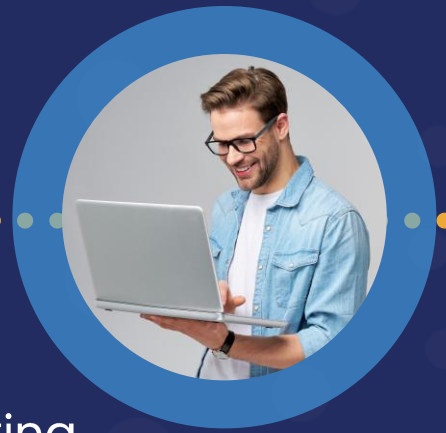
Apteco

Navigate your learning journey

Apteco academy.

Whether you're just starting on your journey with Apteco, or you're a seasoned professional, we can help you accelerate your learning and achieve your goals faster.



This might include getting you started...

...reminding you of existing functionality or introducing you to new features...

...sharing hints and tips...

...or celebrating your successes!

Meet the team

All Apteco's courses are created and led by our skilled trainers, with online video modules to guide you through the software at your own pace.

We will help you to grow your confidence with step-by-step guidance and provide hints and tips to help you get the most from your software.

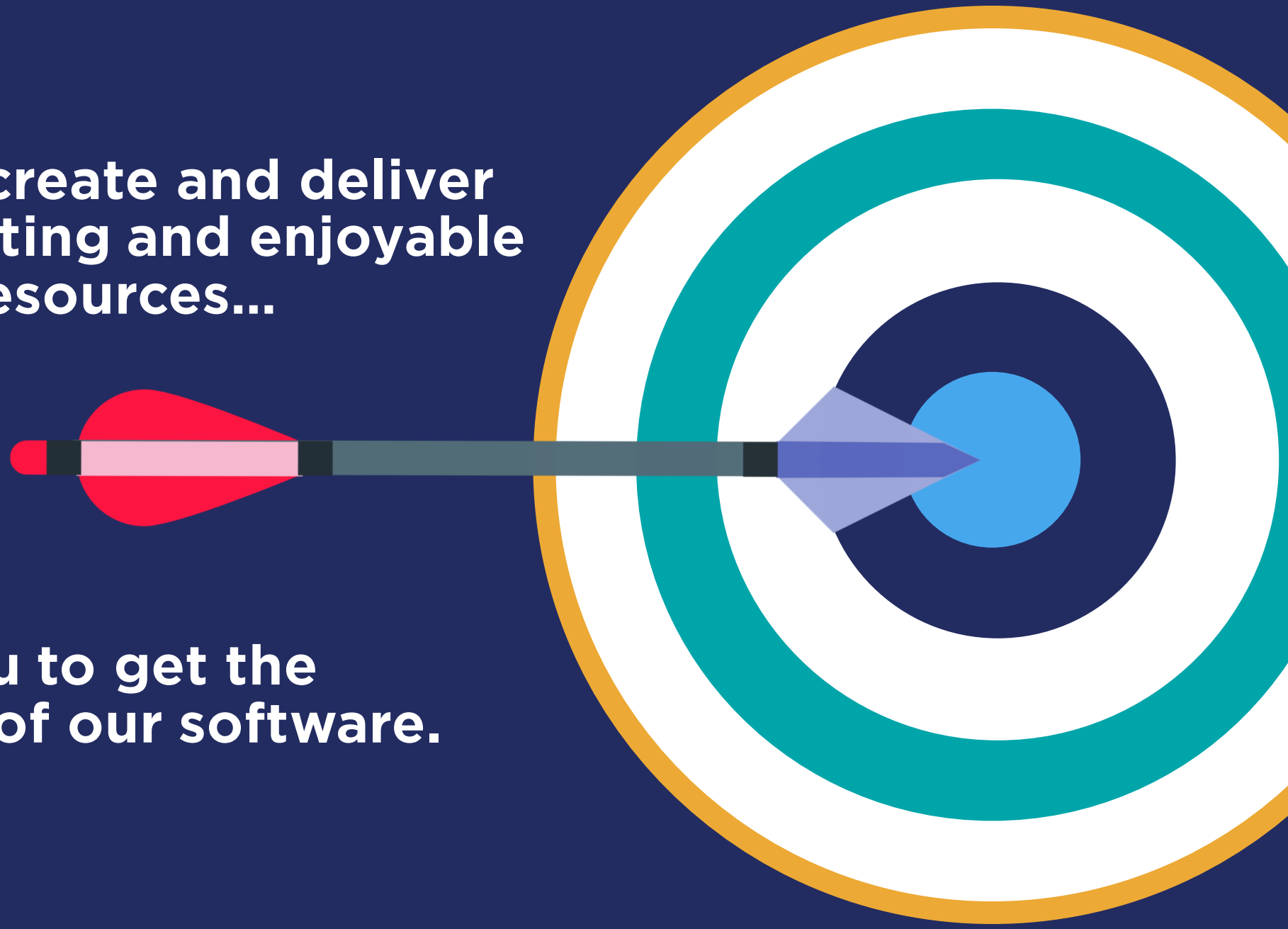
Iain Johnson
Apteco trainer

Diane Austin
Apteco training manager

"Amazing learning course... and the instructors were amazing."

