate internal silos with streamlined workflows, and execute innovative multi-channel campaigns to drive measurable return on investment. Hundreds of thousands of marketers trust Aprimo to revolutionise their marketing. Aprimo customers include over one third of Fortune 100 companies, and nearly one quarter

of Global 100 companies. Founded in 1998, Aprimo is headquartered in Indianapolis with offices worldwide. For more information call +44 (0)20 75353 700 or visit www.aprimo.com.

Teradata Corporation (NYSE: TDC), Aprimo's parent company, is the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver data integration and business insight to empower organisations to make the best decisions possible and achieve competitive advantage. Teradata acquired Aprimo in January 2011. For more information, visit www.Teradata.com.

Aprimo Clients:

Aprimo clients include: Aviva, Bank of America, E-ON, Merrill Lynch, Pearson Education, QAD, Standard Life, Wal-Mart, and Warner Bros (Time Warner).

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