

Improving Marketing Operations the Top Strategic Goal for Marketers, ahead of Conversations with Customers

Submitted by: Aprimo

Friday, 14 December 2012

Improving Marketing Operations the Top Strategic Goal for Marketers, ahead of Conversations with Customers

TNT Express will give invaluable insight into how an Integrated Marketing approach can accelerate and improve performance at Aprimo's next Marketing VIP Lounge Event

London, UK, 14 December 2012: Aprimo®, a Teradata company and a global leader in cloud-based integrated marketing software, will be sharing its latest insight into top marketing strategic goals and how marketing leaders can successfully tackle these at its next Integrated Marketing VIP Lounge in London on 17 January 2013, while TNT Express will give an invaluable insight into its journey to automate and integrate its marketing globally.

When Aprimo asked marketers earlier this year about their top strategic goals, 31% said 'improving their operation' - ahead of the 30% who mentioned 'having relevant conversations with the customer'.

With the proliferation of channels and explosion in data, every marketer's job is getting harder and working hours longer. And with nearly 1/4 recognising the need for better measurement of their marketing, the picture is clear - marketers are challenged by the breadth and depth of their jobs and are desperate to prove their marketing worth.

"Most businesses have automated their campaign management and digital marketing execution but not done the same for their marketing operations. But not automating and integrating marketing operations can result in inefficiencies, waste, poor collaboration and the inability to calculate and prove ROMI." says Conny Lutz, Head of Marketing UKI, Aprimo. "However, an Integrated Marketing approach that supports Marketing Operations Management can help solve these problems and enable marketers to improve efficiencies and cut waste whilst proving and increasing ROMI."

"Aprimo client TNT Express began a journey over two years ago to automate and integrate its global marketing organisation. While still on their journey the company has already seen greater transparency, improved reporting and analysis, increased efficiency and the ability to measure ROMI for the first time in TNT." continues Conny. "We are very excited to have TNT give an invaluable insight into their journey at our next Integrated Marketing VIP Lounge in January."

In Aprimo's latest White Paper 'Full-bodied functions for the maxed-out marketer' Aprimo outlines strategies busy and overstretched marketers can adopt to get a better grip on fast-moving decision points in today's business environment. The White Paper is written by David Reed, editor of DataIQ, the IDM Journal of Direct, Data and Digital Marketing Practice and guest editor of marketingfinder.co.uk, and will be exclusively released at the AprimoVIP Lounge, where David will further explore strategies for improving efficiencies and accelerating performance.

Event overview

Aprimo client TNT Express will talk for the first time in the UK about how they have automated and integrated their marketing across 46 countries.

David Reed, editor of DataIQ and the IDM Journal of Direct, Data and Digital Marketing Practice will explore strategies overstretched marketers can adopt.

Aprimo's Lorna Loney will also look at the underlying technology and show how marketers can effectively and efficiently manage the increasing complexity of marketing whilst demonstrating ROMI.

The event is free to attend. Please register via our VIP Lounge Registration.

17 Jan 2013 from 1.30-5pm

Networking and wine /cheese tasting from 5-7pm

Hilton London Metropole Hotel, 225 Edgware Road, W2 1JU, London

-----ENDS-----

About Aprimo:

Aprimo, a Teradata company, 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 organization, letting companies balance creativity with a data-driven approach and simplify the complexity of a rapidly changing marketing environment. Hundreds of thousands of marketers trust Aprimo to revolutionize their marketing, including over one third of Fortune 100 companies and nearly one quarter of Global 100 companies. Aprimo is headquartered in Indianapolis, Indiana, with offices worldwide. For more information, call +44 (0)20 75353 700 or visit www.aprimo.com.

About Teradata:

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.

Media Contacts:

Julie Blake
PR Consultant, Cyance
julie.blake@cyance.com

+44 (0)777 6134 589

Conny Lutz

Head of Marketing, Aprimo UKI

conny.lutz@aprimo.com

+44 (0)20 7535 3700

Twitter: @aprimo_uk