

# Apteco Orbit™

Audiences | Look-alikes



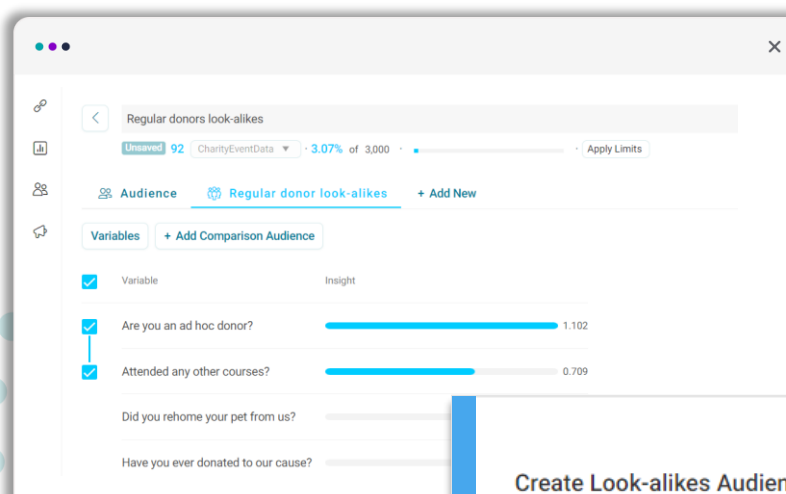
## Benefits

- Improve targeting by reaching people who are genuinely interested in your offering
- Expand your reach beyond your current customer base
- Create tailored and relevant experiences for consumers, increasing the likelihood of engagement and conversion
- Valuable insights can inform product development, marketing strategies, and overall business decisions
- Better understand your target market and how to effectively reach them

## Find and target your best prospects with audience look-alikes.

Finding look-alikes using predictive modelling is a sophisticated technique used in marketing to find prospects that "look like" your existing best customers. Look-alike modelling seeks to identify and analyse the behaviours, demographics, and other shared traits of your ideal customers, so that you can identify and target new prospects who share these characteristics.

Apteco's powerful look-alike functionality is designed to be quick and easy-to-use, making it accessible and available directly to marketers. Using machine learning it analyses and compares data on your existing customers and audiences from your wider database, to find the most significant and accurate traits of your best customers. This analysis might reveal insights such as age groups, locations, interests, or buying habits that are prevalent among the target audience.



### Create Look-alikes Audience

Create an audience with a size limit which consists of the most similar people.

Create



Apteco

# Benefits

- Reach new high-value customers
- Improve campaign efficiency, conversion rates and ROI
- Gain insights into your ideal customer profile
- Tap into previously untapped markets and attract a wider audience
- By identifying individuals who 'look like' your existing customers, businesses can target their advertising efforts more effectively
- Understanding the characteristics of prospects through look-alike analytics allows businesses to personalise their marketing messages and offers



Apteco

FastStats® is a UK Registered Trademark of Apteco Ltd. FastStats technology is protected by US patent 7,200,607.

Other trademarks are property of their respective owners.

©Apteco 2024, all rights reserved.

[info@apteco.com](mailto:info@apteco.com)

+44 (0)1926 407565

## Transform your targeting with Apteco's look-alike functionality

Apteco's look-alike functionality is an accessible way for marketers to transform the way that they approach targeting, offering a precise, data-driven, and proactive method to engage and retain customers. When integrated into a marketing strategy, this method can be a powerful tool for customer acquisition, churn prevention and identification and reactivation of inactive/ lapsing customers.

With your new look-alike audience identified, you can immediately activate your marketing campaigns, tailored to your audiences' interests and needs. Audience activation can be achieved through multiple channels, including email, social, messaging and offline, expanding your reach beyond your existing customer base and connecting with new potential customers who are likely to be interested in your offering.

By personalising your messages in this way, you increase the likelihood of engagement and conversion compared to random targeting.

How would you describe...	Confident but learning	Experienced	Novice	TOTAL
Unclassified	0			
Aberdeen City	13			
Aberystwyth	22			
Bath	33			
Birmingham	93			
Bournemouth	25			
Brighton	56			
TOTAL	1,338			

## Reach and engage with high-potential customers, to outperform your competitors.

Look-alike modelling and analytics offers many benefits for your business. Optimise marketing efforts, increase customer acquisition, and drive growth by identifying and targeting audiences with the highest potential for conversion. And by leveraging the power of look-alike analytics you can consistently reach and engage with high-potential customers, to outperform your competitors.