“Our instructor was excellent – great at answering unexpected questions and solving issues!”

Our aim is to create and deliver useful, interesting and enjoyable courses and resources...



...that help you to get the very best out of our software.

What to expect

Engaging

Trainer-led courses from the comfort of your home or office, without losing real-time engagement

Interactive

Hands-on, fully interactive learning experience with downloadable / printable training manuals

Flexible

You can choose to develop your skills with either live or on-demand online learning options.

Insightful

Post-training insight and videos are available via the Apteco Training group on LinkedIn and on X

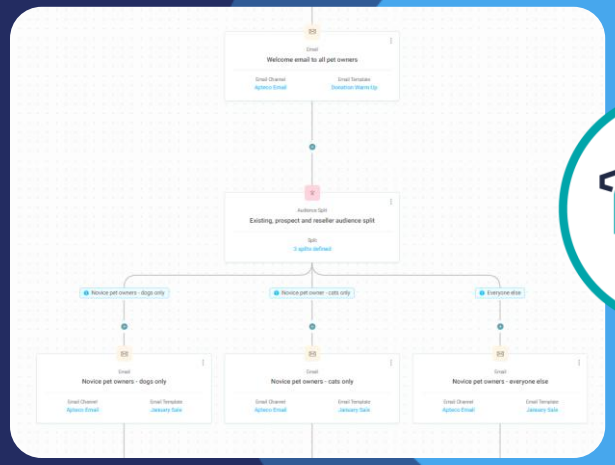
Rewarding

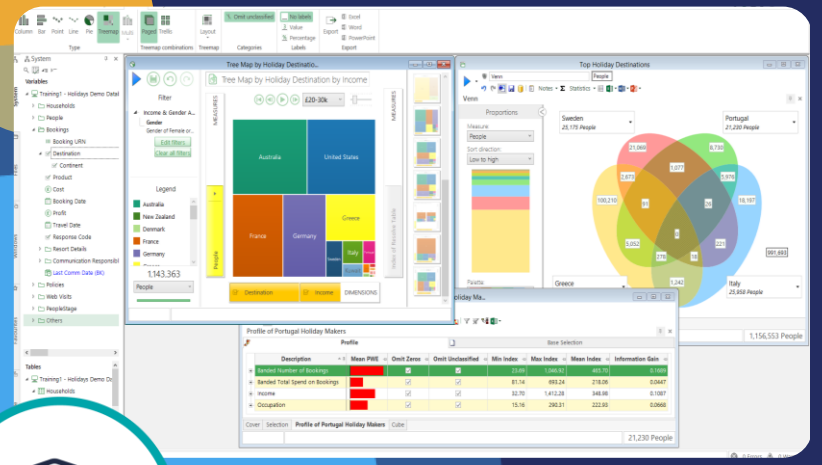
When you complete one of our trainer-led courses, you receive a certificate on completion

