

IT'S NOT ALWAYS SUNNY IN THE CLOUD

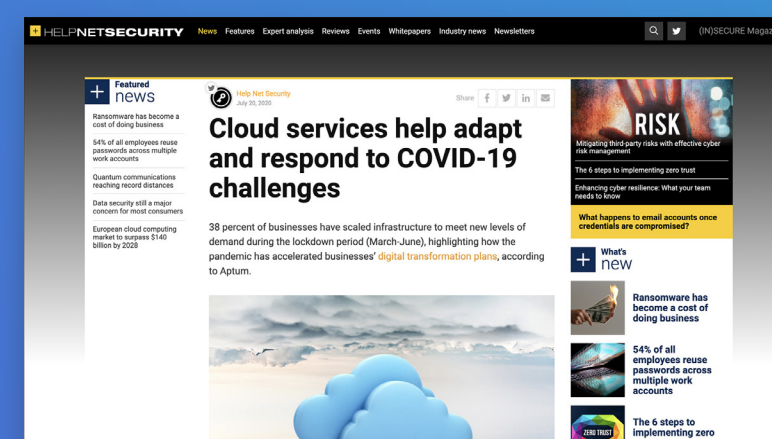
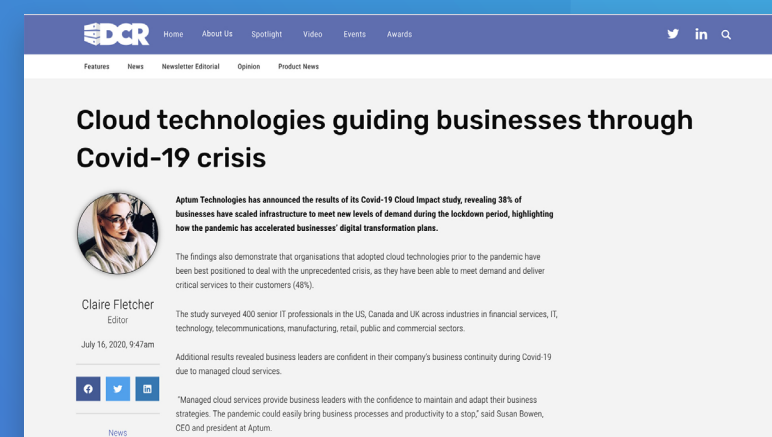
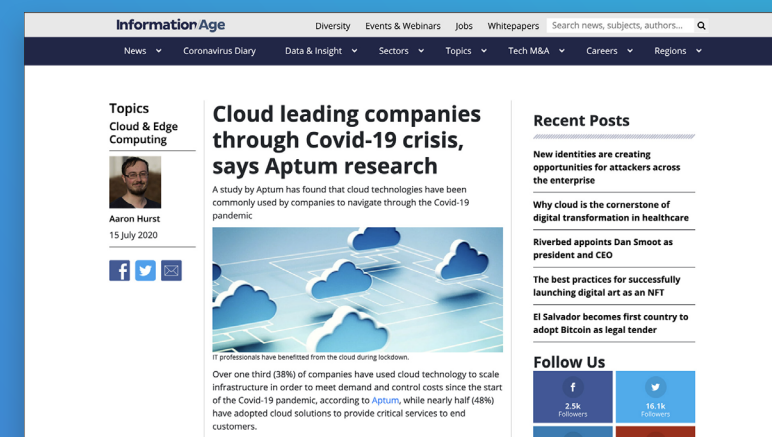
THE APTUM CLOUD IMPACT STUDY

Aptum Technologies needed to build trust and credibility at the same time as raising awareness of its new products, services and solutions.

“The Cloud Impact Study met all objectives: it engaged our target decision makers and formed a core part of an integrated demand generation programme that has driven our sales pipeline. The quality and quantity of the media coverage generated was beyond expectations.”

