



CASE STUDY

APTEAN: OUT OF MANY, ONE

With 30+ software products covering the needs of 13 business functions and applications across 26 industries, **Aptean** is a software powerhouse. But the depth and breadth of that portfolio creates challenges when it comes to marketing.

How do you communicate a consistent, relevant message to an audience that includes insurance companies, timber producers, wire and cable manufacturers – and every vertical market in between? That was the challenge Aptean and Arketi Group tackled together.

HOW WE DID IT

We began by dividing the software portfolio into two groups: growth and legacy. This allowed us to streamline the 26 industries down to five that would be the focus of new marketing activities.

Then we developed a comprehensive integrated strategy to launch the new brand, including a new website, organic and paid search, multi-vertical public relations, plus demand generation and lead nurturing.

RESEARCH Interviews with a cross-section of Aptean's customers helped us understand their concerns and buying processes. A thorough review of Aptean's marketing activities and existing assets helped us structure the new website and outbound campaigns, and frame the PR team's strategy.

WEBSITE The old website, though attractive and content-rich, had several issues: it lacked calls-to-action, the proliferation of products and markets made it confusing to navigate; the content management system was hard to use; and the site was not responsive.



Sales pipeline generated
by marketing



Major media placements
in first 6 months



ROI on email
campaign

LEAD GENERATION While one Arketi team was building the new website, our lead generation group was developing campaigns to deliver leads into the sales funnel. These campaigns all leveraged the new message and brand based on the concept “Aptean: where software works.”

MEDIA RELATIONS At the same time, Arketi’s PR team secured Aptean coverage and article placement in trade publications across the company’s key verticals, including **Credit Union Journal**, **Manufacturing Business Technology**, **Bank Systems & Technology** and **Software Magazine**.

SEO Meanwhile, our search team generated inbound traffic through a tightly targeted paid search campaign focused on markets where Aptean’s products had less awareness.

THE RESULTS WE ACHIEVED

The new website was unveiled at Aptean’s user conference in Las Vegas. The rest of the campaign kicked off at the same time, and started showing results within weeks.

REVENUE In the six months following the launch, the integrated campaign generated a \$21 million sales pipeline directly attributable to marketing activities. Media coverage included 32 key placements from bylined articles, interviews and editorial calendar pitching. Media interviews we conducted at the user conference resulted in additional articles.



“Our tight partnership with Arketi helped us implement programs through an integrated marketing approach that far exceeded our goals to generate real results and revenue.”

TODD CRAIG
CHIEF MARKETING OFFICE – APTEAN

The new website and our SEO work placed Aptean on the first three pages of Google for 71% of their targeted ERP keywords. Total traffic to the site increased 37% year-on-year.

The email campaign to launch Aptean Respond, a software platform for managing customer feedback and complaints, exceeded industry averages for email opens, click-through and conversion. The campaign generated 837 leads, resulting in a campaign ROI of 820%.

RECOGNITION In addition to generating revenue for Aptean, this integrated campaign garnered several awards including:

- Public Relations Society of America Silver Anvil Award of Excellence
- PRSA Georgia Award of Excellence and PRSA Georgia Phoenix Award
- Two MarCom Platinum Awards and one Gold Award