

APRIMO for Financial Services

DELIVER PERSONALIZED CUSTOMER EXPERIENCES across every channel

Aprimo orchestrates and streamlines all the behind the scenes activity required to deliver exceptional customer experiences.

BANKING

Meet regulatory demands and adapt to fast-changing customer expectations.

WEALTH & ASSET MANAGEMENT

Reach the next generation of customers with richer experiences.

INSURANCE

Improve digital engagement for agents and customers with engaging experiences.

GET TO MARKET FASTER

SUSTAINABLY ENRICH AND MANAGE CONTENT

ENSURE COMPLIANCE IN EVERY CHANNEL

BETTER ROI, HIGHER-QUALITY CONTENT, FASTER TO MARKET

Aprimo empowers marketers to optimize their content, operations, planning, and brand across the content and campaign lifecycles.

Single Source of Truth for Content

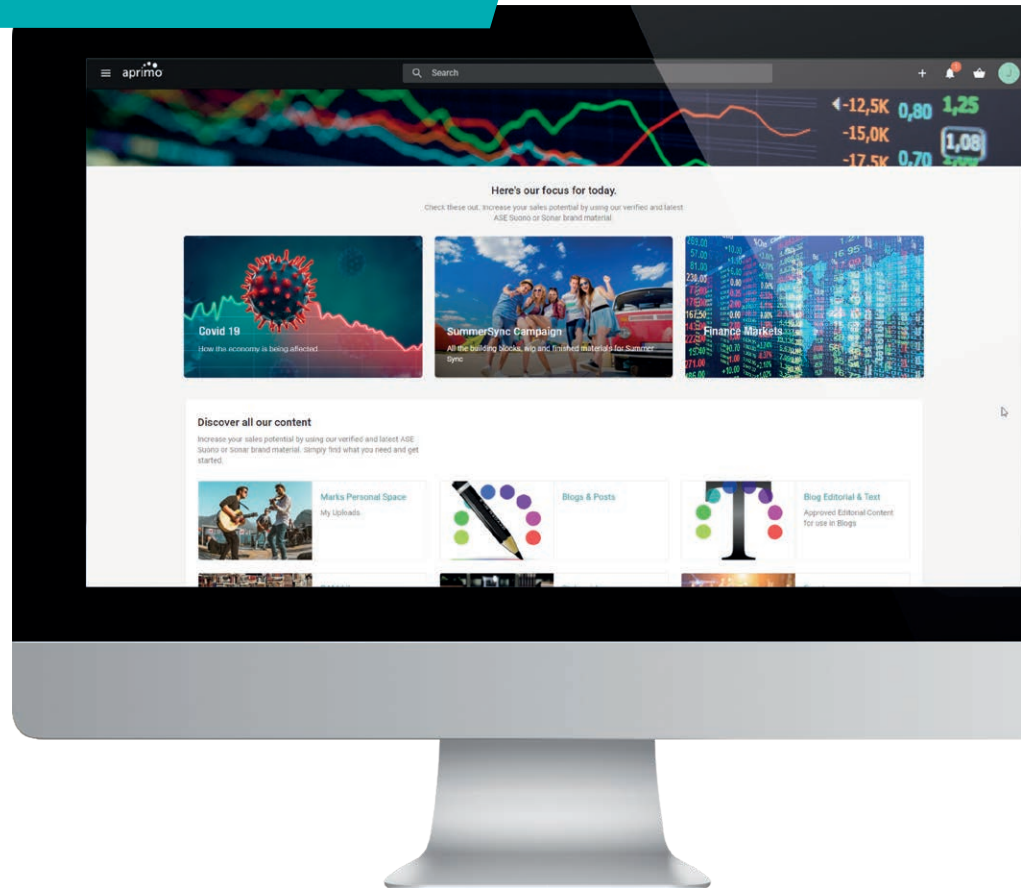
Create a single source of truth for all approved content, not just marketing, but for all departments and branches, to deliver a consistent content-driven customer experience.

Collaborate Smarter

Eliminate chaotic email communication with AI-powered workflow and project management to get the right person involved at the right time. Ensure compliance and auditability of all decisions.

Faster Speed to Market

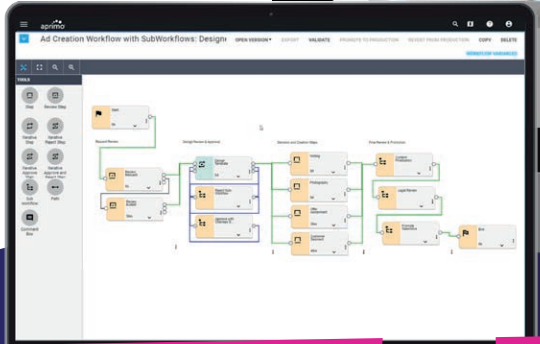
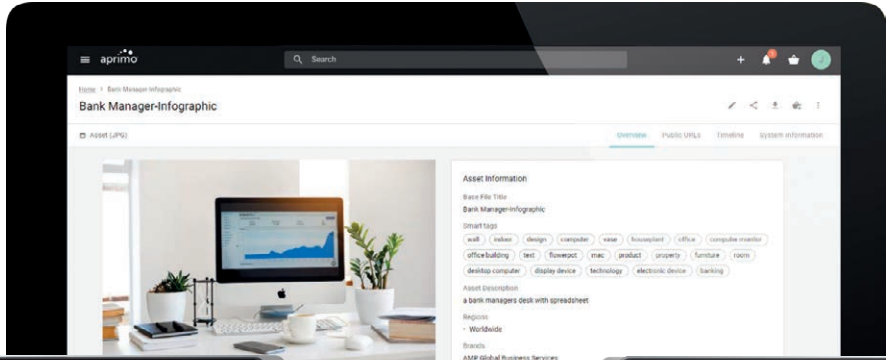
Get campaigns that comply with regulations into market quickly by streamlining marketing activities from a single location.



Aprimo provides technology solutions for content, operations, and performance that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.



APRIMO for **Financial Services**



FASTER TO MARKET

MORE EFFECTIVE TEAMS

ON-BRAND CONTENT

Plan and manage all activities

Easily plan and manage all experiences and campaigns in a single view.

Global visibility into priorities

Connect every customer experience to strategic goals so teams can better coordinate priorities.

Compliance made easy

Manage full auditing capabilities for brand and regulatory compliance of all assets.

Intelligent workflows

Automated workflows eliminate manual tasks, reduce time sending emails, and get experiences to market faster.

Centralized reviews and approvals

Make reviews and approvals more collaborative with centralized markup and annotations.

Data to improve ROI

Back up your marketing strategies and “behind the scenes” work with marketing-friendly reports.

Manage cross-channel content

Find, create, reuse, govern, and deliver on-brand content for customers, agents, and local branches.

Your brand, consistently

Ensure the content your team uses is on brand and that it complies with all local regulations.

Power up the entire content lifecycle

Manage the whole content lifecycle—ideation, planning and budgeting, creation, management, distribution, analysis, and archival—in a single platform.

aprimo.com