Tom Adams
Marketing Director, Aptum

aptum



Coverage samples

50

Pieces of coverage in tier-one media outlets in a 12-month period, exceeding our KPI target by over 100%

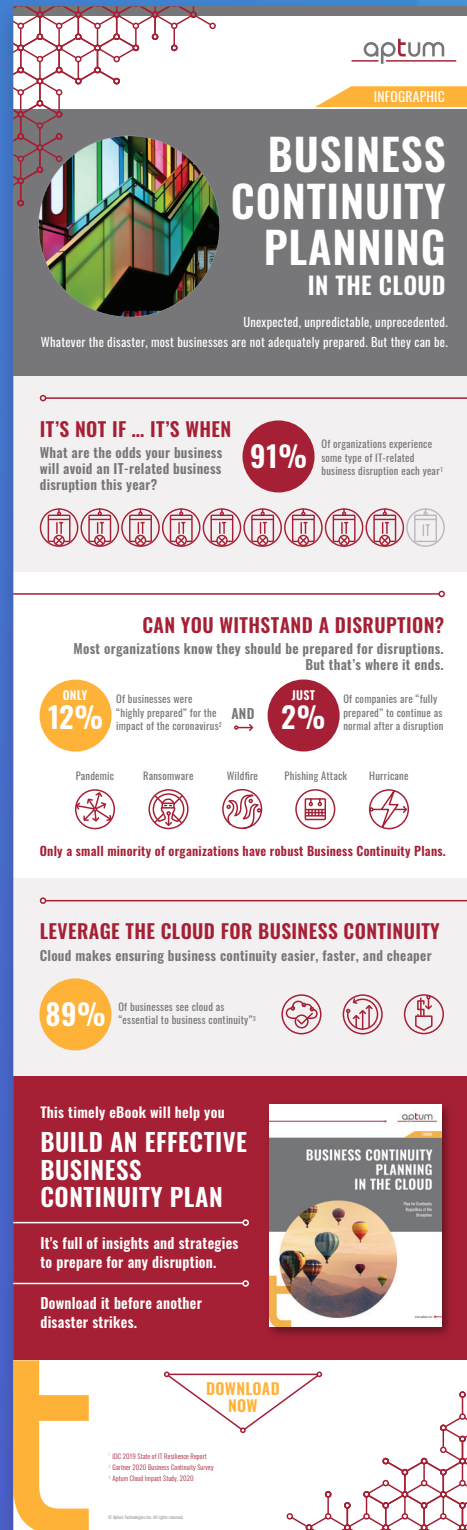
4/5