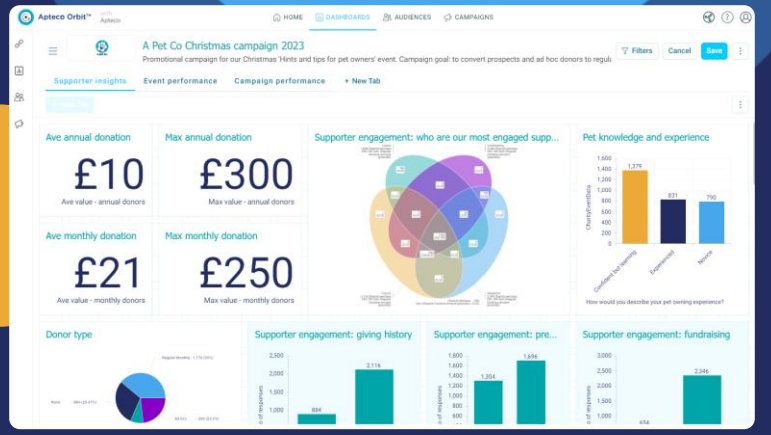
Practical hands-on learning

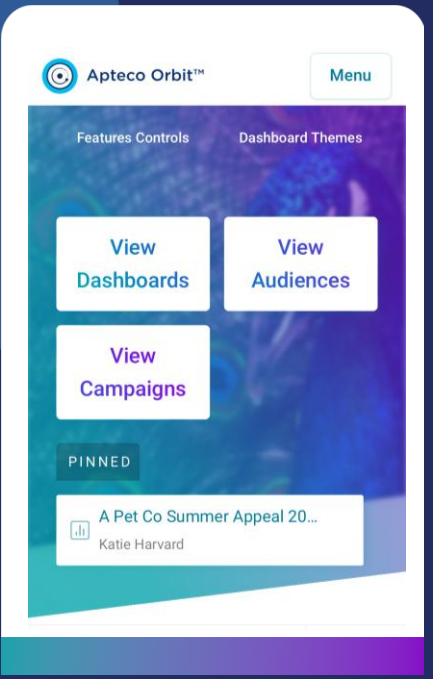
As part of your training, we'll provide access to our holidays training system via the Apteco software launcher or URL.

This practical approach helps to reinforce your learning, with real-world scenarios making it even more engaging and enjoyable.









