

59% say inbound marketing is more effective vs outbound, yet just 4% have fully integrated

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London, UK, 17 August 2012: Aprimo®, a Teradata company and a global leader in cloud-based integrated marketing software say that weakening outbound marketing methods see marketers looking to inbound techniques to improve ROI. Yet only 4% say they have fully integrated real-time inbound methods into their sales and marketing initiatives based on Aprimo's latest research.

"It's the age of the customer and Inbound Marketing is key to successful customer engagement. It is non-intrusive as it targets customers when they reach out to a company — whether through calls, retail touch points or online - and a company responds with presenting a perfectly timed and perfectly appropriate offer based on the current interaction," says Kevin O'Regan, VP of Sales, Aprimo EMEA. "According to a survey carried out earlier this year by Crain Research Insights, sponsored by Aprimo, 59% of respondents reported that they viewed inbound marketing more effective than outbound marketing," O'Regan continues.

Furthermore a majority of marketers (63%) reported that the growing use of digital channels is fuelling the interest in inbound marketing for real-time customer solutions. But marketers in general have been slow on the uptake. 37% of respondents reported that they have not integrated real-time marketing technologies with their sales and marketing units at all.

TO READ THE OPINION PIECE IN FULL PLEASE EMAIL JULIE BLAKE AT JULIE.BLAKE@CYANCE.COM

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About Aprimo:

Aprimo is a leading provider of software and services that advance the productivity and performance of marketing organisations. We enable marketers to engage, lead and perform by empowering conversations on new engagement channels, enhancing internal collaboration, and improving marketing performance and accountability. Aprimo's modular and on demand Integrated Marketing Management (IMM) solutions provide a global, integrated marketing platform that can be broadly adopted across an organisation, letting companies balance creativity with a data-driven approach and simplify the complexity of a rapidly changing marketing environment. Hundreds of thousands of customers trust Aprimo to revolutionise their marketing, including over one third of Fortune 100 companies and nearly one quarter of Global 100 companies. A Teradata company, Aprimo is headquartered in Indianapolis, IN, 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, Ingram Micro, Merrill Lynch, QAD, Standard Life, Wal-Mart, and Warner Bros (Time Warner).

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