

## Aprimo Announces Alliance Partnership with Quaero for Enhanced Multi-Channel Campaign Management Marketing Services

### APRIMO'S MARKETING SERVICES BOLSTERED BY NEW ASSOCIATION

Indianapolis, IN (August 26, 2008) -- Aprimo, Inc., a global provider of software for Enterprise Marketing Management (EMM), today announced it has formalized an alliance partnership with Quaero, a leading marketing and technology consulting firm, to help extend its reach in Enterprise Campaign Management.

"We are very pleased to expand our partnership with Quaero," said Bob Boehnlein, EVP, Aprimo Global Services. "They have the agility of an entrepreneurial firm, the stability of larger firms, with the innovation of a top consulting firm that many of our Global 2000 customers are accustomed to. We look for partners with a passion to not only create client success, but also ensure long-term client loyalty."

Quaero is a Marketing Service Provider (MSP) Alliance Partner with Aprimo and its consultants have implemented Aprimo's marketing solutions with key customers in the financial services sector. The partnership will include broadening into additional industry verticals.

"Aprimo is a leader in marketing automation solutions and we are pleased to partner with them," said, Joe Kelly, Senior Vice President, Marketing Automation, Quaero. "We have been impressed with Aprimo's campaign management solution and believe it offers a very good value proposition for companies looking to streamline their marketing campaign efforts."

Aprimo's Alliance Partners enhance the value of the solution for the customer. This is achieved by providing overall project management, and working hand-in-hand with Aprimo customers to understand their unique needs, to configure the functionality to meet those needs, and to guide the project through to successful implementation. Partners also bring added vertical market knowledge, geographic coverage and specialized marketing automation expertise. Aprimo looks for partners that are committed to delivering innovative solutions that enable today's marketers to more effectively manage all facets of "the business of marketing" in 2008 and beyond.

The network of Aprimo Partners includes: Distributors, Independent Software Vendors (ISVs), Marketing Service Providers (MSPs), Platform Partners, Referral Partners, Systems Integrators and Value-Added Resellers (VARs).

Quaero was a Gold Sponsor at the Aprimo Marketing Summit 2008 in Miami.



### ABOUT QUAERO

Quaero delivers multichannel marketing solutions that help companies build long-lasting customer relationships, improve marketing effectiveness and realize measurable return on investment. We specialize in helping marketers solve their most complex challenges and accelerate marketing performance through a range of services in four primary disciplines: strategy, analytics and planning; marketing automation; customer data management; and hosted marketing solutions. Quaero serves category-leading business-to-business and business-to-consumer clients in select vertical markets. To learn more, visit our Web site at [www.quaero.com](http://www.quaero.com).

## ABOUT APRIMO

Aprimo is a leading provider of marketing software and services that enhance the productivity and performance of marketing organizations. Aprimo's integrated suite of applications, Aprimo Enterprise™, improves alignment across the Marketing Value Chain (the business processes that connect corporate, brand, field marketing, and external marketing suppliers and agencies), and enables the execution of multi-channel marketing campaigns. Aprimo Enterprise is based on the Enterprise Marketing Backbone, Aprimo's innovative service oriented architecture (SOA), which eliminates marketing as an island of automation within the enterprise. Aprimo provides solutions primarily to large enterprises and medium-sized businesses worldwide, including companies in the automotive, consumer packaged goods, financial services, life sciences, retail, technology, and telecommunications industries.

For more information call + 1.317.803.4300 or visit [www.aprimo.com](http://www.aprimo.com).

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