Explore our learning options

On demand
Flexible, online learning

LEARN MORE

Live scheduled
Engaging, hands-on and fun

LEARN MORE

Private
Training for your whole team

LEARN MORE

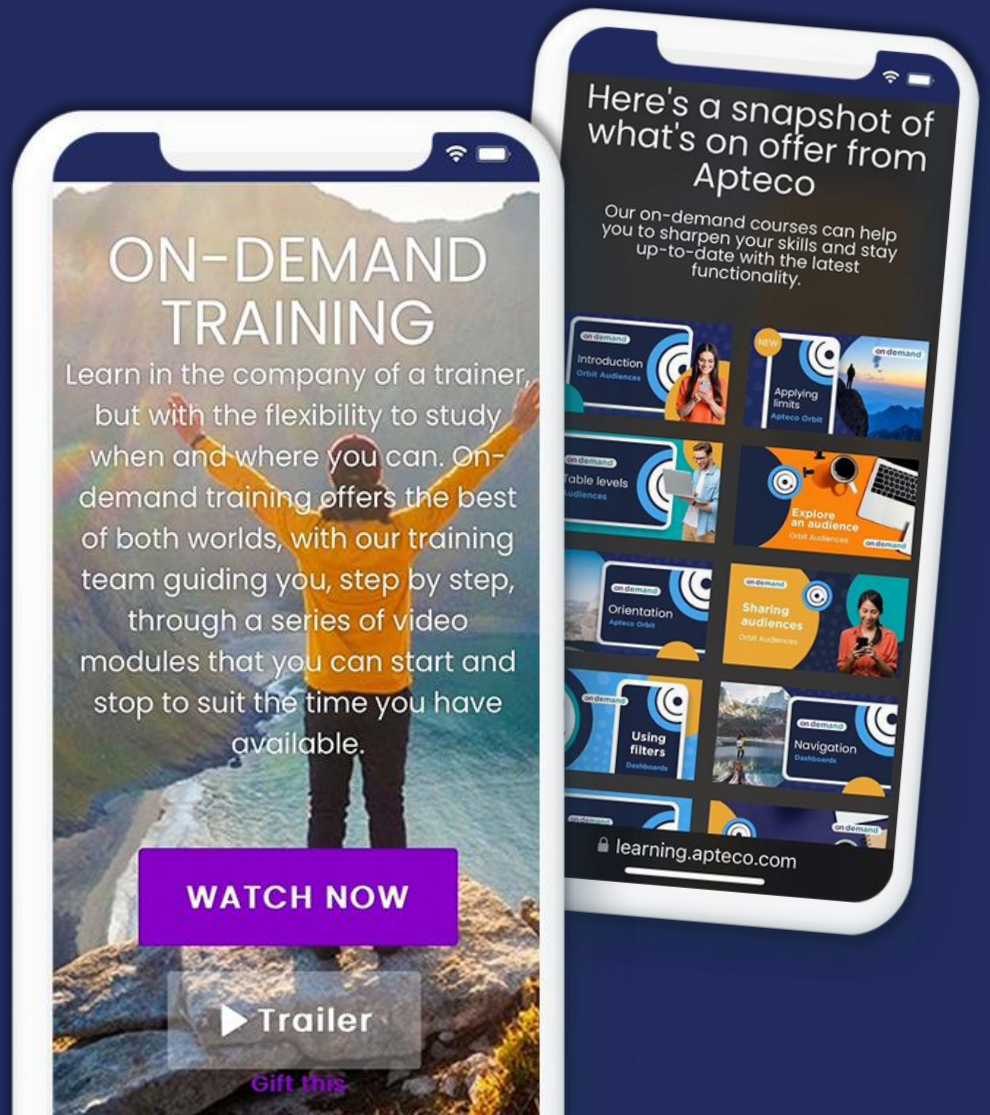
On demand courses

When flexibility to learn when and where you want is key, on-demand video training courses are for you!

Created and led by our skilled trainers to guide you through the software at your own pace.

Apteco on-demand courses are delivered via learning.apteco.com

Book directly and get started straight away with up to 30 days to complete the course content.

