



Please note the deadline for entries is February 3, 2012

Have you and your company implemented a best-in-class, innovative solution that has made significant contributions to your business goals? If the answer is yes, you should apply for an Aprimo APEX Award.

Now in its 7th year, the Aprimo APEX Awards recognize the best implementations based on an Aprimo software solution. If your team has created a solution that has delivered bottom-line business value to your company, this is an opportunity to win the recognition you deserve.

Award winners will be announced and celebrated at the APEX Awards ceremony held during the Aprimo Marketing Summit on February 29, 2012 in Las Vegas, NV.

Eligibility

Eligible customer nominees are end-user organizations with marketing solutions built on Aprimo software. Nominations may be made by users themselves or by their public relations representatives. More than one submission per organization describing different deployments will only be considered if they are different marketing approaches (i.e. B2B division vs. B2C division).

Judging Criteria

The judges will evaluate nominees in each category according to the implementation's strategic importance to the business, as measured by its:

- Financial return and measurable payback (returns on investment, assets, resources) through the creation of revenue opportunities or cost savings.
- Customer impact (i.e., service, retention, acquisition, innovation).
- Delivery of a strategic advantage to the business/organization while anticipating and accommodating the deployment of future enterprise intelligence initiatives.
- Ability to overcome the challenges of marketing management, information access and analysis to provide a foundation for better business decisions.
- All nominations will be judged by the Aprimo Marketing Leadership team as well as (2) previous APEX award winners

Please tell us who you are:

Name:

Title:

E-mail:

Phone:

Company name (exactly as you would want it printed):

Address:

Company URL:

General Company Information:

Type of Marketing:

B2B

B2C

B2B2C

Main Industry:

Aprimo Solution (check all that apply):

Aprimo Marketing Studio

Aprimo Marketing Studio On-Demand

Aprimo Relationship Manager

Please provide the following information:

- 1. State the business problem(s).** Why did the company implement Aprimo software? What was the business problem you sought to address? What were the goals/what did it hope to achieve?
- 2. Which Aprimo products are you currently using?**
- 3. Describe the implementation process.** Please share detail about how the project was implemented, who was responsible, which departments were involved? If you took a particularly creative approach to solving a problem, please tell us about those methods and its solution.
- 4. What intangible results were derived from your implementation?** Provide examples where Aprimo software assisted you in ways that are not measurable (i.e., agency collaboration, ease of task completion, etc.)

APEX Award Nomination 2012

5. **Quantifiable results.** Provide as many ways as possible to quantify the results of this initiative, such as reduction in overspend or under-spend, sales growth, return-on-initial investment (both in dollars and in timeframe).

6. **Synopsis.** Please write a brief synopsis (2-3 sentences) that we may use to describe your solution in our press release and web site or in other public literature should it be selected as a winning entry. We may edit your synopsis for length or clarity, but *we won't add or change the information without your approval.*

I hereby confirm that the information presented in this nomination is true to the best of my knowledge.

Company Name

Contact Signature

Date

NOTE: All entries become the property of Aprimo, Inc.

Please email the signed nomination form to:

David Schweer
david.schweer@aprimo.com
Phone: 317.814.6524