Four in five business development executives shared coverage

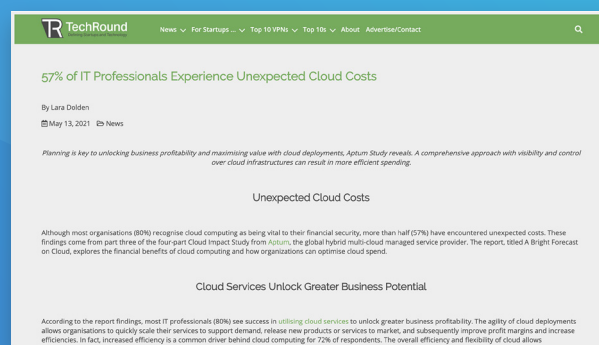
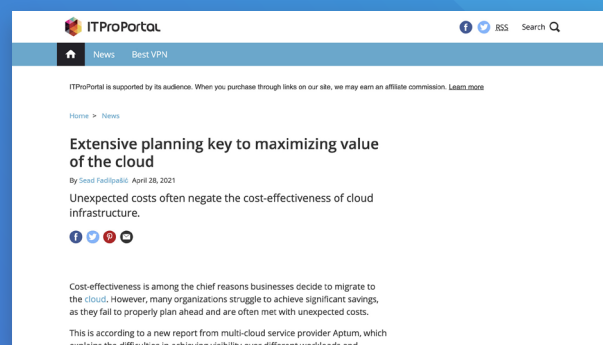
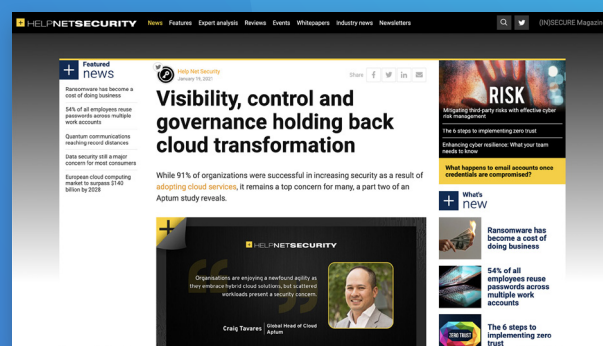
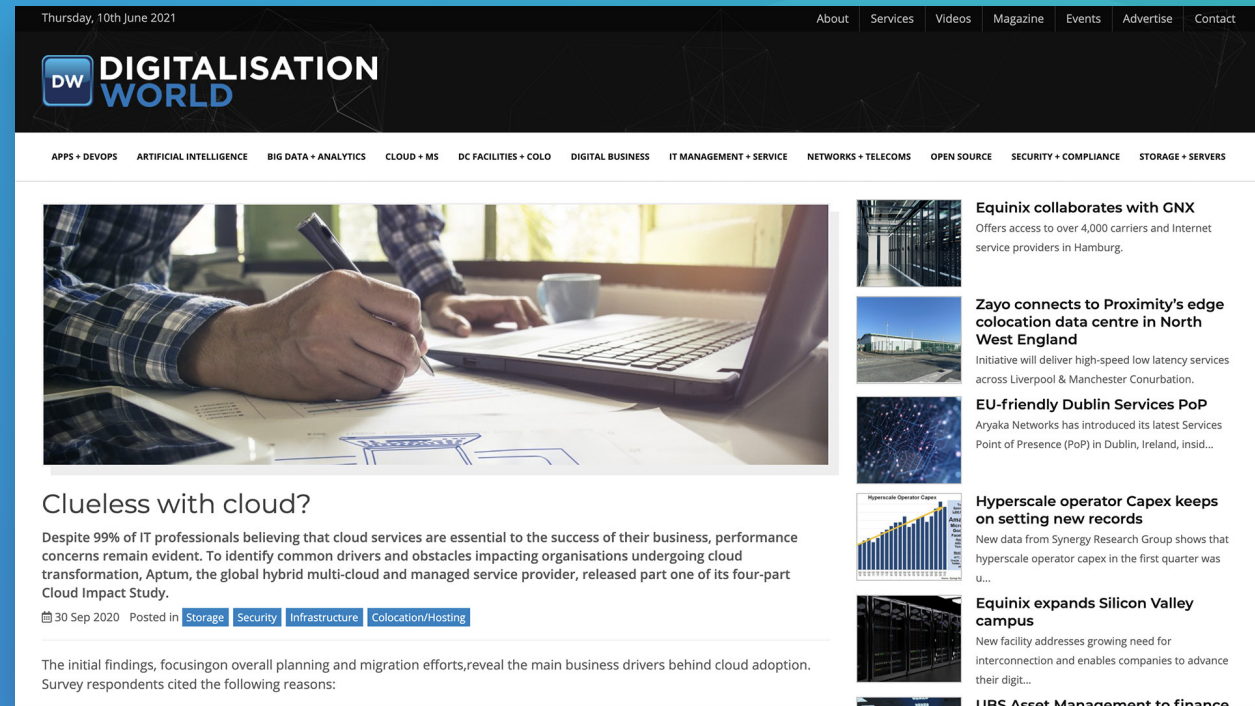
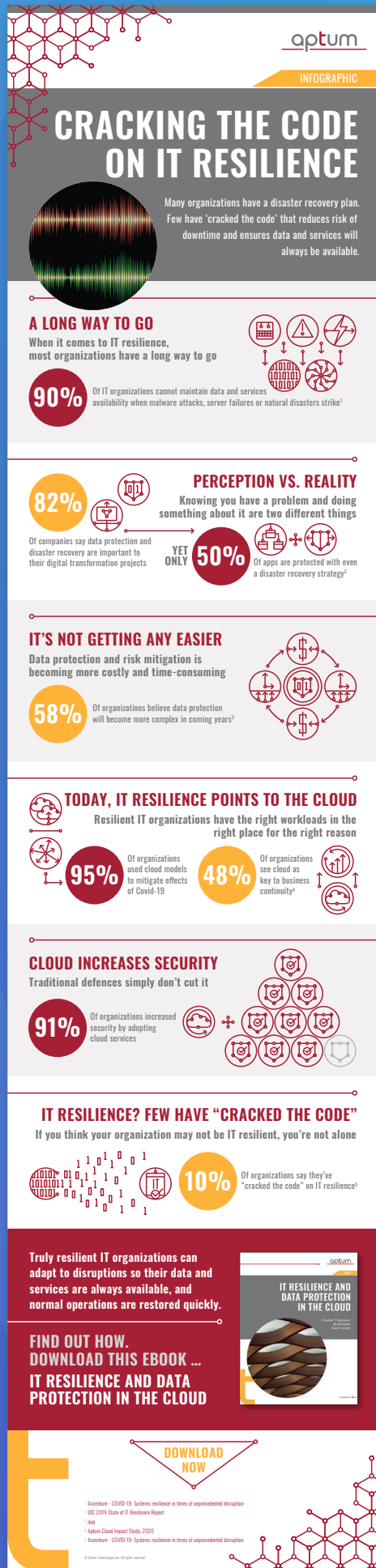