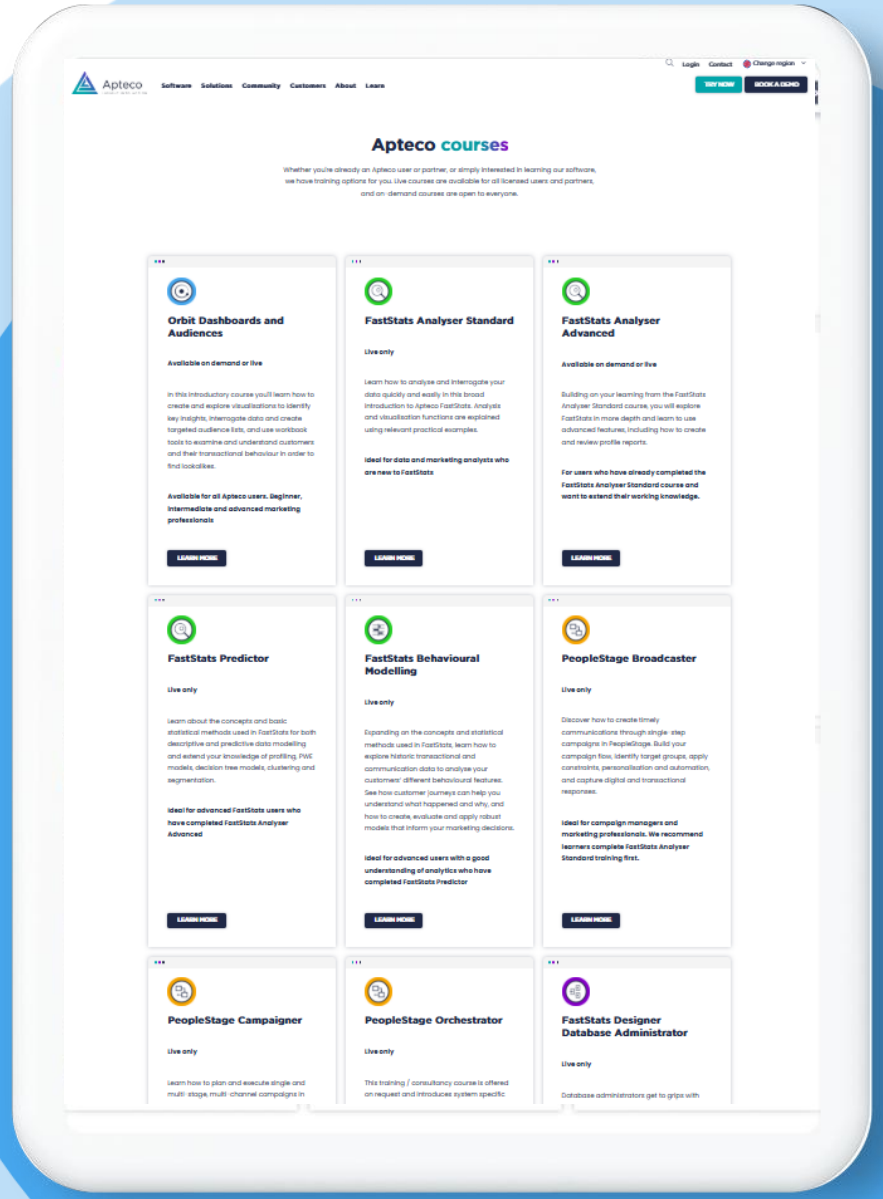


Live scheduled courses

Engaging, hands-on and above all fun, with practical exercises to reinforce learning.

Select a date to suit you from our range of live pre-scheduled courses featured on our website and book your training on Eventbrite or via your Apteco partner.

Courses are delivered via Microsoft Teams and full course documentation is provided.



Private training

If you'd like to book training for your whole team, you can request a private training session.

This personal approach is designed to onboard and upskill the whole team, demonstrating how Apteco tools can be used to maximise insight and boost results.

Private training is delivered online via Microsoft Teams

Ready to dive in?

Chart your learning journey

Explore the courses we have on offer. Apteco's expert-led learning will help you to develop in-demand marketing skills and resumé-worthy credentials.

Apteco Orbit
Dashboards and Audiences

Live and on demand

This course introduces users to dashboards and audiences in Orbit. Learn how to create and explore your visualisations to identify key insights, interrogate your data and create targeted audience lists, and use workbook tools to examine and understand your customers and their transactional behaviour in order to find lookalikes.

Perfect for beginners, intermediate and advanced marketing professionals!

VIEW COURSE CONTENT →

2 online sessions of approx.
3.5 hours each or on demand

7 hours

FastStats
Analyser Standard

Live

- This course gives a broad introduction to Apteco FastStats.
- You will gain a good understanding of how to analyse data quickly and easily.
- This course is intended for data analysts and marketing professionals who use Apteco FastStats and for the IT staff who will support them.

VIEW COURSE CONTENT →

2 online sessions of
approx. 3.5 hours each

7 hours

Other FastStats courses

Live and on demand

FastStats Analyser Advanced

Building on your learning from the FastStats Analyser Standard course, you will explore FastStats in more depth and learn to use advanced features, including how to create and review profile reports.

FIND OUT MORE →

7 hours

Live

FastStats Predictor

Learn about the concepts and basic statistical methods used in FastStats for both descriptive and predictive data modelling and extend your knowledge of profiling, PWE models, decision tree models, clustering and segmentation.

FIND OUT MORE →

7 hours

Live

FastStats Behavioural Modelling

Learn how to explore historic transactional and communication data to analyse your customers' different behavioural features. See how customer journeys can help you understand what happened and why, and how to create, evaluate and apply robust models that inform your marketing decisions.

FIND OUT MORE →

7 hours

All live courses are held over 2 online sessions of approx. 3.5 hours each

Apteco PeopleStage Campaigner

Live

- Learn how to plan and execute single and multi-stage, multi-channel campaigns in PeopleStage. Create target audiences and personalise content. Set event-driven automation rules to progress individuals within your campaign flow and use cost and volume constraints to satisfy business goals.
- Ideal for campaign managers and marketing professionals. We recommend that learners complete FastStats Analyser Standard training first.

VIEW COURSE CONTENT →

4 online sessions of
approx. 3.5 hours each

14 hours

Other PeopleStage courses

Live

Apteco PeopleStage Broadcaster

Discover how to create timely communications through single-step campaigns in PeopleStage. Build your campaign flow, identify target groups, apply constraints, personalisation and automation, and capture digital and transactional responses

FIND OUT MORE →

7 hours

Live

Apteco PeopleStage Orchestrator

This course is offered on request and introduces system specific functionality including multi-level campaigning, campaign optimisation, social channels and integrations. Worked examples will be provided using a mix of a standard data set and client data.

