

Success Story



COPPER • STATE  
COMMUNICATIONS

# Copper State Communications

**A smarter approach  
to marketing**

As Arizona's largest technology services provider, Copper State Communications delivers superior phone systems, voice, data, IT, and cloud solutions.

aprimo™



## Challenge

Copper State Communications is a technology services provider that partners with CenturyLink to generate demand and engage B2B customers.

Copper State looked to improve the customer engagement involved with its email campaigns. The Arizona-based company sought to:

- Reduce the cycle times of content creation
- Increase customer engagement and lead generation
- Use technology to measure campaign performance

At the time, Copper State created its own content for campaigns. It independently executed concepts while CenturyLink created infographics and follow-up emails. This back-and-forth process typically took 90 days.



Plan  
& Spend



Marketing  
Productivity



Distributed  
Marketing



Campaign

## Solution

To speed up campaign launches and drive demand, Copper State turned to Aprimo. The company activated Distributed Marketing to more quickly launch campaigns and better engage prospects.

With Aprimo, Copper State found that campaigns can be easily co-branded and syndicated to ensure that a consistent message is delivered through all channels. Any content from CenturyLink can be customized and quickly distributed to prospects or customers, which significantly reduces the content-creation cycle time.

With Aprimo Distributed Marketing,  
a customized campaign that  
used to take 90 days to  
launch now takes 30 days.

“Aprimo Distributed Marketing gives me the opportunity to reach more people.”



**Kevin Haugen**  
Sales Representative





// Aprimo Distributed Marketing offers significant value to the success of Copper State Communications.



**Jeannie Erli**

Carrier Services Director

## Results

By activating Aprimo, Copper State saw immediate results in the way it distributes campaigns:

- Increase in speed-to-market
- Ability to analyze campaign performance
- More efficient use of its marketing resources

Since Copper State activated Aprimo to automate its marketing operations, it's already realized immediate and positive changes.

Aprimo makes it far easier to distribute marketing content than Copper State's previous process, which involved several third-party systems and took anywhere from two weeks to three months to complete. With Aprimo Distributed Marketing, the marketing team can launch a campaign in 30 days.

Copper State now has the capability to record and measure campaign results. The Insights feature lets Copper State monitor its marketing performance so it can tailor communications for higher open rates. The Leads Management feature offers a central database of customers and leads who engage via email. Armed with that knowledge, Copper State can see who responds to a campaign and proactively seek new prospects.

// The benefit of Aprimo Distributed Marketing is the speed-to-market in which we can launch a campaign, and the sales team really likes using the platform.



**Jeannie Erli**





## About Aprimo

Aprimo is a category-leading marketing operations platform that frees marketers to focus on smart marketing by automating the Five Marketing Essentials: plan, spend, create, distribute, and perform. Aprimo's comprehensive suite improves time-to-market and maximizes a company's marketing investment to drive revenue. Aprimo is headquartered in Chicago, with global R&D and customer support in Indianapolis, and international operations based in London. For more information, visit [www.aprimo.com](http://www.aprimo.com).

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