IT'S NOT ALWAYS SUNNY IN THE CLOUD

THE APTUM CLOUD IMPACT STUDY



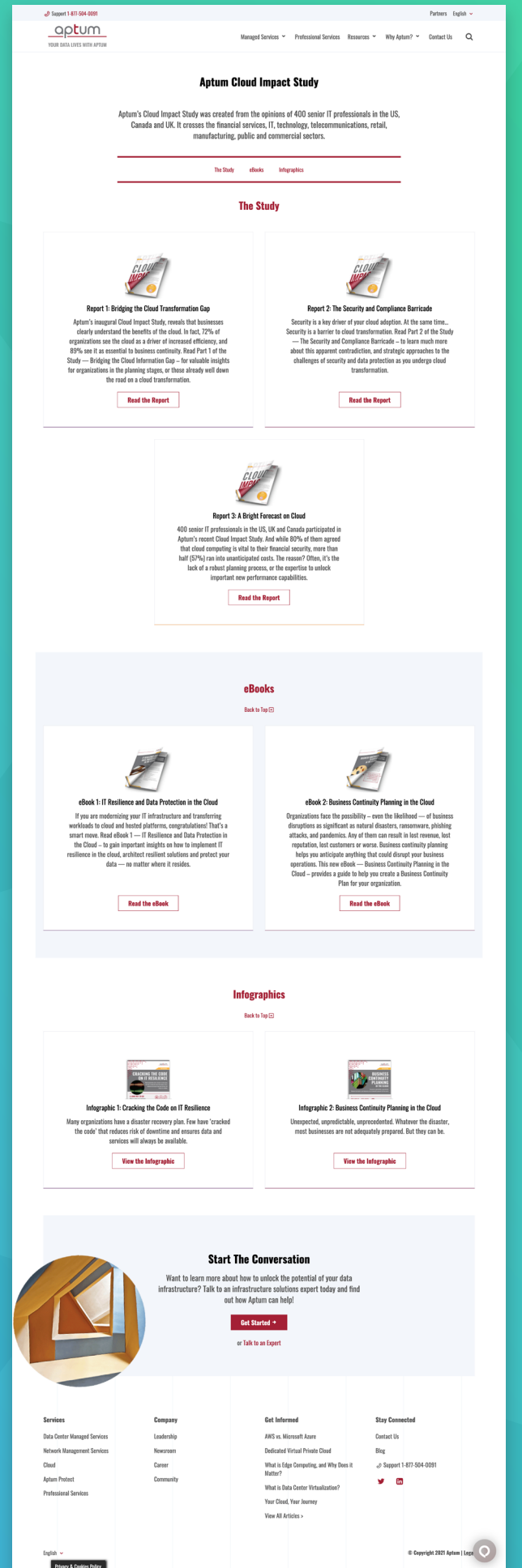
Campaign infographics



Coverage samples

“The collateral significantly helped us communicate our messaging and provided us with real, consequential and relevant insights to share with our prospects and customers.”

Tom Adams
Marketing Director,
Aptum



Campaign hub page