FIND OUT MORE →

7 hours

All live courses are held over 2 online sessions of approx. 3.5 hours each

FastStats Designer
Database Administrator

Live

This course for database administrators provides all the knowledge required to configure, load and refresh FastStats databases using FastStats Designer.

VIEW COURSE CONTENT →

2 online sessions of
approx. 3.5 hours each

7 hours

FastStats.NET Server Installation and Administration

Live

This course is for Apteco software administrators who will be responsible for implementing and maintaining the FastStats.NET software architecture.

VIEW COURSE CONTENT →

2 online sessions of approx. 3.5 hours each

7 hours

What we ask from you

Prepare

Install software, check your access and permissions

Engage

Keep your webcam and audio on in live sessions.

We want to engage with you!

Focus

Book out your time and remove distractions

We want you all to ourselves!

Share

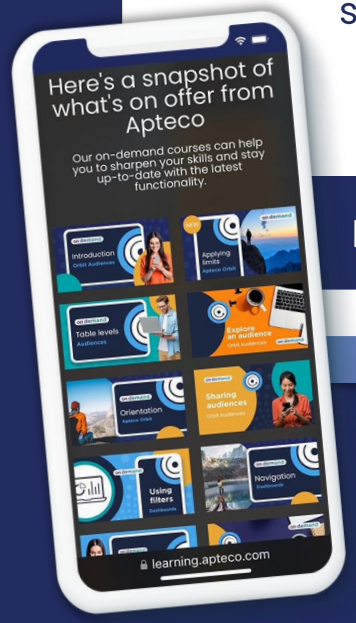
We encourage your feedback and sharing

Please stay in touch!

How to book

On demand training

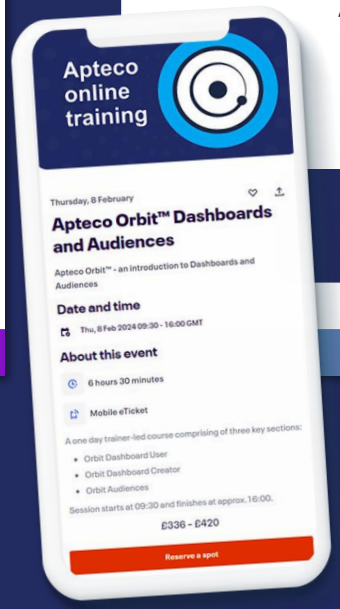
Book and purchase directly to get started straight away



BOOK NOW

Live scheduled training

Visit our website and book on Eventbrite or via your Apteco partner



VISIT WEBSITE

Private training

Simply, contact your approved Apteco partner or email us directly to book training for your whole team.

CONTACT US

What happens after you book

Live

- For live courses we'll confirm dates and times of your training sessions
- We'll send you helpful training pre-requisites and recommendations
- Look out for an email with all the details you'll need to join and access the training system.
- You'll receive a certificate to celebrate your achievement on completion!

On demand

- Your course begins as soon as you activate it
- We'll provide immediate access to on-demand video content and all supporting resources
- Look out for an email with all the details you'll need to join and access the training system.
- You have 30 days from initial course activation to complete your learning

Why choose Apteco academy?

1. Flexible trainer-led learning options - live or on demand

2. Engaging, hands-on courses, with practical exercises and post-training support to reinforce learning

3. Resumé-worthy credentials and a certificate on completion to show off your new skills

4. Post-training support: social media groups, videos, manuals, user guides and online help hub

5. Highly skilled trainers with an in-depth knowledge and passion for the product

Please keep in touch!

We'd love to stay connected after your training

Join our LinkedIn group and find us on X to keep up-to-date on new features, get hints and tips, ask questions, get advice and share your knowledge with other users.

@aptecotraining

Apteco Training

T’s and C’s

As part of your Apteco project implementation, we provide full user training

You can choose to book onto a live scheduled course, a private course, or for some courses, on demand is also available

Certain Apteco training courses are only available to licensed users

If you license Apteco software via an approved partner, please contact them to book your training

Apteco
academy.